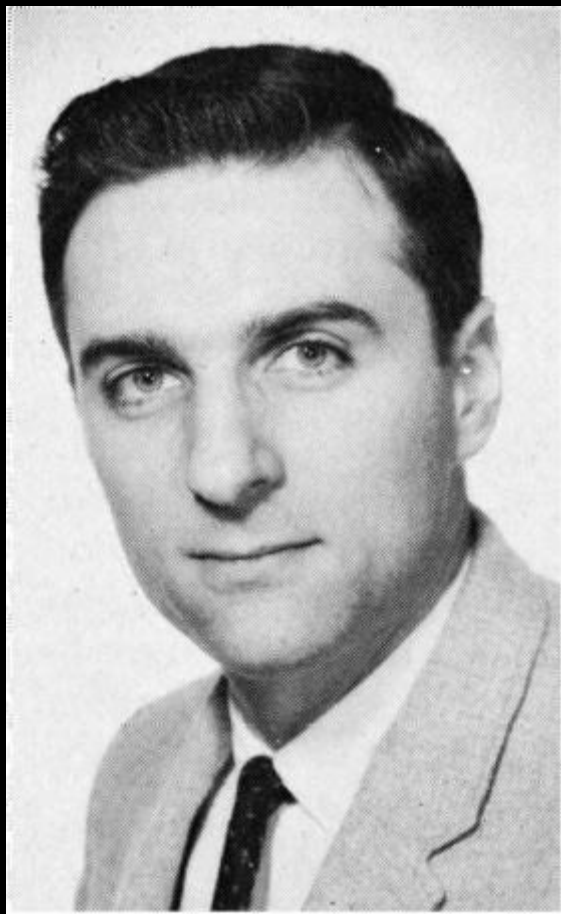




Conway's Four Laws

Mike Amundsen
@mamund

Mel Conway



Mel Conway

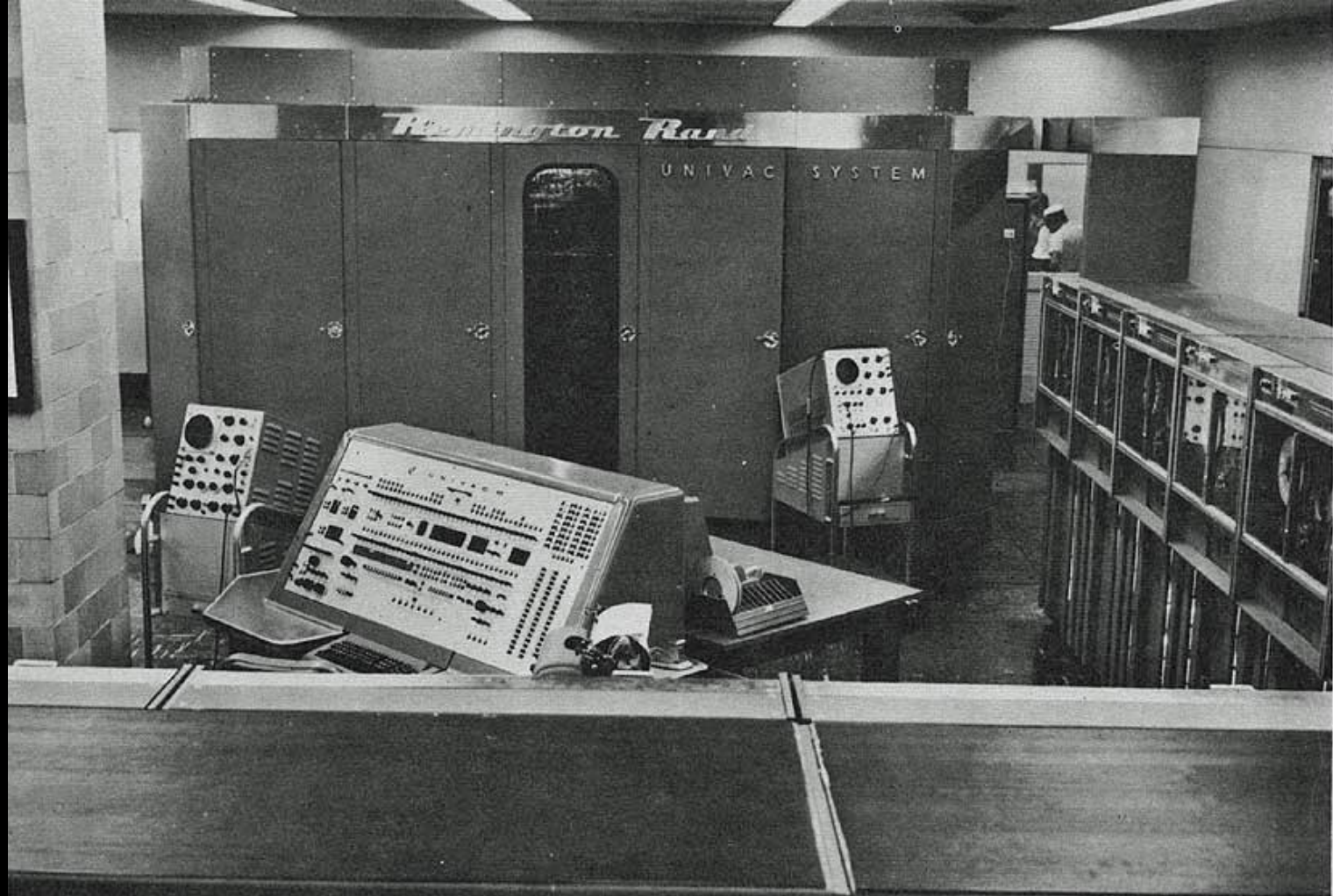
- Burroughs assembler (SAVE) 1950s
- UNCOL (universal compiler language) 1958
- First paper on Coroutines 1963
- “How Do Committees Invent?” (1967)
- MUMPS medical computing (1970s)
- Pascal for Mac & Apple II (1980s)
- #HumanizeTheCraft Project (2010s)

<http://www.melconway.com/>

Mel Conway

- Burroughs assembler (SAVE) 1950s
- UNCOL (universal compiler language) 1958
- First paper on Coroutines 1963
- “How Do Committees Invent?” (1967)
- MUMPS medical computing (1970s)
- Pascal for Mac & Apple II (1980s)
- #HumanizeTheCraft Project (2010s)

<http://www.melconway.com/>



HOW DO COMMITTEES INVENT?

by MELVIN E. CONWAY

That kind of intellectual activity which creates a useful whole from its diverse parts may be called the *design* of a system. Whether the particular activity is the creation of specifications for a major weapon system, the formation of a recommendation to meet a social challenge, or the programming of a computer, the general activity is largely the same.

