Open Security Summit 2020 Pre Conference Training

A glorious TWO HOUR long rant by @catswetel

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WARNING

WARNING

Not a security expert

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WARNING

None of this is Wardley Approved

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Nope

Not here to teach you about how to use online tools.

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Yep!

Intro to Wardley Maps
Some tips and tricks for getting started
Unique perspective

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WARNING

Lots of Star Trek

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Who's heard of Wardley Maps?

0 - Never
1 - Heard of them, but don't know what they are
2 - Know what they are, never done one
3 - Have created a map before
4 - Have created maps, used doctrine, etc

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“I’m excited to create my first map!”

@CATSWETEL

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What is a Wardley Map?

A tool for thinking about
the evolution of value chains

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What is Wardley Mapping?

A set of tools for navigating the evolution of sociotechnical systems.

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Wardley Map

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Value Chain

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Value Chain

Klingon tea ceremony

A friend!

Antidote

Poetry

Cup of tea

Doctor

Poison flowers

Hot water

Replicator

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Replicator

Genesis

Custom

Product

Commodity

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Stage (of Evolution)	I	II	III	IV
Activity	Genesis	Custom	Product (+rental)	Commodity (+utility)
Data	Unmodelled	Divergent	Convergent	Modelled
Practice	Novel	Emerging	Good	Best
Knowledge	Concept	Hypothesis	Theory	Universally Accepted
Characteristics				
Ubiquity	Rare	Slowly increasing	Rapidly increasing	Widespread in the applicable market / ecosystem
Certainty	Poorly understood / exploring the unknown	Rapid increases in learning / discovery becomes refining	Rapid increases in use / increasing fit for purpose	Commonly understood (in terms of use)
Publication Types	Describe the wonder of the thing / the discovery of some marvel / a new land / an unknown frontier	Focused on build / construct / awareness and learning / many models of explanation / no accepted forms / a wild west.	Maintenance / operations / installation / comparison between competing forms / feature analysis e.g. merits of one model over another	Focused on use / increasingly an accepted, almost invisible component
General Properties				
Market	Undefined market	Forming market / competing forms and different models of understanding	Growing market / consolidation to a few competing but more accepted forms.	Mature market / stabilised to an accepted form
Knowledge management	Uncertain	Learning on use / focused on testing prediction	Learning on operation / using prediction / verification	known / accepted
Market (Ecosystem) Perception	Chaotic (non linear) / Domain of the "crazy"	Domain of "experts"	Increasing expectation of use / Domain of "professionals"	Ordered (appearance of being linear) / trivial / formula to be applied
User perception	Different / confusing / exciting / surprising / dangerous	Leading edge / emerging / uncertainty over results	Increasingly common / disappointed if not used or available / feeling left behind	Standard / expected / feeling of shock if not used
Perception in Indusry	Future source of competitive advantage / unpredictable / unknown	Seen as a competitive advantage / a differential / looking for ROI and case examples	Advantage through implementation / features / this model is better than that	Cost of doing business / accepted / specific defined models
Focus of value	High future worth but immediate investment	Seeking ways to profit and a ROI / seeking confirmation of value	High profitability per unit / a valuable model / a feeling of understanding / focus on exploitation	High volume / reducing margin / important but invisible / an essential component of something more complex
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Efficiency	Reducing the cost of change (experimentation)	Reducing cost of waste (Learning)	Reducing cost of waste (Learning)	Reducing cost of deviation (Volume)
Decision Drivers	Heritage / culture	Analysis & synthesis	Analysis & synthesis	Previous experience

@swardley
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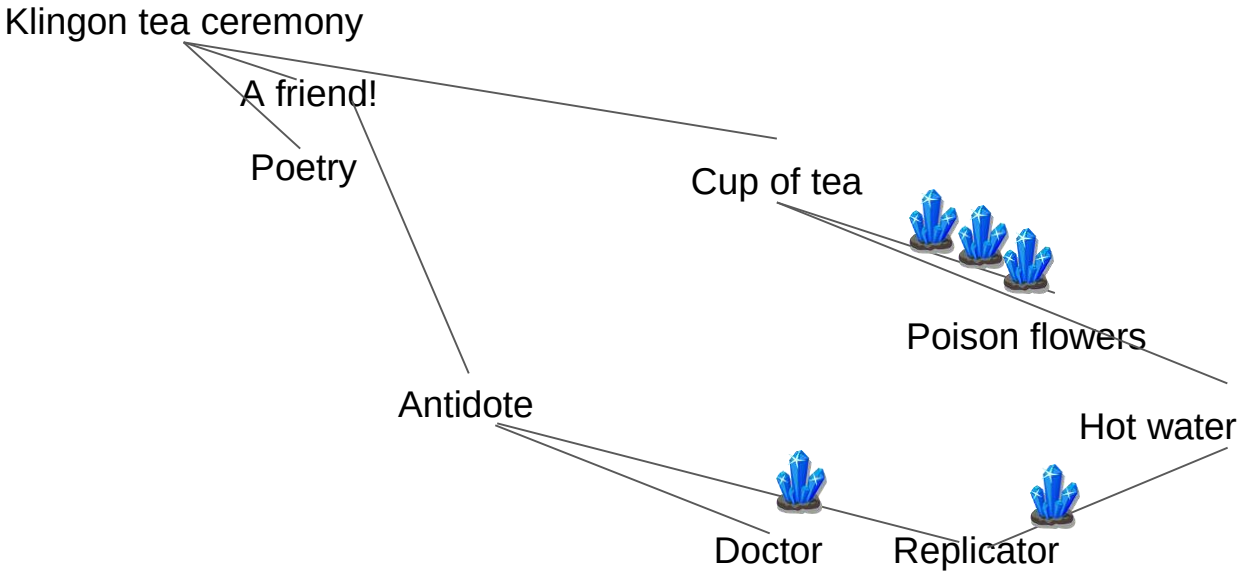

