Maintaining a Sense of Belonging 🌺 in a Distributed-First Company

Marcin Floryan

Spotify®

SERT Conference on Software Engineering 2024, Nov 2024, Stockholm

@mfloryan

A story of two engineers...

“A sense of belonging is a human need, just like the need for food and shelter. It gives us a feeling of safety and connection, allowing us to thrive.

Brené Brown, Dare to Lead

Marcin Floryan 🇵🇱 🇬🇧 🇸🇪

My pronouns are **he/him**

Software Engineer, Courageous Leader,
Coach, Speaker, Trainer, Researcher

playX

Spotify®

@mfloryan

The past 🕸️

@mfloryan

JAWS
INVESTIGATIONS
SPRINT
IN PROGRESS
VALIDATE
READY
New functionality
COOL AW

@mfloryan

@mfloryan

New reality ✨

@mfloryan

Work From Anywhere

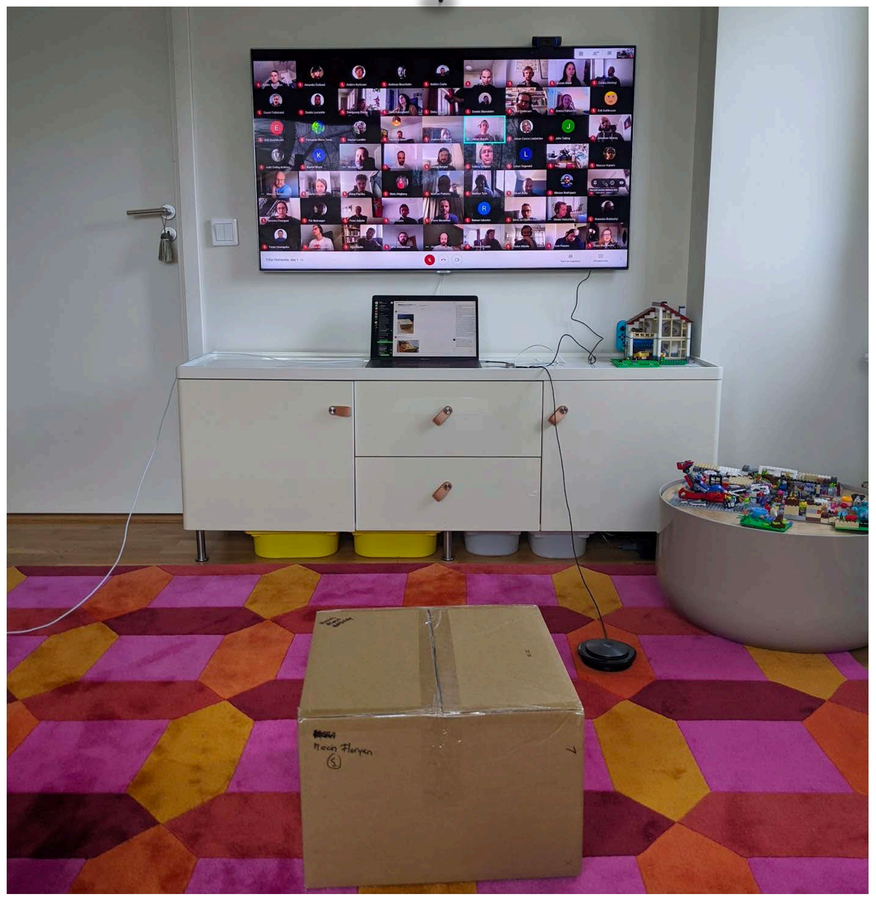
“Work isn’t something our people come to the office for, it’s something they do.