Typically, the objective of a design organization is the creation and assembly of a document containing a coherent but structured body of information. We may name this information the *system design*. It is typically produced for a sponsor who usually desires to carry out some activity guided by the system design. For example, a public official may wish to propose legislation to avert a recurrence of a recent disaster, so he appoints a team to explain the catastrophe. Or a manufacturer needs a new product and designates a product planning activity to specify what should be introduced.

The design organization may or may not be involved in the construction of the system it designs. Frequently, in public affairs, there are policies which discourage a group's acting upon its own recommendations; whereas, in private industry, quite the opposite situation often prevails.

It seems reasonable to suppose that the knowledge that one will have to carry out one's own recommendations or that this task will fall in others, probably affects some design choices which the individual designer is called upon to make. Most design activity requires continually making choices. Many of these choices may be more than design decisions; they may also be personal decisions the designer makes about his own future. As we shall see later, the incentives which exist in a conventional management environment can motivate choices which subvert the intent of the sponsor.¹

stages of design

The initial stages of a design effort are concerned more with structuring of the design activity than with the system itself.² The full-blown design activity cannot proceed until certain preliminary milestones are passed. These include:

1. Understanding of the boundaries, both on the design activity and on the system to be designed, placed by the sponsor and by the world's realities.
2. Achievement of a preliminary notion of the system's organization so that design task groups can be meaningfully assigned.

We shall see in detail later that the very act of organiz-

design organization criteria

ing a design team means that certain design decisions have already been made, explicitly or otherwise. Given any design team organization, there is a class of design alternatives which cannot be effectively pursued by such an organization because the necessary communication paths do not exist. Therefore, there is no such thing as a design group which is both organized and unbiased.

Once the organization of the design team is chosen, it is possible to delegate activities to the subgroups of the organization. Every time a delegation is made and somebody's scope of inquiry is narrowed, the class of design alternatives which can be effectively pursued is also narrowed.

Once scopes of activity are defined, a coordination problem is created. Coordination among task groups, although it appears to lower the productivity of the individual in the small group, provides the only possibility that the separate task groups will be able to consolidate their efforts into a unified system design.

Thus the life cycle of a system design effort proceeds through the following general stages:

1. Drawing of boundaries according to the general rules.
2. Choice of a preliminary system concept.
3. Organization of the design activity and delegation of tasks according to that concept.
4. Coordination among delegated tasks.
5. Consolidation of substeps into a single design.

It is possible that a given design activity will not proceed straight through this list. It might conceivably reorganize upon discovery of a new, and obviously superior, design concept, but such an appearance of uncertainty is unflattering, and the very act of voluntarily abandoning a creation is painful and expensive. Of course, from the

Communication dictates design.



Dr. Conway is manager, peripheral systems research, at Sperry Rand's Univac Div., where he is working on recognition of continuous speech. He has previously been a research associate at Case Western Reserve Univ., and a software consultant. He has an MS in physics from CalTech and a PhD in math from Case.

-- Mel Conway, 1967

¹A related, but much more comprehensive discussion of the behavior of task-designing organizations is found in John Kenneth Galbraith's, *The New Industrial State* (Boston, Houghton Mifflin, 1967). See especially Chapter VI, "The Technocracy."

²For a discussion of the problems, which may arise when the design activity takes the form of a project in a functional environment, see C. J. Hildreth, "How to Set Up a Project Organization," *Harvard Business Review*, March-April, 1967, p. 73.

Conway's Law

ANNIVERSARY EDITION WITH FOUR NEW CHAPTERS



ESSAYS ON SOFTWARE ENGINEERING

THE MYTHICAL MAN-MONTH

FREDERICK P. BROOKS, JR.

ANNIVERSARY EDITION WITH FOUR NEW CHAPTERS



ESSAYS ON SOFTWARE ENGINEERING

THE
MYTHICAL
MAN-MONTH

FREDERICK P. BROOKS, JR.

Brooks' Law

“Adding manpower to a late software project makes it later.”

-- Fred Brooks, 1975

ANNIVERSARY EDITION WITH FOUR NEW CHAPTERS



ESSAYS ON SOFTWARE ENGINEERING

THE
MYTHICAL
MAN-MONTH

FREDERICK P. BROOKS, JR.

Intercommunication formula

$$n(n - 1) / 2$$

-- *Fred Brooks, 1975*

ANNIVERSARY EDITION WITH FOUR NEW CHAPTERS



ESSAYS ON SOFTWARE ENGINEERING

THE
MYTHICAL
MAN-MONTH

FREDERICK P. BROOKS, JR.

Intercommunication formula

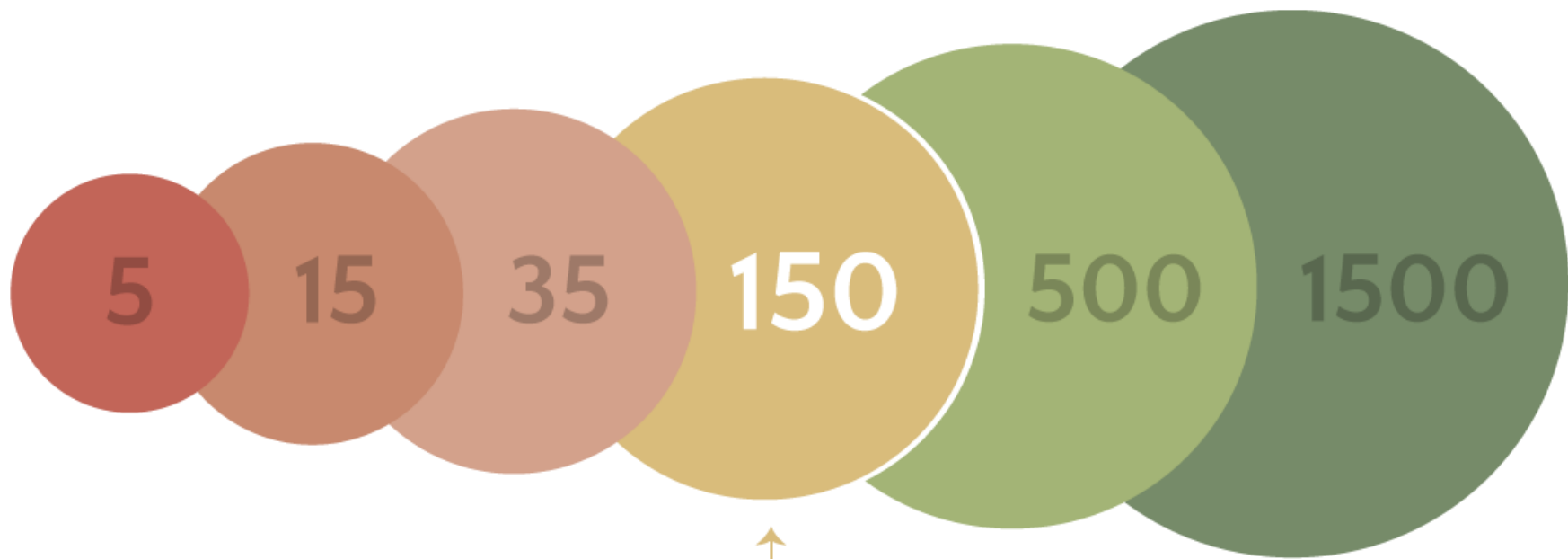
$$5 * (5-1) / 2 = 10$$

$$15 * (15-1) / 2 = 105$$

$$50 * (50-1) / 2 = 1,225$$

$$150 * (150-1) / 2 = 11,175$$

-- *Fred Brooks, 1975*



Dunbar's Number

the max number of relationships a person can maintain



Dunbar Groups

Intimate friends: 5

Trusted friends: 15

Close friends: 35

Casual friends: 150

-- *Robin Dunbar, 1992*

***Conway's (first) Law
tells us TEAM SIZE is important***

SO...