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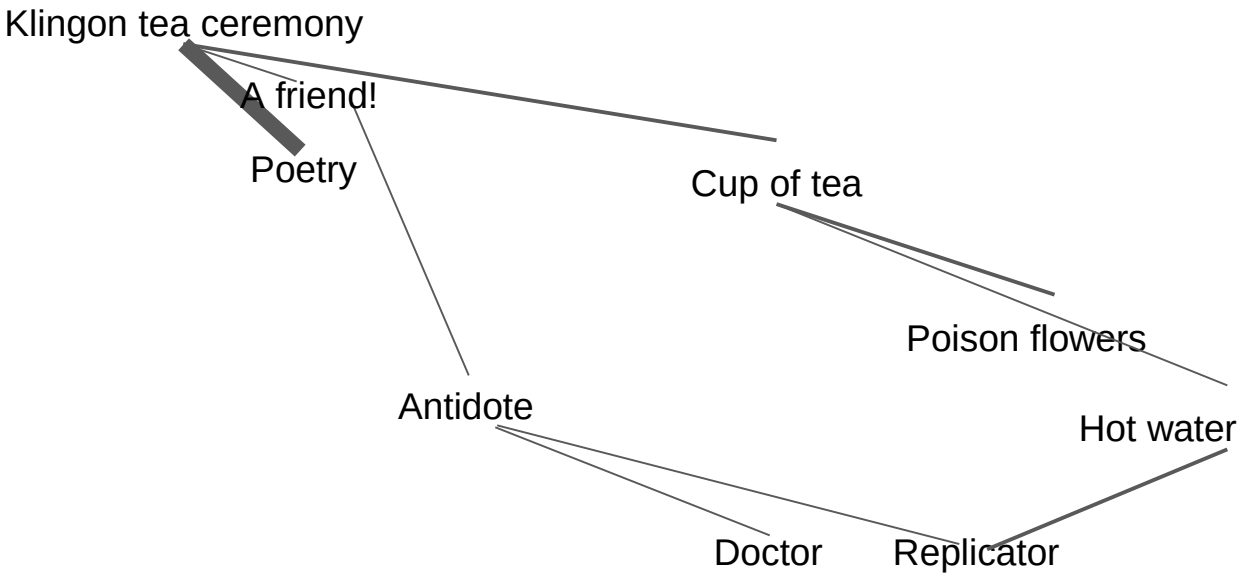

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All my wisdom is Star Trek wisdom

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“Mapping is an **experience** best ***shared***.”

@catswetel after Worf, Son of Mogh

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The map is not the thing.

@CATSWETEL

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“I understand the externals, not the mysteries.”

Dr Pulaski

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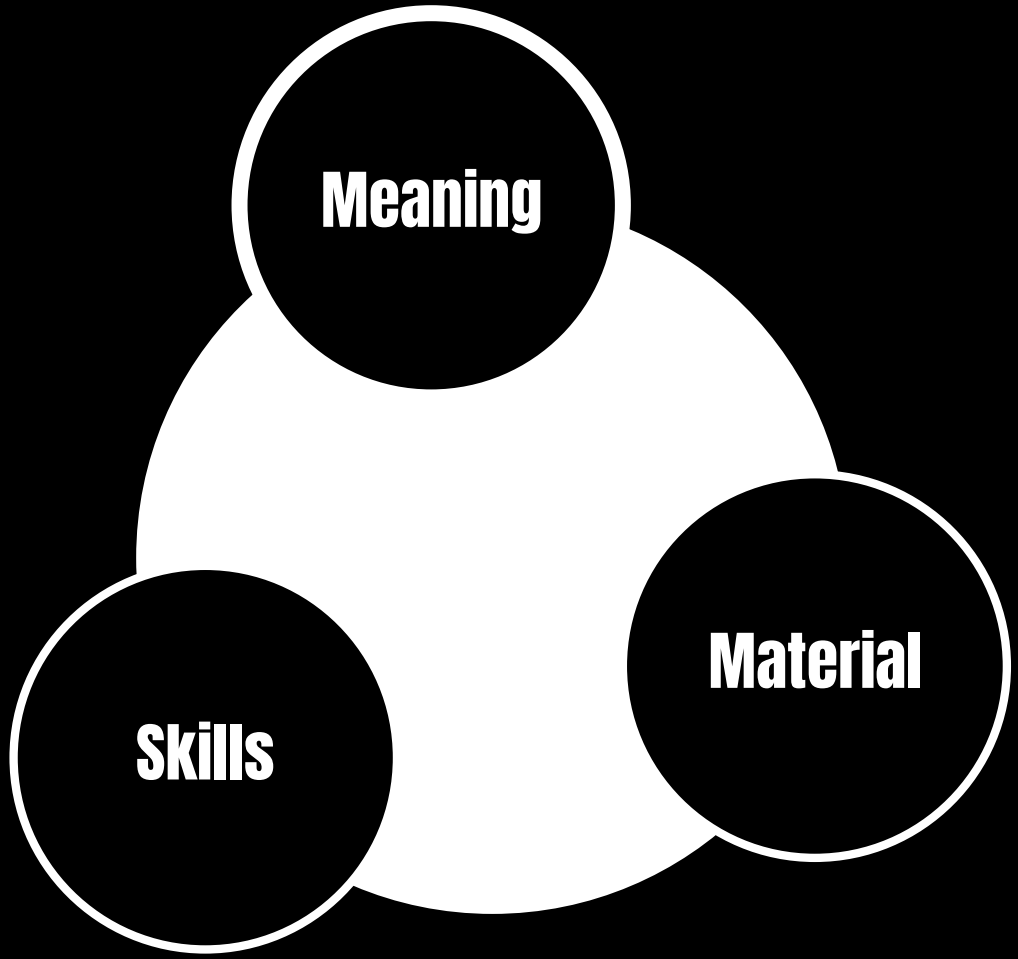
Social Practice Theory

