Ownership – Dragon Age Style

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Ownership !

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Dragon Age
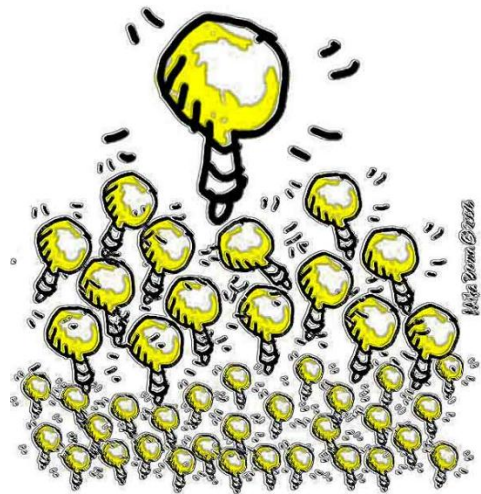
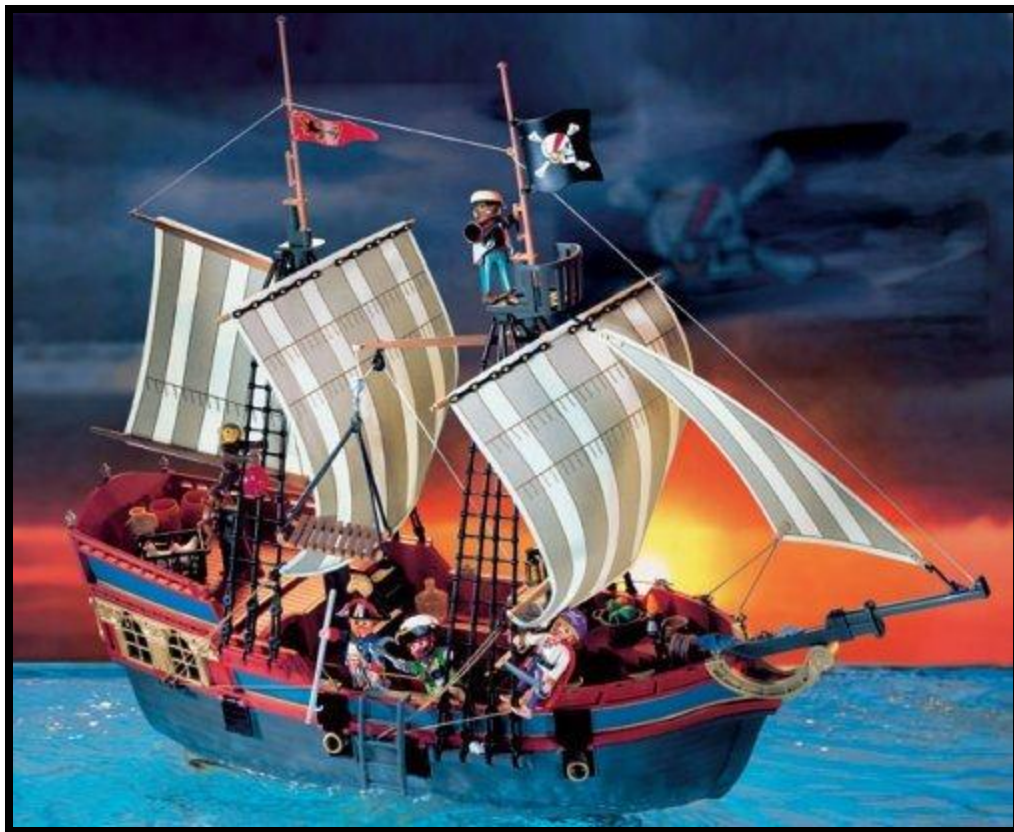OWNERSHIP

WHEN NO ONE ELSE IS ON BOARD AND THAT'S FINE BY YOU,
IT'S FINE BY ME. IT IS, AFTER ALL, YOUR BOAT.
YOU CAN DO WHATEVER YOU WANT WITH IT.

motifake.com

Why do we need owners?

True "ownership" at all levels of a game company helps deliver AAA titles.

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Context
What does it mean to be an owner?

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What is Ownership?

- Ownership is about:
  - Strongly caring for an area/feature/project.
  - Ability to drive it to success.
  - Accountability.
  - Being able to take decisions.
  - Communication.

- It is not:
  - Being Possessive or territorial.
  - Explicitly being a Lead or an Scrum P.O.

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Types of Owners

It can be anyone in the company independent of their department, title or level.

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Examples of Ownership

- Asset/Feature/Team.
- Project or a section of a Project.
- Vertical Slice or Demo.
- Platform.

Any portion of development that requires special attention.

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Ownership & Delegation

You are fully responsible for your area,
but someone has your back!

TAKE AWAY

Make it formal!

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Make it formal

- Announce ownership:
  - Email, kick off meeting, memo, wiki page.
- Define area of responsibility and expectations.
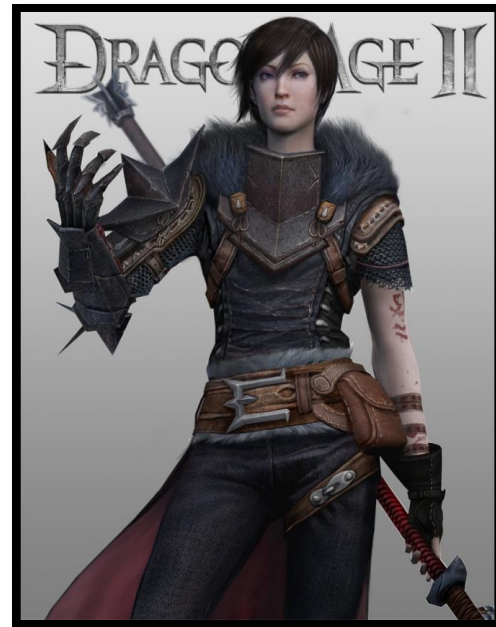- Provide Training and Mentorship.