Make the teams as small as necessary.

ASSESSMENT:

***If you don't have
a personal relationship
with every member of your TEAM,
your team is probably TOO BIG.***

GUIDANCE:

***Aim for TEAM SIZE
of “Dunbar level 1” (5),
possibly “Dunbar level 2” (15).***

So... what about other Conway Laws?

HOW DO COMMITTEES INVENT?

by MELVIN E. CONWAY

That kind of intellectual activity which creates a useful whole from its diverse parts may be called the *design* of a system. Whether the particular activity is the creation of specifications for a major weapon system, the formation of a recommendation to meet a social challenge, or the programming of a computer, the general activity is largely the same.

Typically, the objective of a design organization is the creation and assembly of a document containing a coherent but structured body of information. We may name this information the *system design*. It is typically produced for a sponsor who usually desires to carry out some activity guided by the system design. For example, a public official may wish to propose legislation to avert a recurrence of a recent disaster, so he appoints a team to explain the catastrophe. Or a manufacturer needs a new product and designates a product planning activity to specify what should be introduced.

The design organization may or may not be involved in the construction of the system it designs. Frequently, in public affairs, there are policies which discourage a group's acting upon its own recommendations; whereas, in private industry, quite the opposite situation often prevails.

It seems reasonable to suppose that the knowledge that one will have to carry out one's own recommendations or that this task will fall to others, probably affects some design choices which the individual designer is called upon to make. Most design activity requires continually making choices. Many of these choices may be more than design decisions; they may also be personal decisions the designer makes about his own future. As we shall see later, the incentives which exist in a conventional management environment can motivate choices which subvert the intent of the sponsor.¹

stages of design

The initial stages of a design effort are concerned more with structuring of the design activity than with the system itself.² The full-blown design activity cannot proceed until certain preliminary milestones are passed. These include:

1. Understanding of the boundaries, both on the design activity and on the system to be designed, placed by the sponsor and by the world's realities.
2. Achievement of a preliminary notion of the system's organization so that design task groups can be meaningfully assigned.

We shall see in detail later that the very act of organiz-

design organization criteria

ing a design team means that certain design decisions have already been made, explicitly or otherwise. Given any design team organization, there is a class of design alternatives which cannot be effectively pursued by such an organization because the necessary communication paths do not exist. Therefore, there is no such thing as a design group which is both organized and unbiased.

Once the organization of the design team is chosen, it is possible to delegate activities to the subgroups of the organization. Every time a delegation is made and somebody's scope of inquiry is narrowed, the class of design alternatives which can be effectively pursued is also narrowed.

Once scopes of activity are defined, a coordination problem is created. Coordination among task groups, although it appears to lower the productivity of the individual in the small group, provides the only possibility that the separate task groups will be able to consolidate their efforts into a unified system design.

Thus the life cycle of a system design effort proceeds through the following general stages:

1. Drawing of boundaries according to the ground rules.
2. Choice of a preliminary system concept.
3. Organization of the design activity and delegation of tasks according to that concept.
4. Coordination among delegated tasks.
5. Consolidation of substeps into a single design.

It is possible that a given design activity will not proceed straight through this list. It might conceivably reorganize upon discovery of a new, and obviously superior, design concept, but such an appearance of uncertainty is unflattering, and the very act of voluntarily abandoning a creation is painful and expensive. Of course, from the



Dr. Conway is manager, peripheral systems research, at Sperry Rand's Univac Div., where he is working on recognition of continuous speech. He has previously been a research associate at Case Western Reserve Univ., and a software consultant. He has an MS in physics from CalTech and a PhD in math from Case.

Doing it Over

“There is never enough time to do something right, but there is always enough time to do it over.”

-- Mel Conway, 1967

¹A related, but much more comprehensive discussion of the behavior of decision-making organizations is found in John Kenneth Galbraith's, *The New Industrial State* (Boston, Houghton Mifflin, 1967). See especially Chapter VI, "The Infrastructure."

²For a discussion of the problems, which may arise when the design activity takes the form of a project in a functional environment, see C. J. Hildreth, "How to Set Up a Project Organization," *Harvard Business Review*, March-April, 1967, p. 73.

The
ETTO



Principle:

Efficiency-Thoroughness Trade-Off

Why Things That Go Right Sometimes Go Wrong



E R I K H O L L N A G E L



Increasing Intractability

1. *Systems grow too large*
2. *Rate of change increases*
3. *Overall expectations keep rising*

-- *Eric Hollnagel, 2009*

***Conway's Second Law
tells us PROBLEM SIZE is important***

so...

Make the solution as small as necessary.

ASSESSMENT:

***If you (or your team)
cannot explain ALL the code
in your release package,
your release is TOO LARGE***

GUIDANCE:

***Execute many SMALL releases
instead of a few LARGE releases.***

HOW DO COMMITTEES INVENT?

by MELVIN E. CONWAY

That kind of intellectual activity which creates a useful whole from its diverse parts may be called the *design* of a system. Whether the particular activity is the creation of specifications for a major weapon system, the formation of a recommendation to meet a social challenge, or the programming of a computer, the general activity is largely the same.

Typically, the objective of a design organization is the creation and assembly of a document containing a coherent but structured body of information. We may name this information the *system design*. It is typically produced for a sponsor who usually desires to carry out some activity guided by the system design. For example, a public official may wish to propose legislation to avert a recurrence of a recent disaster, so he appoints a team to explain the catastrophe. Or a manufacturer needs a new product and designates a product planning activity to specify what should be introduced.

The design organization may or may not be involved in the construction of the system it designs. Frequently, in public affairs, there are policies which discourage a group's acting upon its own recommendations; whereas, in private industry, quite the opposite situation often prevails.