The Dynamics of Social Practice
Elizabeth Shove



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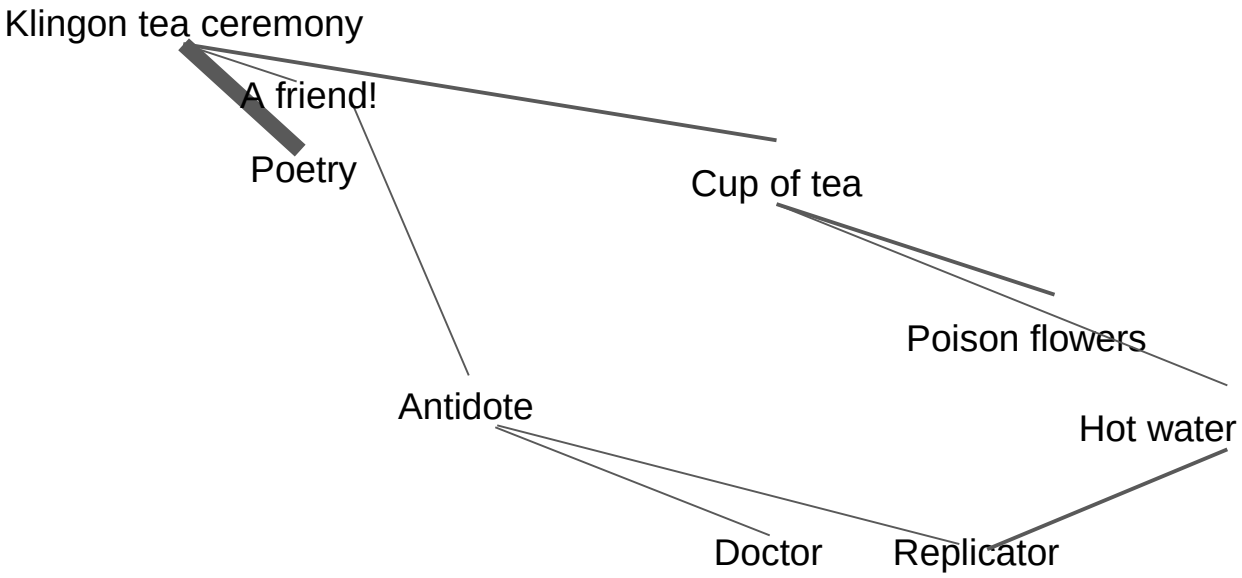

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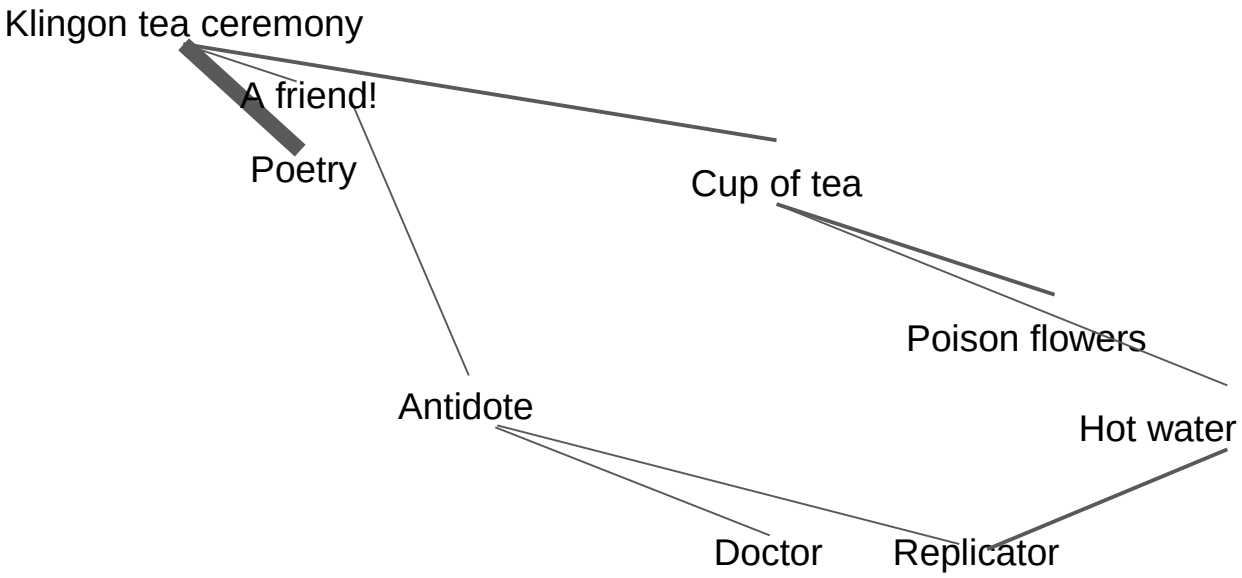

