I will describe how we brought together a group of over 100 mathematicians, teachers, and educators to write the Eureka/EngageNY math curriculum. Why is this curriculum so special and so widely used today? (Over 50% of U.S. teachers use the curriculum in some way.) In this talk I will discuss one of the reasons: We created a check-your-egos-at-the-door, tough-love environment that motivated everyone on the writing team to put forward their best effort. (Received September 16, 2016)