

~~Kill the Org Chart~~

@randyjhunt



Notion Design Team



“How big is your team?”

“How big is your team?”

“Are you hiring?”

“What does team size have to do with it?”

**The further you
are from the work,
the harder it is
to learn.**

The Work

**Individual
Contributors**

Managers

Directors

VPs

etc, etc, etc.

This moment
demands learning.

Designer

AI agents

QA

Comms

Execution

Welcome to the great blurring.

Engineer

Research

Code

Strategy

Craft

Writer

**This is what we've
been waiting for.**

The new team is

Smaller.

Flatter.

More blurry.

Qualities of Notion Design

Band of Misfits

Mature Daily Maker

**Loves Building
Software**

We know it when we see it.

1

Shipped ideas. Many.

Evidence they can make things happen, not just think about them.

We know it when we see it.

1

Shipped ideas. Many.

Evidence they can make things happen, not just think about them.

2

Curiosity → learning → incorporation

A visible trail of skills picked up, tested, and woven into work.

We know it when we see it.

1

Shipped ideas. Many.

Evidence they can make things happen, not just think about them.

2

Curiosity → learning → incorporation

A visible trail of skills picked up, tested, and woven into work.

3

Enough vocabulary to be full of energy and free of hype

Can talk about it meaningfully. The language has been earned.

Craft & Flatness

Elements of Craft

01

Judgment & Taste

Knowing the difference
between good and great...
and acting on it.

02

Skill & Technique

Mastery of tools, methods,
and materials earned
through practice.

03

Ritual & Habit

The behaviors that make
work sustainable over time
and drive ongoing learning.

Momentum

begets progress.

**Momentum
begets progress.**

Smaller and flatter enables momentum.

None of this works unless...

**People are
empowered.**

Structure, trust, and access to do their
best work, without needing permission.

None of this works unless...

**People are
empowered.**

Structure, trust, and access to do their best work, without needing permission.

**People take
ownership.**

Responsibility is the price of creative freedom. This is the deal.

- 1** Structure empowered teams around skills and behaviors first, not titles and functions.
- 2** Smaller, flatter teams stay closer to the work, learn faster, and adapt when predictability disappears.
- 3** Curiosity, craft, and shared habits are the foundation of sustainable, skill-based scaling.

Thank you.