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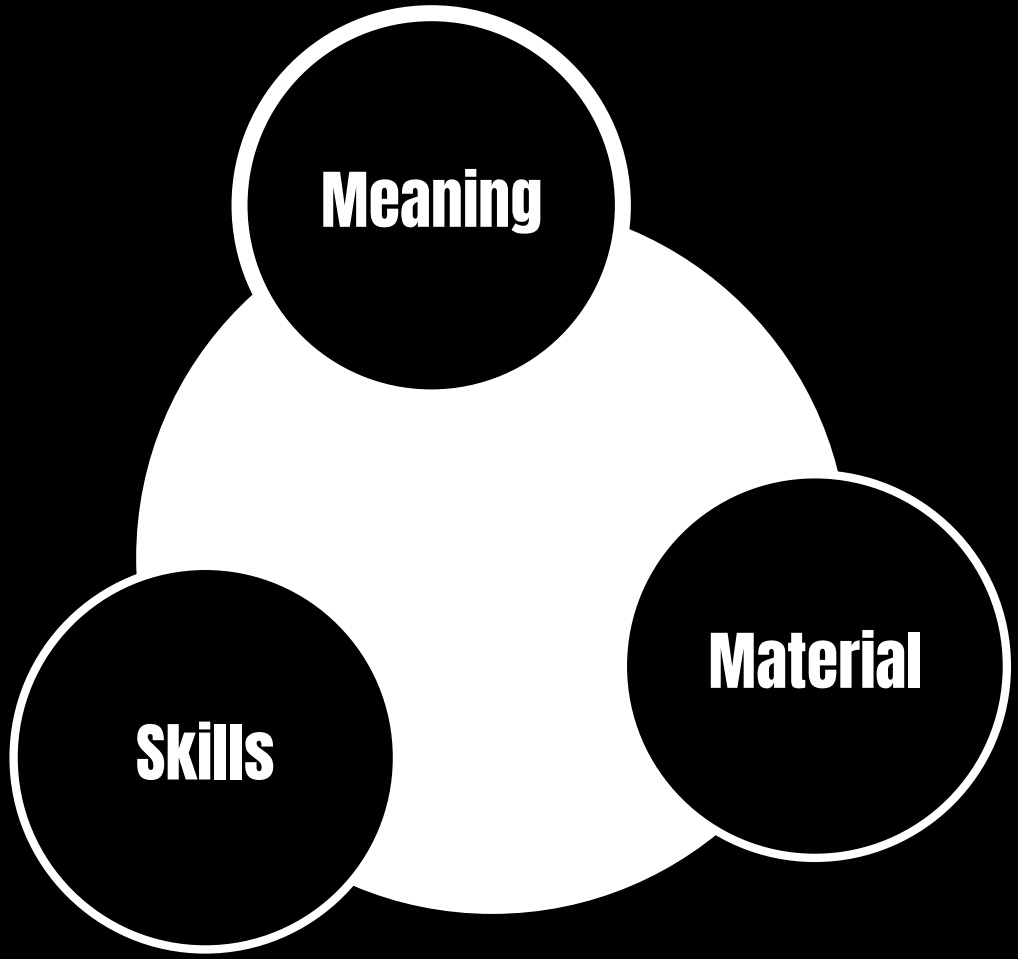

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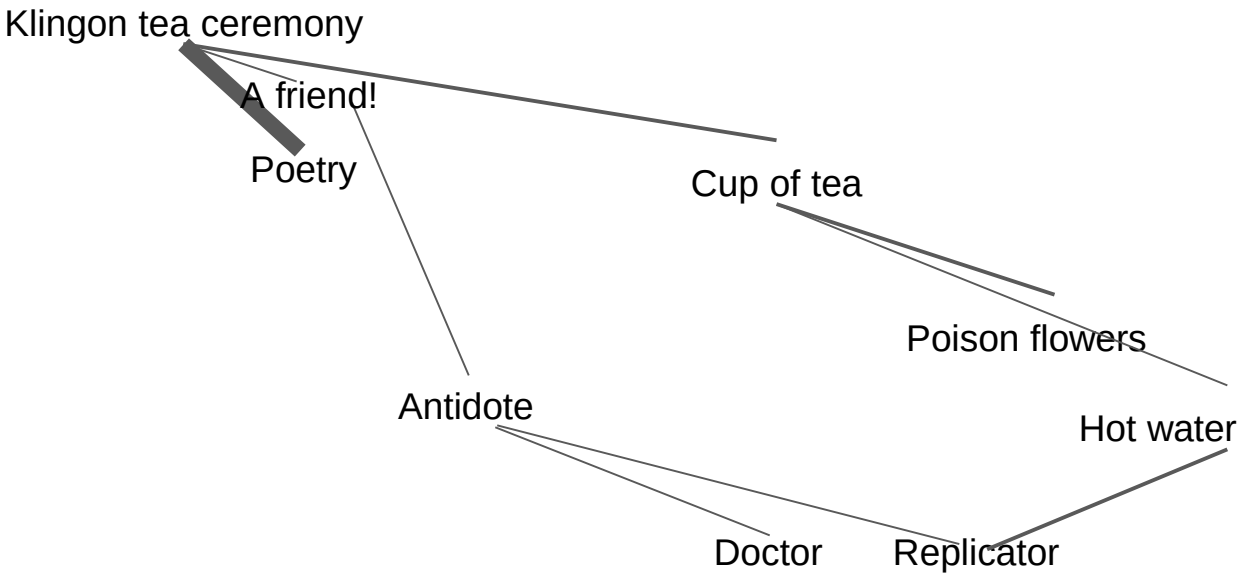