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Expectations
What is your job as an owner?

Expectations

An Owner is Expected to:

- Formulate a **clear vision**.
- Define the **scope**.
- **Prioritize** features.
- Accept or reject work **results.**
- Work with the rest of the **team**.

Formulate a Clear Vision

The ideal
vision is simple
and easy to
remember.

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Examples

- **Good Examples:**
  - **Dragon Age II Art** – Grim, Bloody, Sexy.
  - **Dragon Age II Combat** – Think like a general, Fight like a Spartan.
  - **Production –** Facilitate the development of games that are as fun to develop as they are to play.
- **Bad Examples:**
  - **Subway** – Sandwich artists.

Aligned

- It should be **aligned** with the main game vision.

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Inspiring

TAKE AWAY

Don't lose me at hello.

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Define Scope

Now that you have a **vision**, it is up to you to define what is IN and OUT of scope.

Achievable

Shoot for the moon but start with something realistic and attainable.

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It is not about you, it is about the game.

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Identify Priorities

Not everything is critical and order is relevant.

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TAKE AWAY

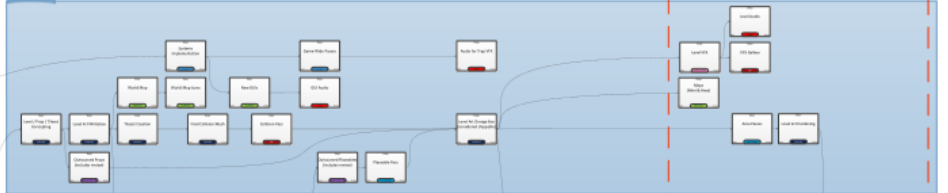# If you don't decide what the priority order is, someone else will do it for you!

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Seek Feedback

TAKE AWAY

Create a culture around feedback.

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Work with other Owners

- In our delegation model you are not working in isolation… you're part of the team.

  - Guest Speakers
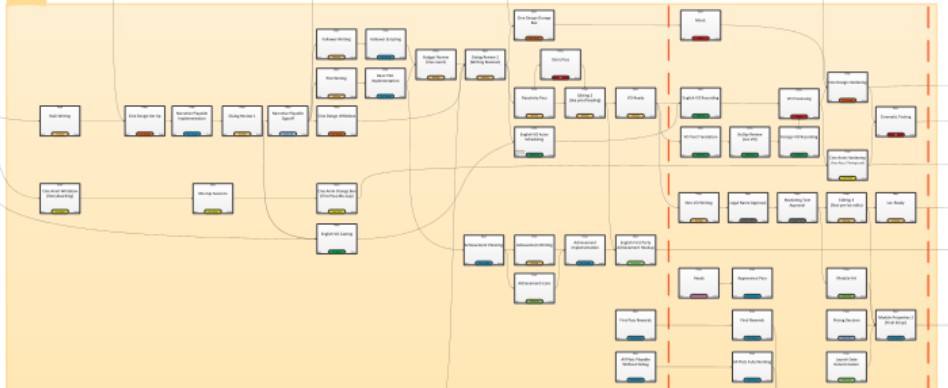 - Wiki pages
  - Ownership meetings
  - Dependency Charts

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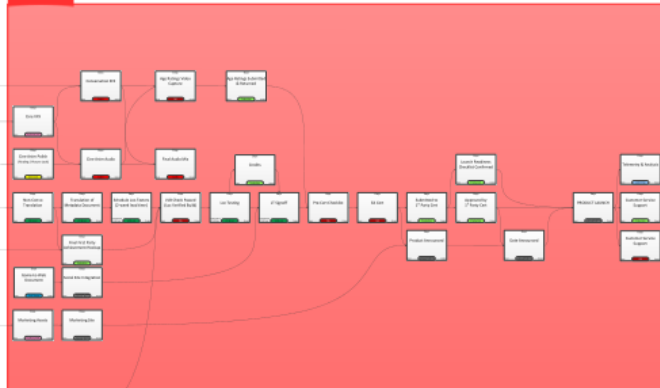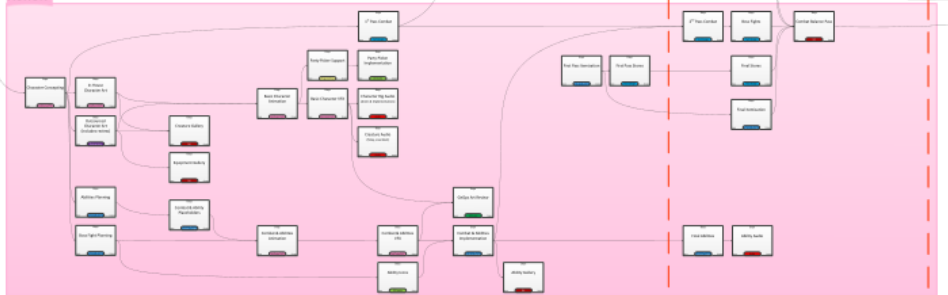
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PRE-PROD

STORY

POST-PROD

ACTION

Deliverable

ALPHA GONE?

BETA GONE?

TAKE AWAY

When in doubt "Talk"

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How many owners do you need?

As many as the number of risks, ideas, features, other, that you have in your game.

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Ownership

- **Keeps top talent engaged.**
- **Delivers great games.**
- **Ensures a lasting Franchise.**

Questions?

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