Work From Anywhere foundations

Intro Days

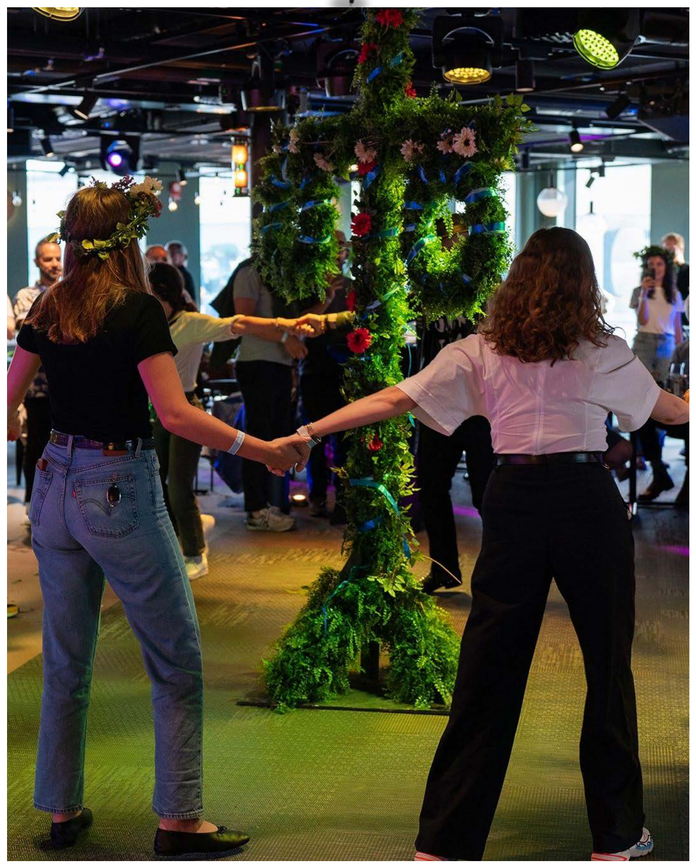
@mfloryan

Homesite

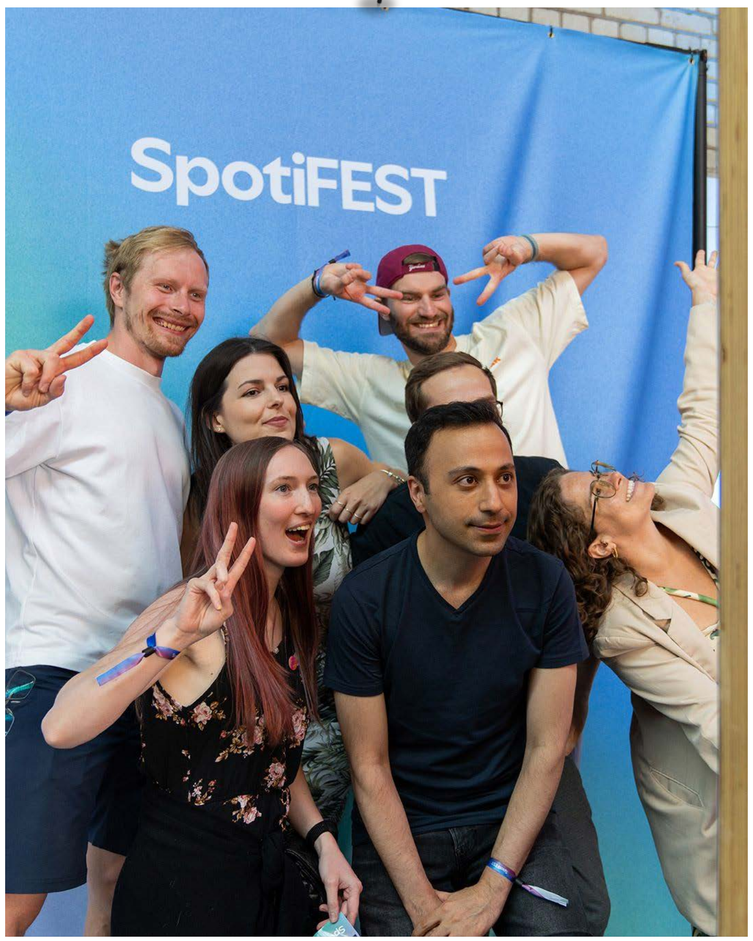


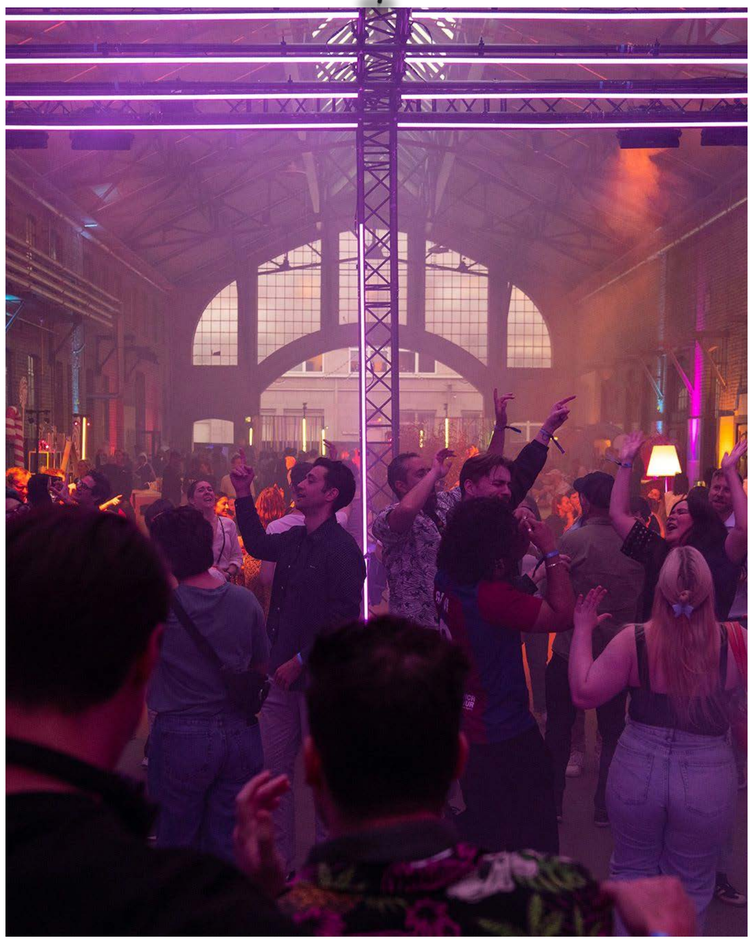
Getting together

Office Action



SpotiFEST





Core Week

Different dimensions of belonging

- Local office
- ERGs
- Guilds
- ...

Putting it all together

Distributed First Principles

- equal terms independent of work location
- prioritise asynchronous communication
- work transparently
- focus on impact and outcomes
- document everything
- distributed and still connected

don’t build
a sense of belonging
around
the office space

@mfloryan

don’t build
a sense of belonging
