

## Mission for Studio Lead

Our team mission is to deliver a fresh and unique mobile experience on the market for the casual audience, by identifying and creating our own segment where we can be the leaders with the capabilities of Voodoo.

The Team Lead is responsible to build and grow a creative high-effective team, and is also responsible for the quality and performance of the games that this team will create.

- 1. Team Insights: ensures a transparency and good flow of information in the team**
  - a. Keep the team informed on the company strategy and directions
  - b. Keep the team informed on our studio mission, vision and goals
  - c. Keep the team informed on relevant information that may affect directly or indirectly their work (team news, external factors etc...)
  - d. Keep the team informed on the trends of the market
- 2. Team Execution: ensures that the team has what they need to execute well their work and goals**
  - a. Ensures we have the right tools and process to support our work
  - b. Ensures we have the right culture and environment to execute our work (office space, distractions, working hours, flexibility of work)
  - c. Ensure we have the right people and skills in our team to execute and deliver the game(s)
  - d. Supports the team to pass the blockers and help them look for solutions
- 3. Team Motivation: ensures that the motivation of people in the team is aligned with the goals and mission of the studio**
  - a. Regular check-in with each team member to understand where their motivations are. *Where is it that they feel they have the most impact?*
  - b. Ensures that people have Autonomy and the feeling of Mastery in the work they do. Redirects and assigns the right people on the right projects
  - c. Provides feedback on their work and their areas of development
  - d. Map out long term goals and support their personal development goals and dreams
- 4. Studio vision: Defines, owns and communicates the studio Vision**

- a. Defines the creative direction of our studio and delivers the WHY to the team and leadership
  - b. Defines the goals and ambition of our studio by quarters and year, aligned with the leadership expectations and strategy
  - c. Communicates the Vision regularly to the team and collects their feedback and inputs
  - d. Develops the player-centric philosophy in the studio (player research, playtests, understanding the audience)
- 5. Studio culture: is responsible for the culture and environment of the team**
- a. Defines the culture and values for the studio
  - b. Acts according to the values in front of the team
  - c. Ensures the team acts by these values too
  - d. Is responsible for hiring the talents needed to boost or complement the culture
- 6. Studio output: is responsible for the internal and external performance of the games developed**
- a. Is responsible to share internally the builds with Voodoo stakeholders for feedbacks and visibility
  - b. Is responsible of the quality and performance of the games published Live
  - c. Is responsible for the revenues generated by the studio and P&L
  - d. Is responsible to ensure we make games aligned with Voodoo values: Delivery, Excellence, Uniqueness, Think Big
- 7. Is on top of the market practices**
- a. Is playing regularly the top games from the market (top 50 grossing and dw)
  - b. Is testing regularly the new games that are noteworthy, regardless of the platform
  - c. Deconstructs top performing games and can comprehend why they work for that game
  - d. Applies and translates the best practices into our game(s)
- 8. Is on top of Leadership practices for creative and lean teams**
- a. Improves permanently our ways of working as a team
  - b. Experiments new creative ways of working
  - c. Meets regularly the top leaders in the gaming and tech industry to exchange practices
- 9. Delivers a marketable game by 2021 with these KPIs (Team goals)**
- d. CPI < \$XX (below the avg of the market in the same category)
  - e. High funnel and store conversion (above the avg of the market)
  - f. D1 > 50%

- g. D7 > 20%
- h. D30 > 10%
- i. ARPDAU > \$YYc

## Attributes

### 10. Growth mindset

- a. Shows a passion to learn new things and takes time to grow in their craft
- b. Shows a positive learning attitude from a hard or negative past experience.

### 11. Team player

- a. Regularly seeks feedback from the team. Respects and values other viewpoints even if they disagree with it.
- b. Doesn't blame or criticises others for mistakes but rather helps and coaches others

### 12. Open for feedback and failures

- a. Can take critical feedback on their work, without taking it personally or acting defensive
- b. Can turn the critical feedback into problem solving and into concrete actionables improvements for the game

### 13. Conflict management

- a. Handles and acts professionally in a situation of conflicts.
- b. Brings forward the issue to the parties involved and offers solutions.
- c. Can communicate respectfully with others even in situations of conflict.

### 14. Test-fast mentality

- a. Can get closure on a decision fast, and not dwell on it too long. No decision should stay hanging more than a week.
- b. Implements ideas fast. It should happen within the next week after the decision was made.

15. **Player-centric**: is passionate about creating value for others and will do what it takes to understand the audience and deliver the best game experience for them.