It seems reasonable to suppose that the knowledge that one will have to carry out one's own recommendations or that this task will fall to others, probably affects some design choices which the individual designer is called upon to make. Most design activity requires continually making choices. Many of these choices may be more than design decisions; they may also be personal decisions the designer makes about his own future. As we shall see later, the incentives which exist in a conventional management environment can motivate choices which subvert the intent of the sponsor.¹

stages of design

The initial stages of a design effort are concerned more with structuring of the design activity than with the system itself.² The full-blown design activity cannot proceed until certain preliminary milestones are passed. These include:

1. Understanding of the boundaries, both on the design activity and on the system to be designed, placed by the sponsor and by the world's realities.
2. Achievement of a preliminary notion of the system's organization so that design task groups can be meaningfully assigned.

We shall see in detail later that the very act of organiz-

design organization criteria

ing a design team means that certain design decisions have already been made, explicitly or otherwise. Given any design team organization, there is a class of design alternatives which cannot be effectively pursued by such an organization because the necessary communication paths do not exist. Therefore, there is no such thing as a design group which is both organized and unbiased.

Once the organization of the design team is chosen, it is possible to delegate activities to the subgroups of the organization. Every time a delegation is made and somebody's scope of inquiry is narrowed, the class of design alternatives which can be effectively pursued is also narrowed.

Once scopes of activity are defined, a coordination problem is created. Coordination among task groups, although it appears to lower the productivity of the individual in the small group, provides the only possibility that the separate task groups will be able to consolidate their efforts into a unified system design.

Thus the life cycle of a system design effort proceeds through the following general stages:

1. Drawing of boundaries according to the ground rules.
2. Choice of a preliminary system concept.
3. Organization of the design activity and delegation of tasks according to that concept.
4. Coordination among delegated tasks.
5. Consolidation of substeps into a single design.

It is possible that a given design activity will not proceed straight through this list. It might conceivably reorganize upon discovery of a new, and obviously superior, design concept, but such an appearance of uncertainty is unflattering, and the very act of voluntarily abandoning a creation is painful and expensive. Of course, from the

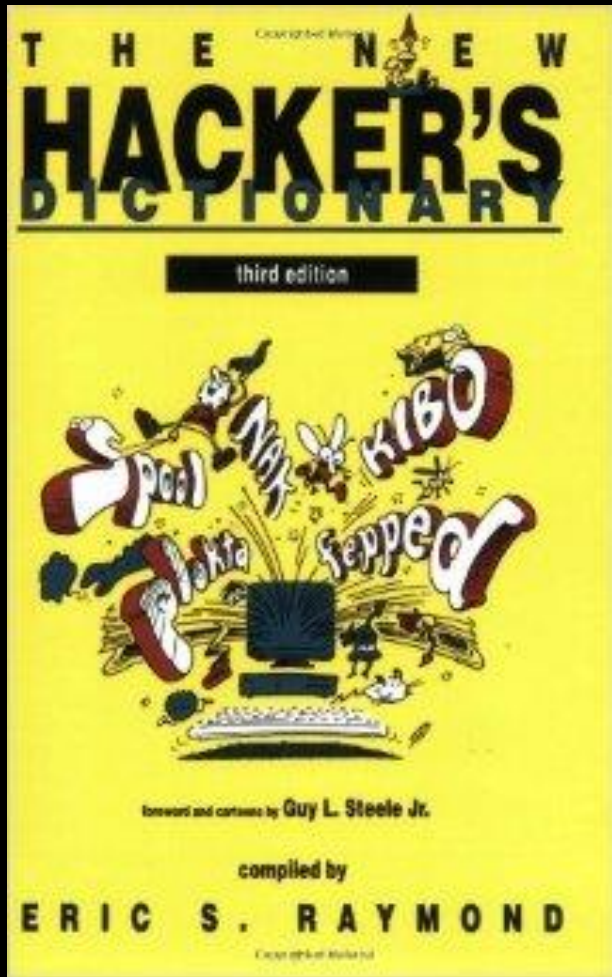


Dr. Conway is manager, peripheral systems research, at Sperry Rand's Univac Div., where he is working on recognition of continuous speech. He has previously been a research associate at Case Western Reserve Univ., and a software consultant. He has an MS in physics from CalTech and a PhD in math from Case.

Homomorphism

“There is a homomorphism from the linear graph of a system to the linear graph of its design organization”

-- Mel Conway, 1967



Homomorphism

“If you have four groups working on a compiler, you'll get a 4-pass compiler.”

- *Eric S. Raymond, 1991*

***Conway's Third Law
tells us CROSS-TEAM INDEPENDENCE
is important.***

***So...
Make each team fully independent.***

***If you have to hold a release
until some other team is ready,
you are not an
INDEPENDENT TEAM***

HOW DO COMMITTEES INVENT?

by MELVIN E. CONWAY

That kind of intellectual activity which creates a useful whole from its diverse parts may be called the *design* of a system. Whether the particular activity is the creation of specifications for a major weapon system, the formation of a recommendation to meet a social challenge, or the programming of a computer, the general activity is largely the same.

Typically, the objective of a design organization is the creation and assembly of a document containing a coherent but structured body of information. We may name this information the *system design*. It is typically produced for a sponsor who usually desires to carry out some activity guided by the system design. For example, a public official may wish to propose legislation to avert a recurrence of a recent disaster, so he appoints a team to explain the catastrophe. Or a manufacturer needs a new product and designates a product planning activity to specify what should be introduced.

The design organization may or may not be involved in the construction of the system it designs. Frequently, in public affairs, there are policies which discourage a group's acting upon its own recommendations; whereas, in private industry, quite the opposite situation often prevails.

It seems reasonable to suppose that the knowledge that one will have to carry out one's own recommendations or that this task will fall to others, probably affects some design choices which the individual designer is called upon to make. Most design activity requires continually making choices. Many of these choices may be more than design decisions; they may also be personal decisions the designer makes about his own future. As we shall see later, the incentives which exist in a conventional management environment can motivate choices which subvert the intent of the sponsor.¹

stages of design

The initial stages of a design effort are concerned more with structuring of the design activity than with the system itself.² The full-blown design activity cannot proceed until certain preliminary milestones are passed. These include:

1. Understanding of the boundaries, both on the design activity and on the system to be designed, placed by the sponsor and by the world's realities.
2. Achievement of a preliminary notion of the system's organization so that design task groups can be meaningfully assigned.

We shall see in detail later that the very act of organiz-

design organization criteria

ing a design team means that certain design decisions have already been made, explicitly or otherwise. Given any design team organization, there is a class of design alternatives which cannot be effectively pursued by such an organization because the necessary communication paths do not exist. Therefore, there is no such thing as a design group which is both organized and unbiased.

Once the organization of the design team is chosen, it is possible to delegate activities to the subgroups of the organization. Every time a delegation is made and somebody's scope of inquiry is narrowed, the class of design alternatives which can be effectively pursued is also narrowed.

Once scopes of activity are defined, a coordination problem is created. Coordination among task groups, although it appears to lower the productivity of the individual in the small group, provides the only possibility that the separate task groups will be able to consolidate their efforts into a unified system design.