around

swag

@mfloryan

don’t build
a sense of belonging
around
ideology

@mfloryan

don’t build
a sense of belonging
around
your product

@mfloryan

👍 build a sense of belonging 🌺
around
work done together

@mfloryan

👍 build a sense of belonging 🌺
around a
shared purpose

@mfloryan

👍 build a sense of belonging 🌺
around a
human connections

@mfloryan

A sense of **belonging** 🌺

is the **glue**

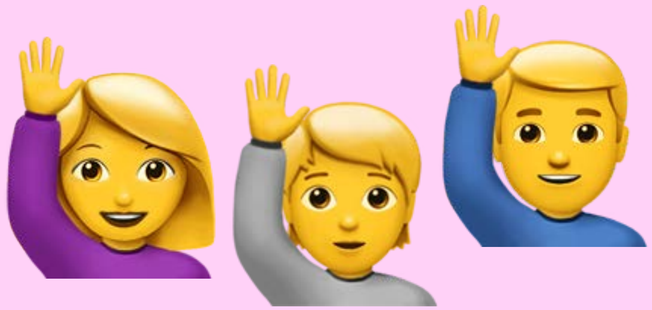
that holds organisations **together**

🌺 Belonging

be **explicit** and **invest** regularly 💶

protect social time and IRL interactions 🤼

build around a **common goal** 🎯



https://**Marcin**.**Floryan**.se/

@mfloryan