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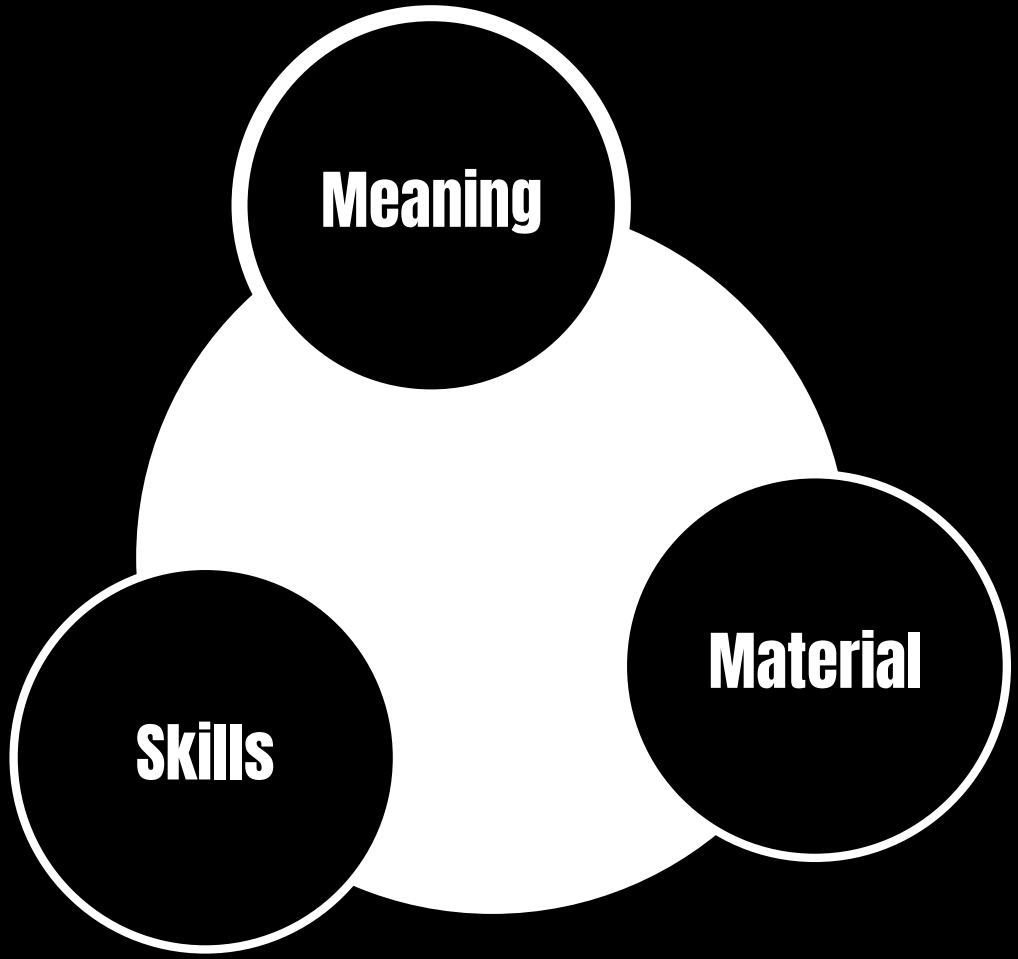

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https://maturitymapping.com/

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Settler

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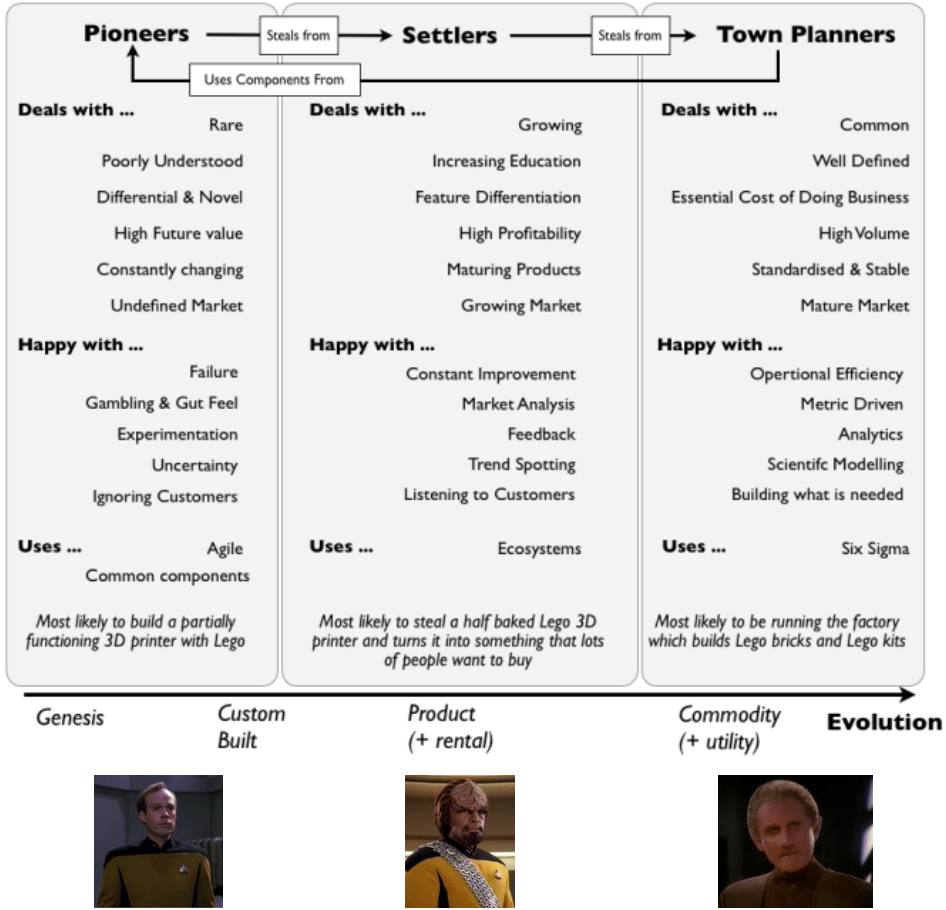