Thus the life cycle of a system design effort proceeds through the following general stages:

1. Drawing of boundaries according to the ground rules.
2. Choice of a preliminary system concept.
3. Organization of the design activity and delegation of tasks according to that concept.
4. Coordination among delegated tasks.
5. Consolidation of subdesigns into a single design.

It is possible that a given design activity will not proceed straight through this list. It might conceivably reorganize upon discovery of a new, and obviously superior, design concept, but such an appearance of uncertainty is unflattering, and the very act of voluntarily abandoning a creation is painful and expensive. Of course, from the

"The structures of large systems tend to disintegrate during development, qualitatively more so than with small systems."



Dr. Conway is manager, peripheral systems research, at Sperry Rand's Univac Div., where he is working on recognition of continuous speech. He has previously been a research associate at Case Western Reserve Univ., and a software consultant. He has an MS in physics from CalTech and a PhD in math from Case.

-- Mel Conway, 1967

¹A related, but much more comprehensive discussion of the behavior of disintegrating organizations is found in John Kenneth Galbraith's, *The New Industrial State* (Boston, Houghton Mifflin, 1967). See especially Chapter VI, "The Incentives."

²For a discussion of the problems, which may arise when the design activity takes the form of a project in a functional environment, see C. J. Hildreth, "How to Set Up a Project Organization," *Harvard Business Review*, March-April, 1967, p. 73.

Three reasons Disintegration occurs...

Disintegration: Reason #1

HOW DO COMMITTEES INVENT?

by MELVIN E. CONWAY

That kind of intellectual activity which creates a useful whole from its diverse parts may be called the *design* of a system. Whether the particular activity is the creation of specifications for a major weapon system, the formation of a recommendation to meet a social challenge, or the programming of a computer, the general activity is largely the same.

Typically, the objective of a design organization is the creation and assembly of a document containing a coherent but structured body of information. We may name this information the *system design*. It is typically produced for a sponsor who usually desires to carry out some activity guided by the system design. For example, a public official may wish to propose legislation to avert a recurrence of a recent disaster, so he appoints a team to explain the catastrophe. Or a manufacturer needs a new product and designates a product planning activity to specify what should be introduced.

The design organization may or may not be involved in the construction of the system it designs. Frequently, in public affairs, there are policies which discourage a group's acting upon its own recommendations, whereas, in private industry, quite the opposite situation often prevails.

It seems reasonable to suppose that the knowledge that one will have to carry out one's own recommendations or that this task will fall to others, probably affects some design choices which the individual designer is called upon to make. Most design activity requires continually making choices. Many of these choices may be more than design decisions; they may also be personal decisions the designer makes about his own future. As we shall see later, the incentives which exist in a conventional management environment can motivate choices which subvert the intent of the sponsor.¹

stages of design

The initial stages of a design effort are concerned more with structuring of the design activity than with the system itself. The full-blown design activity cannot proceed until certain preliminary milestones are passed. These include:

1. Understanding of the boundaries, both on the design activity and on the system to be designed, placed by the sponsor and by the world's realities.
2. Achievement of a preliminary notion of the system's organization so that design task groups can be meaningfully assigned.

We shall see in detail later that the very act of organiz-

design organization criteria

ing a design team means that certain design decisions have already been made, explicitly or otherwise. Given any design team organization, there is a class of design alternatives which cannot be effectively pursued by such an organization because the necessary communication paths do not exist. Therefore, there is no such thing as a design group which is both organized and unbiased.

Once the organization of the design team is chosen, it is possible to delegate activities to the subgroups of the organization. Every time a delegation is made and somebody's scope of inquiry is narrowed, the class of design alternatives which can be effectively pursued is also narrowed.

Once scopes of activity are defined, a coordination problem is created. Coordination among task groups, although it appears to lower the productivity of the individual in the small group, provides the only possibility that the separate task groups will be able to consolidate their efforts into a unified system design.

Thus the life cycle of a system design effort proceeds through the following general stages:

1. Drawing of boundaries according to the ground rules.
2. Choice of a preliminary system concept.
3. Organization of the design activity and delegation of tasks according to that concept.
4. Coordination among delegated tasks.
5. Consolidation of subdesigns into a single design.

It is possible that a given design activity will not proceed straight through this list. It might conceivably reorganize upon discovery of a new, and obviously superior, design concept, but such an appearance of uncertainty is unflattering, and the very act of voluntarily abandoning a creation is painful and expensive. Of course, from the

“The realization that the system will be large, together with organization pressures, make irresistible the temptation to assign too many people to a design effort”



Dr. Conway is manager, peripheral systems research, at Sperry Rand's Univac Div., where he is working on recognition of continuous speech. He has previously been a research associate at Case Western Reserve Univ., and a software consultant. He has an MS in physics from CalTech and a PhD in math from Case.

-- Mel Conway, 1967

¹A related, but much more comprehensive discussion of the behavior of non-designing organizations is found in John Kenneth Galbraith's, *The New Industrial State* (Boston, Houghton Mifflin, 1967). See especially Chapter VI, "The Technocracy."

²For a discussion of the problems, which may arise when the design activity takes the form of a project in a functional environment, see C. J. Hildreth, "How to Set Up a Project Organization," *Harvard Business Review*, March-April, 1967, p. 73.

ANNIVERSARY EDITION WITH FOUR NEW CHAPTERS



ESSAYS ON SOFTWARE ENGINEERING

THE
MYTHICAL
MAN-MONTH

FREDERICK P. BROOKS, JR.

Brooks' Law

Adding manpower to a late software project makes it later.

-- Fred Brooks, 1975

Disintegration: Reason #2

HOW DO COMMITTEES INVENT?

by MELVIN E. CONWAY

That kind of intellectual activity which creates a useful whole from its diverse parts may be called the *design* of a system. Whether the particular activity is the creation of specifications for a major weapon system, the formation of a recommendation to meet a social challenge, or the programming of a computer, the general activity is largely the same.

Typically, the objective of a design organization is the creation and assembly of a document containing a coherent but structured body of information. We may name this information the *system design*. It is typically produced for a sponsor who usually desires to carry out some activity guided by the system design. For example, a public official may wish to propose legislation to avert a recurrence of a recent disaster, so he appoints a team to explain the catastrophe. Or a manufacturer needs a new product and designates a product planning activity to specify what should be introduced.

The design organization may or may not be involved in the construction of the system it designs. Frequently, in public affairs, there are policies which discourage a group's acting upon its own recommendations; whereas, in private industry, quite the opposite situation often prevails.

It seems reasonable to suppose that the knowledge that one will have to carry out one's own recommendations or that this task will fall to others, probably affects some design choices which the individual designer is called upon to make. Most design activity requires continually making choices. Many of these choices may be more than design decisions; they may also be personal decisions the designer makes about his own future. As we shall see later, the incentives which exist in a conventional management environment can motivate choices which subvert the intent of the sponsor.¹

stages of design

The initial stages of a design effort are concerned more with structuring of the design activity than with the system itself.² The full-blown design activity cannot proceed until certain preliminary milestones are passed. These include:

1. Understanding of the boundaries, both on the design activity and on the system to be designed, placed by the sponsor and by the world's realities.
2. Achievement of a preliminary notion of the system's organization so that design task groups can be meaningfully assigned.

