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David Baszucki, founder and CEO of Roblox, describes how the organizational structure of his company mimics the community of the online-games platform it runs. Like the individuals and teams who independently develop the games that make Roblox a leading destination for youth in the United States, Baszucki says the company increases productivity by giving groups the freedom to work and deploy on their own.

Transcript

- There's all kinds of things one can do to motivate people and to compensate them and get them organized and to do them is what's interesting is without any direct human contact we know have two million people using Roblox creation tools.. We have about 700 who are making a fair amount of money.. We have some that are teamed up in groups of five or 10 who are making $4 million a year and this has all happened without us doing anything.. We've made this platform.. We had the right incentives in place.. It's really an amazing lesson for things to try to do in a company.. Whoa, if we can get these two million people to do this and it's all going in the right direction without anything, can we do the same thing inside of our company? We think in terms of the least bureaucracy possible.. We think how our company can be a set of companies within a company.. Our company now runs as about 20 separate teams with say 10 to 30 people.. We call the product and engineering managers of those teams the CEOs of those teams..

We really think of, can we create a company that's really a collection of CEOs running their own small company? On the engineering side, we do everything possible to allow these teams to scale independently, deploy independently, do their own design.. The more independence, the less horizontal friction and the more things move vertically and quickly...