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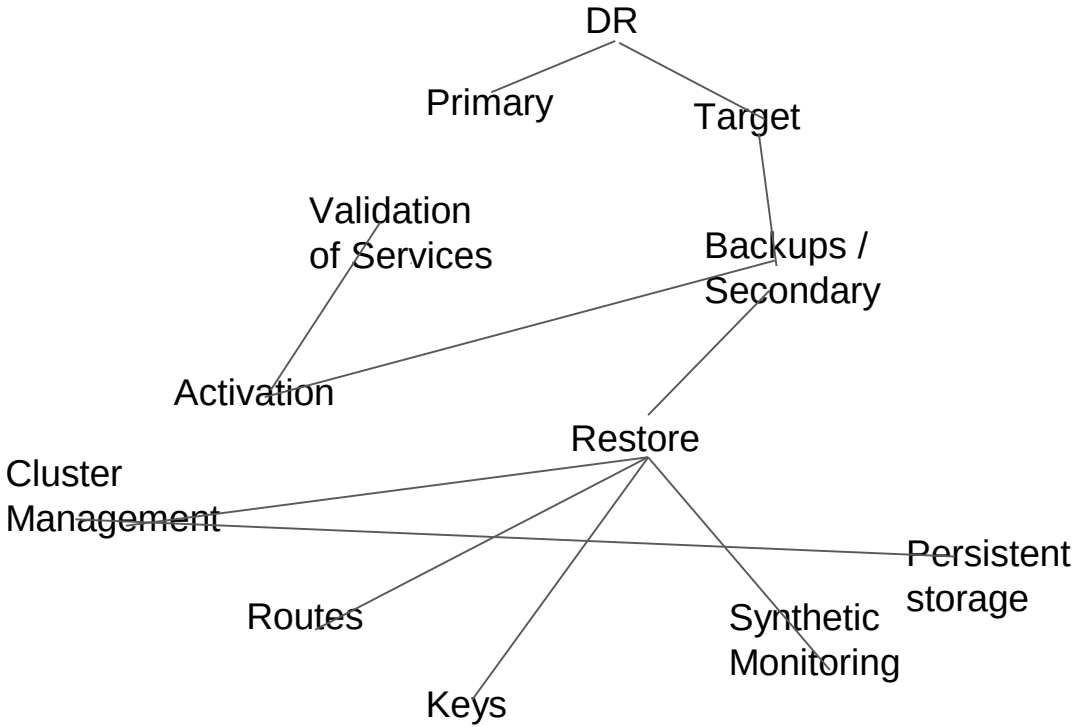

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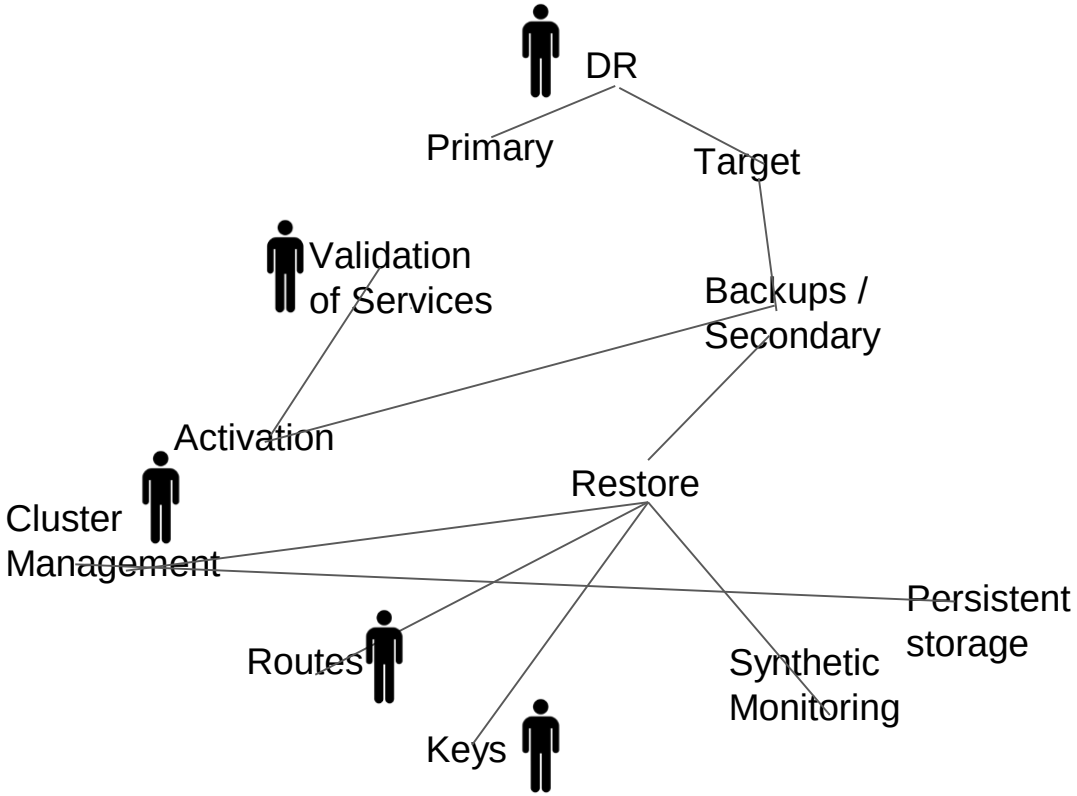