We shall see in detail later that the very act of organiz-

design organization criteria

ing a design team means that certain design decisions have already been made, explicitly or otherwise. Given any design team organization, there is a class of design alternatives which cannot be effectively pursued by such an organization because the necessary communication paths do not exist. Therefore, there is no such thing as a design group which is both organized and unbiased.

Once the organization of the design team is chosen, it is possible to delegate activities to the subgroups of the organization. Every time a delegation is made and somebody's scope of inquiry is narrowed, the class of design alternatives which can be effectively pursued is also narrowed.

Once scopes of activity are defined, a coordination problem is created. Coordination among task groups, although it appears to lower the productivity of the individual in the small group, provides the only possibility that the separate task groups will be able to consolidate their efforts into a unified system design.

Thus the life cycle of a system design effort proceeds through the following general stages:

1. Drawing of boundaries according to the ground rules.
2. Choice of a preliminary system concept.
3. Organization of the design activity and delegation of tasks according to that concept.
4. Coordination among delegated tasks.
5. Consolidation of subdesigns into a single design.

It is possible that a given design activity will not proceed straight through this list. It might conceivably reorganize upon discovery of a new, and obviously superior, design concept, but such an appearance of uncertainty is unflattering, and the very act of voluntarily abandoning a creation is painful and expensive. Of course, from the



Dr. Conway is manager, peripheral systems research, at Sperry Rand's Univac Div., where he is working on recognition of continuous speech. He has previously been a research associate at Case Western Reserve Univ., and a software consultant. He has an MS in physics from CalTech and a PhD in math from Case.

“Application of the conventional wisdom of management to a large design organization causes its communication structure to disintegrate.”

-- Mel Conway, 1967

¹A related, but much more comprehensive discussion of the behavior of non-designing organizations is found in John Kenneth Galbraith's, *The New Industrial State* (Boston, Houghton Mifflin, 1967). See especially Chapter VI, "The Infrastructure."

²For a discussion of the problems, which may arise when the design activity takes the form of a project in a functional environment, see C. J. Hildreth, "How to Set Up a Project Organization," *Harvard Business Review*, March-April, 1967, p. 73.



Dunbar's Number

A measurement of the “cognitive limit to the number of individuals with whom any one person can maintain stable relationships.”

-- *Robin Dunbar, 1992*

HOW DO COMMITTEES INVENT?

by MELVIN E. CONWAY

That kind of intellectual activity which creates a useful whole from its diverse parts may be called the *design* of a system. Whether the particular activity is the creation of specifications for a major weapon system, the formation of a recommendation to meet a social challenge, or the programming of a computer, the general activity is largely the same.

Typically, the objective of a design organization is the creation and assembly of a document containing a coherent but structured body of information. We may name this information the *system design*. It is typically produced for a sponsor who usually desires to carry out some activity guided by the system design. For example, a public official may wish to propose legislation to avert a recurrence of a recent disaster, so he appoints a team to explain the catastrophe. Or a manufacturer needs a new product and designates a product planning activity to specify what should be introduced.

The design organization may or may not be involved in the construction of the system it designs. Frequently, in public affairs, there are policies which discourage a group's acting upon its own recommendations; whereas, in private industry, quite the opposite situation often prevails.

It seems reasonable to suppose that the knowledge that one will have to carry out one's own recommendations or that this task will fall to others, probably affects some design choices which the individual designer is called upon to make. Most design activity requires continually making choices. Many of these choices may be more than design decisions; they may also be personal decisions the designer makes about his own future. As we shall see later, the incentives which exist in a conventional management environment can motivate choices which subvert the intent of the sponsor.¹

stages of design

The initial stages of a design effort are concerned more with structuring of the design activity than with the system itself.² The full-blown design activity cannot proceed until certain preliminary milestones are passed. These include:

1. Understanding of the boundaries, both on the design activity and on the system to be designed, placed by the sponsor and by the world's realities.
2. Achievement of a preliminary notion of the system's organization so that design task groups can be meaningfully assigned.

We shall see in detail later that the very act of organiz-

design organization criteria

ing a design team means that certain design decisions have already been made, explicitly or otherwise. Given any design team organization, there is a class of design alternatives which cannot be effectively pursued by such an organization because the necessary communication paths do not exist. Therefore, there is no such thing as a design group which is both organized and unbiased.

Once the organization of the design team is chosen, it is possible to delegate activities to the subgroups of the organization. Every time a delegation is made and somebody's scope of inquiry is narrowed, the class of design alternatives which can be effectively pursued is also narrowed.

Once scopes of activity are defined, a coordination problem is created. Coordination among task groups, although it appears to lower the productivity of the individual in the small group, provides the only possibility that the separate task groups will be able to consolidate their efforts into a unified system design.

Thus the life cycle of a system design effort proceeds through the following general stages:

1. Drawing of boundaries according to the ground rules.
2. Choice of a preliminary system concept.
3. Organization of the design activity and delegation of tasks according to that concept.
4. Coordination among delegated tasks.
5. Consolidation of subdesigns into a single design.

It is possible that a given design activity will not proceed straight through this list. It might conceivably reorganize upon discovery of a new, and obviously superior, design concept, but such an appearance of uncertainty is unflattering, and the very act of voluntarily abandoning a creation is painful and expensive. Of course, from the



Dr. Conway is manager, peripheral systems research, at Sperry Rand's Univac Div., where he is working on recognition of continuous speech. He has previously been a research associate at Case Western Reserve Univ., and a software consultant. He has an MS in physics from CalTech and a PhD in math from Case.

Disintegration: Reason #3

“Homomorphism insures that the structure of the system will reflect the disintegration which has occurred in the design organization.”

-- Mel Conway, 1967

¹A related, but much more comprehensive discussion of the behavior of non-designing organizations is found in John Kenneth Galbraith's, *The New Industrial State* (Boston, Houghton Mifflin, 1967). See especially Chapter VI, "The Infrastructure."

²For a discussion of the problems, which may arise when the design activity takes the form of a project in a functional environment, see C. J. Hildreth, "How to Set Up a Project Organization," *Harvard Business Review*, March-April, 1967, p. 73.

HOW DO COMMITTEES INVENT?

by MELVIN E. CONWAY

That kind of intellectual activity which creates a useful whole from its diverse parts may be called the *design* of a system. Whether the particular activity is the creation of specifications for a major weapon system, the formation of a recommendation to meet a social challenge, or the programming of a computer, the general activity is largely the same.

