



“At the beginning of a team-based effort, often there’s a void, an inertia. Teams need an initial boost – a liftoff – to generate a force that overrides the inertia resulting from a lack of common purpose, unclear communications channels, undefined working relationships, and other areas of ambiguity.”

What does it look like?

A scope-boxed endeavor that is one part **team chartering**, one part **Sprint 0**, and one part **futurepective**.

It attempts to answer the question:
“What does a team need to know to ensure it is successful?”

Team Launch



Purpose

Alignment

Context

Project / Product Vision	Effective Facilitation	Roles and Responsibilities	Business Context	Business Owner Relationship
Backlog of Work	Agile Principles and Team Values	Skills inventory	Understanding Stakeholders	Product Users
Project / Product Goals	Team Working Agreements	Definition of Ready / Done (DoR, DoD)	Notional Architecture	Team Agile Knowledge
Metrics: Quality, Value, Collab + Delivery	Team Ceremonies / Events	Development / Testing Workflow	Target Environments	Delivery Risks
	How Do We Celebrate?		Review of Applicable Policies	

These elements help the team understand what it's trying to **accomplish**, reinforcing its **identity** and focusing it on achieving **common goals**.

These elements ensure a **common understanding** of how the team plans to **work together**.

These elements help the team understand their client, any other groups or efforts that are active in its environment and the team's relationships to them.