

Now you have an idea of your landscape and how it can change, you'll want to start doing stuff about it. However, there are two classes of choice ; those which are universally applicable and those which are context specific. The universally applicable choices are a set of principles which we all should apply. These are your doctrine.

At the time of writing, this is my list of basic doctrine — hence Wardley's Doctrine (I really am that unimaginative). This is based upon my observations over many maps with many organisations and contains universal principles that I consider to be reasonably sound. Many of these we have already covered

Wardley's Doctrine

Be transparent

Have a bias towards openness within your organisation. If you want to effectively learn about the landscape then you need to share your maps with others and allow them to add their wisdom and their challenge to the process. Building maps in secret in your organisations is a surefire way of having a future meeting where somebody points out the blindingly obvious thing you have missed.

Focus on high situational awareness

There is a reasonably strong correlation between awareness and performance, so focus on this. Try to understand the landscape that you are competing in and understand any proposals in terms of this. Look before you leap.