Typically, the objective of a design organization is the creation and assembly of a document containing a coherent but structured body of information. We may name this information the *system design*. It is typically produced for a sponsor who usually desires to carry out some activity guided by the system design. For example, a public official may wish to propose legislation to avert a recurrence of a recent disaster, so he appoints a team to explain the catastrophe. Or a manufacturer needs a new product and designates a product planning activity to specify what should be introduced.

The design organization may or may not be involved in the construction of the system it designs. Frequently, in public affairs, there are policies which discourage a group's acting upon its own recommendations; whereas, in private industry, quite the opposite situation often prevails.

It seems reasonable to suppose that the knowledge that one will have to carry out one's own recommendations or that this task will fall in others, probably affects some design choices which the individual designer is called upon to make. Most design activity requires continually making choices. Many of these choices may be more than design decisions; they may also be personal decisions the designer makes about his own future. As we shall see later, the incentives which exist in a conventional management environment can motivate choices which subvert the intent of the sponsor.¹

stages of design

The initial stages of a design effort are concerned more with structuring of the design activity than with the system itself.² The full-blown design activity cannot proceed until certain preliminary milestones are passed. These include:

1. Understanding of the boundaries, both on the design activity and on the system to be designed, placed by the sponsor and by the world's realities.
2. Achievement of a preliminary notion of the system's organization so that design task groups can be meaningfully assigned.

We shall see in detail later that the very act of organiz-

design organization criteria

ing a design team means that certain design decisions have already been made, explicitly or otherwise. Given any design team organization, there is a class of design alternatives which cannot be effectively pursued by such an organization because the necessary communication paths do not exist. Therefore, there is no such thing as a design group which is both organized and unbiased.

Once the organization of the design team is chosen, it is possible to delegate activities to the subgroups of the organization. Every time a delegation is made and somebody's scope of inquiry is narrowed, the class of design alternatives which can be effectively pursued is also narrowed.

Once scopes of activity are defined, a coordination problem is created. Coordination among task groups, although it appears to lower the productivity of the individual in the small group, provides the only possibility that the separate task groups will be able to consolidate their efforts into a unified system design.

Thus the life cycle of a system design effort proceeds through the following general stages:

1. Drawing of boundaries according to the general rules.
2. Choice of a preliminary system concept.
3. Organization of the design activity and delegation of tasks according to that concept.
4. Coordination among delegated tasks.
5. Consolidation of substeps into a single design.

It is possible that a given design activity will not proceed straight through this list. It might conceivably reorganize upon discovery of a new, and obviously superior, design concept, but such an appearance of uncertainty is unflattering, and the very act of voluntarily abandoning a creation is painful and expensive. Of course, from the

Communication dictates design.



Dr. Conway is manager, peripheral systems research, at Sperry Rand's Univac Div., where he is working on recognition of continuous speech. He has previously been a research associate at Case Western Reserve Univ., and a software consultant. He has an MS in physics from CalTech and a PhD in math from Case.

-- Mel Conway, 1967

¹A related, but much more comprehensive discussion of the behavior of task-designing organizations is found in John Kenneth Galbraith's, *The New Industrial State* (Boston, Houghton Mifflin, 1967). See especially Chapter VI, "The Technocracy."

²For a discussion of the problems, which may arise when the design activity takes the form of a project in a functional environment, see C. J. Hildreth, "How to Set Up a Project Organization," *Harvard Business Review*, March-April, 1967, p. 73.

***Conway's Fourth Law
tells us TIME is against LARGE teams.***

So...

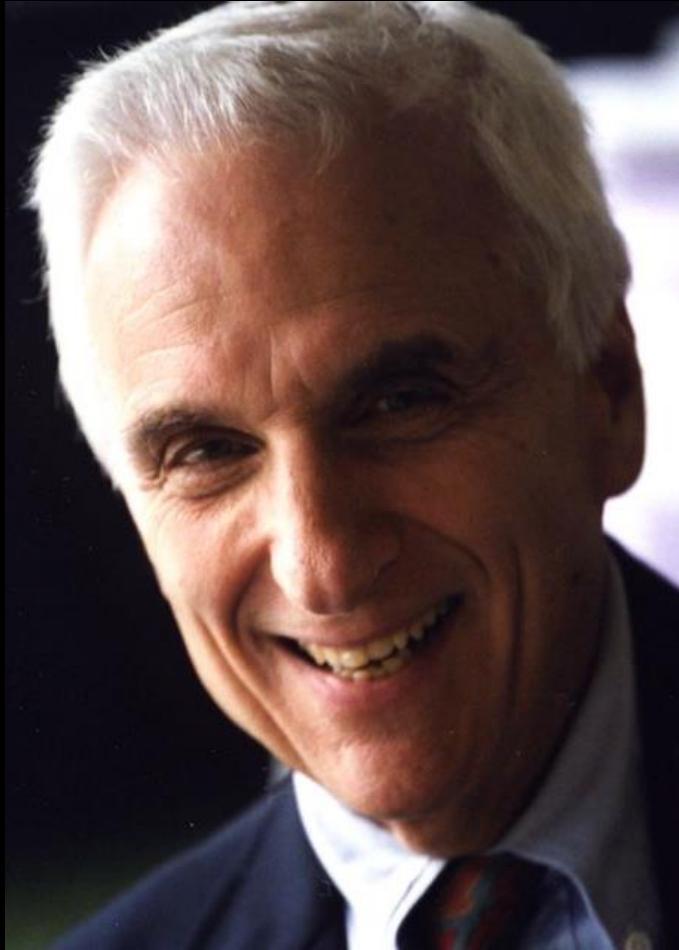
Make release cycles short and small.

ASSESSMENT:

***If your release dates are often missed,
your SCOPE is TOO BIG.***

GUIDANCE:

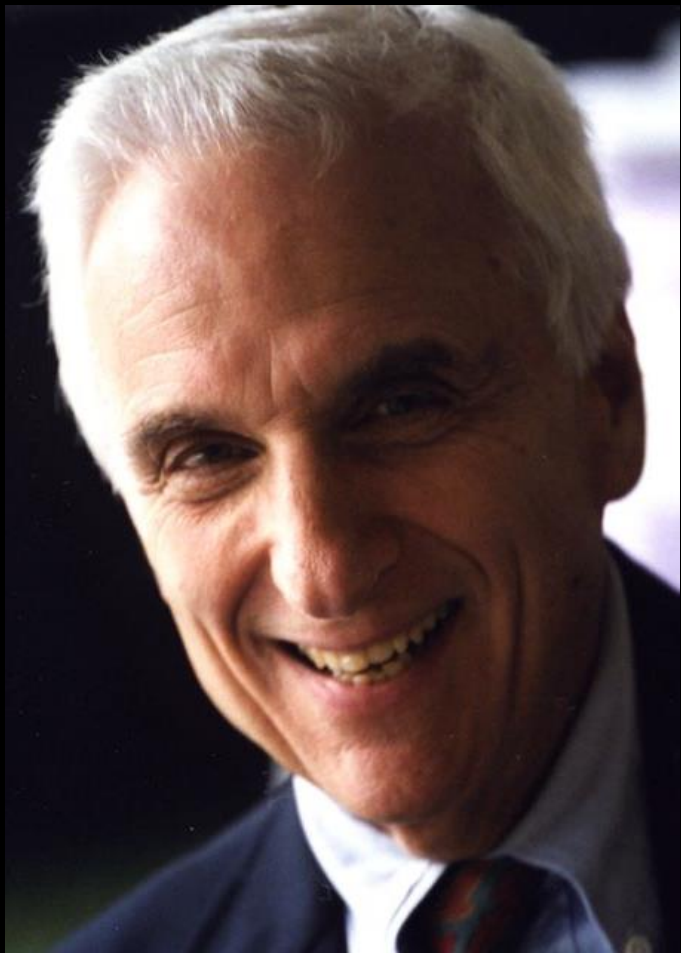
***Aim for a SCOPE that supports
a release cycle
of two weeks or less.***



