“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 futurespective.

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

#### Purpose
- **Project / Product Vision**
- **Backlog of Work**
- **Project / Product Goals**
- **Metrics: Quality, Value, Collab + Delivery**

#### Alignment
- **Effective Facilitation**
- **Agile Principles and Team Values**
- **Team Working Agreements**
- **Team Ceremonies / Events**

#### Context
- **Business Context**
- **Business Owner Relationship**
- **Understanding Stakeholders**
- **Product Users**
- **Notional Architecture**
- **Team Agile Knowledge**
- **Target Environments**
- **Delivery Risks**

#### Additional Elements
- How Do We Celebrate?
- **Definition of Ready / Done (DoR, DoD)**
- **Roles and Responsibilities**
- **Skills inventory**
- **Development / Testing Workflow**
- **Review of Applicable Policies**

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**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.**