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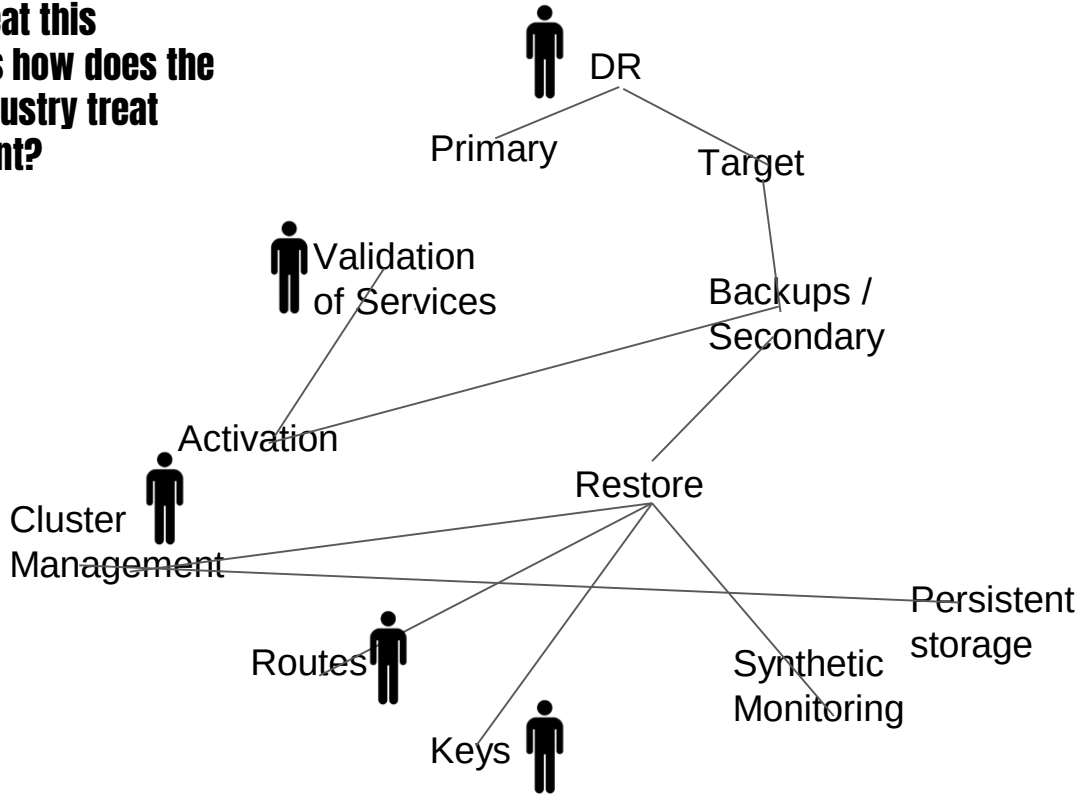
How do WE treat this component vs how does the rest of the industry treat this component?



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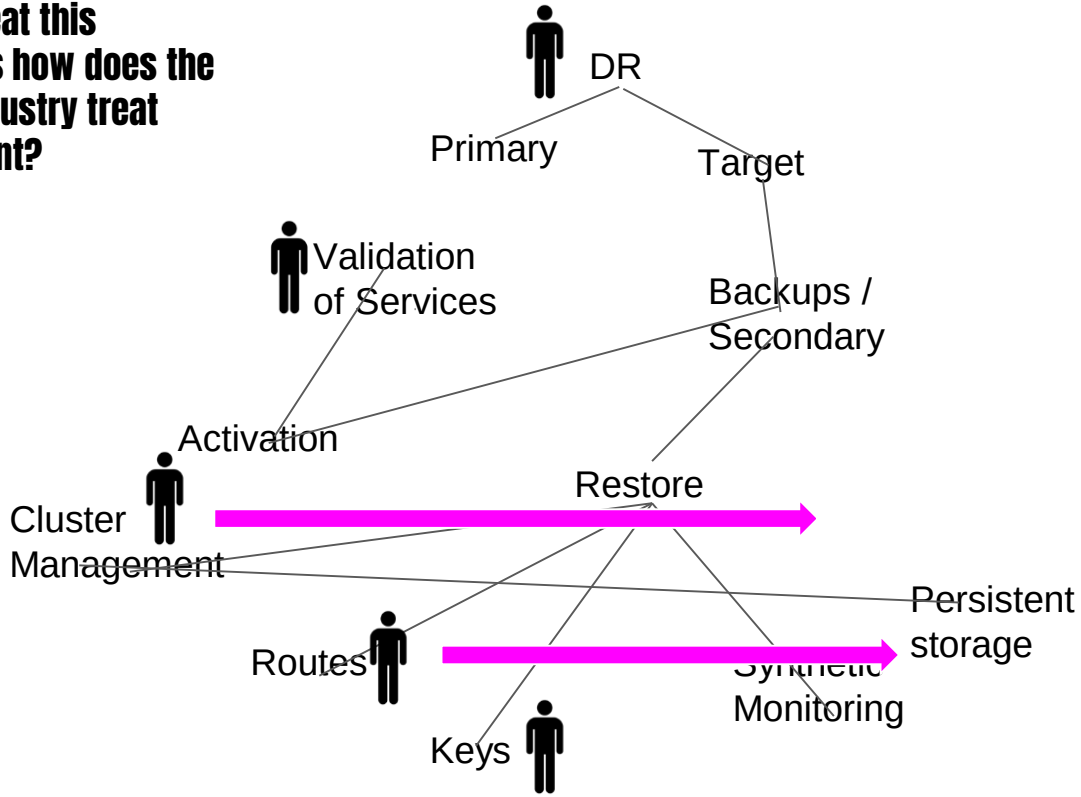