Conway's First Law

*A system's design is a copy
of the organization's
communication structure.*

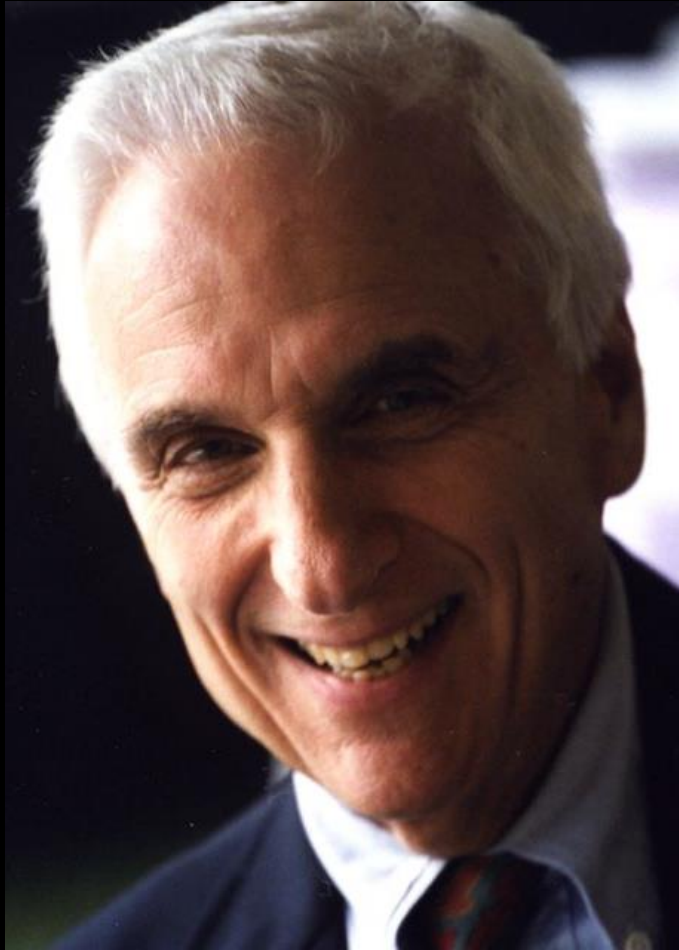
***Actively manage
communications within the
teams and across teams.***



Conway's Second Law

*There is never enough time
to do something right, but
there is always enough time
to do it over.*

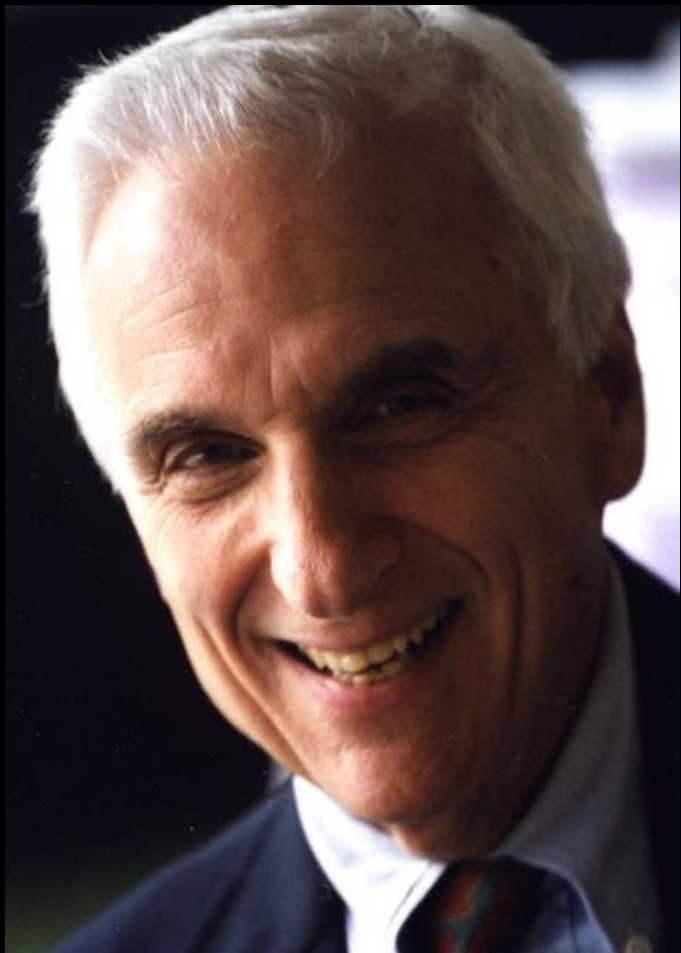
***Remember the process is
continually repeating.***



Conway's Third Law

*There is a homomorphism
from the linear graph of a
system to the linear graph of
its design organization.*

***Organize teams in order to
achieve desired system.***



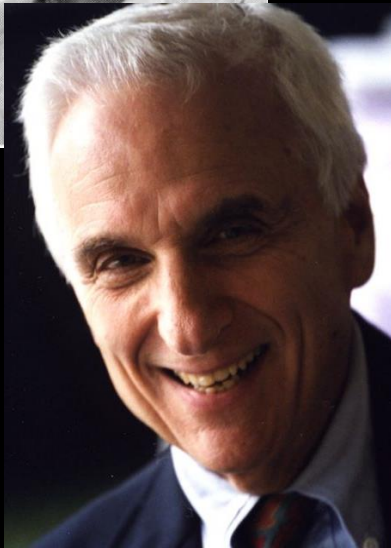
Conway's Fourth Law

The structures of large systems tend to disintegrate during development.

Keep your teams as small as necessary, but no smaller.

Conway's Lessons from 1967

1. Increase communications
2. Support continuous process
3. Organize teams by products
4. Make teams small as necessary





Conway's Four Laws

Mike Amundsen
@mamund