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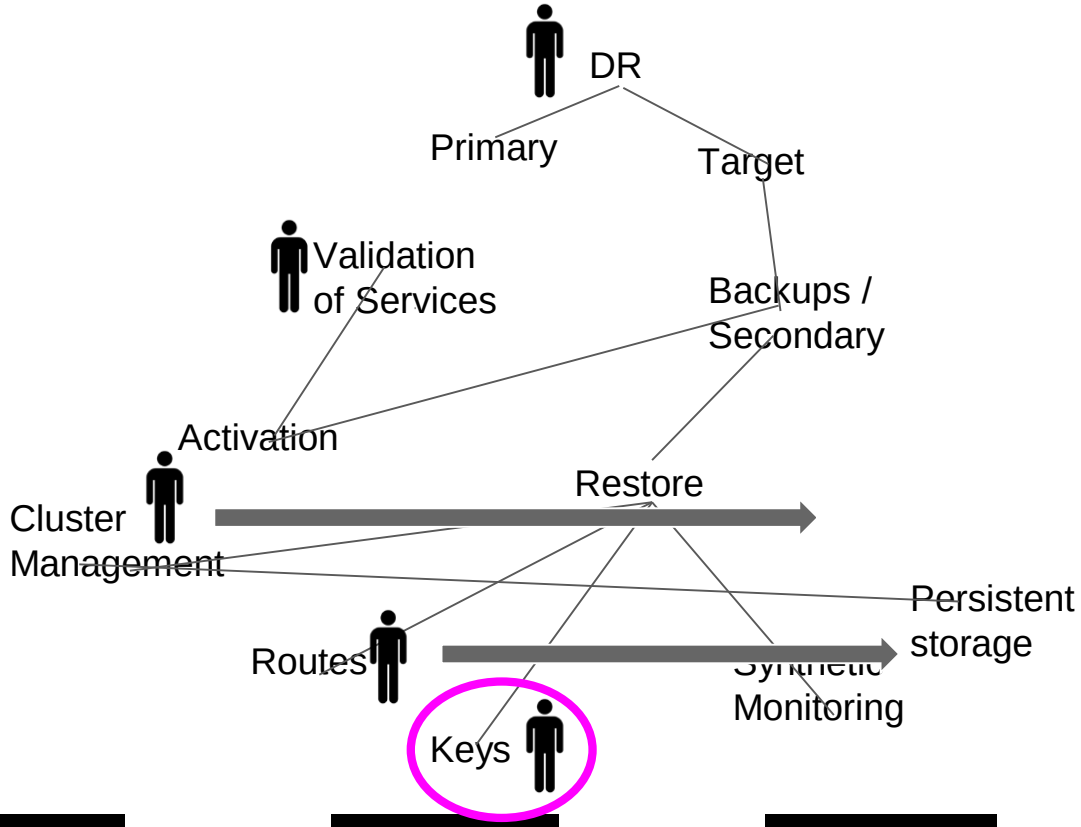

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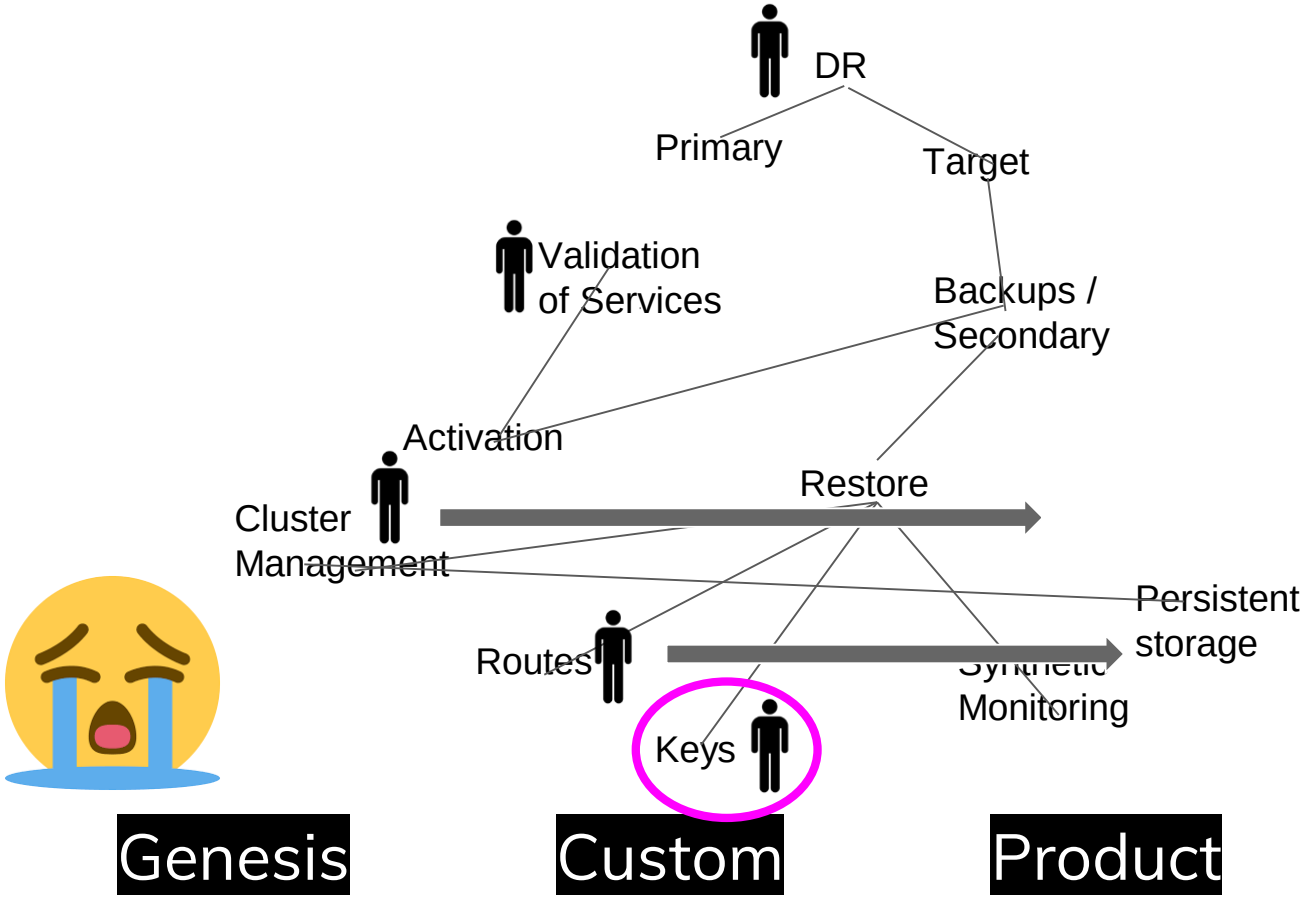

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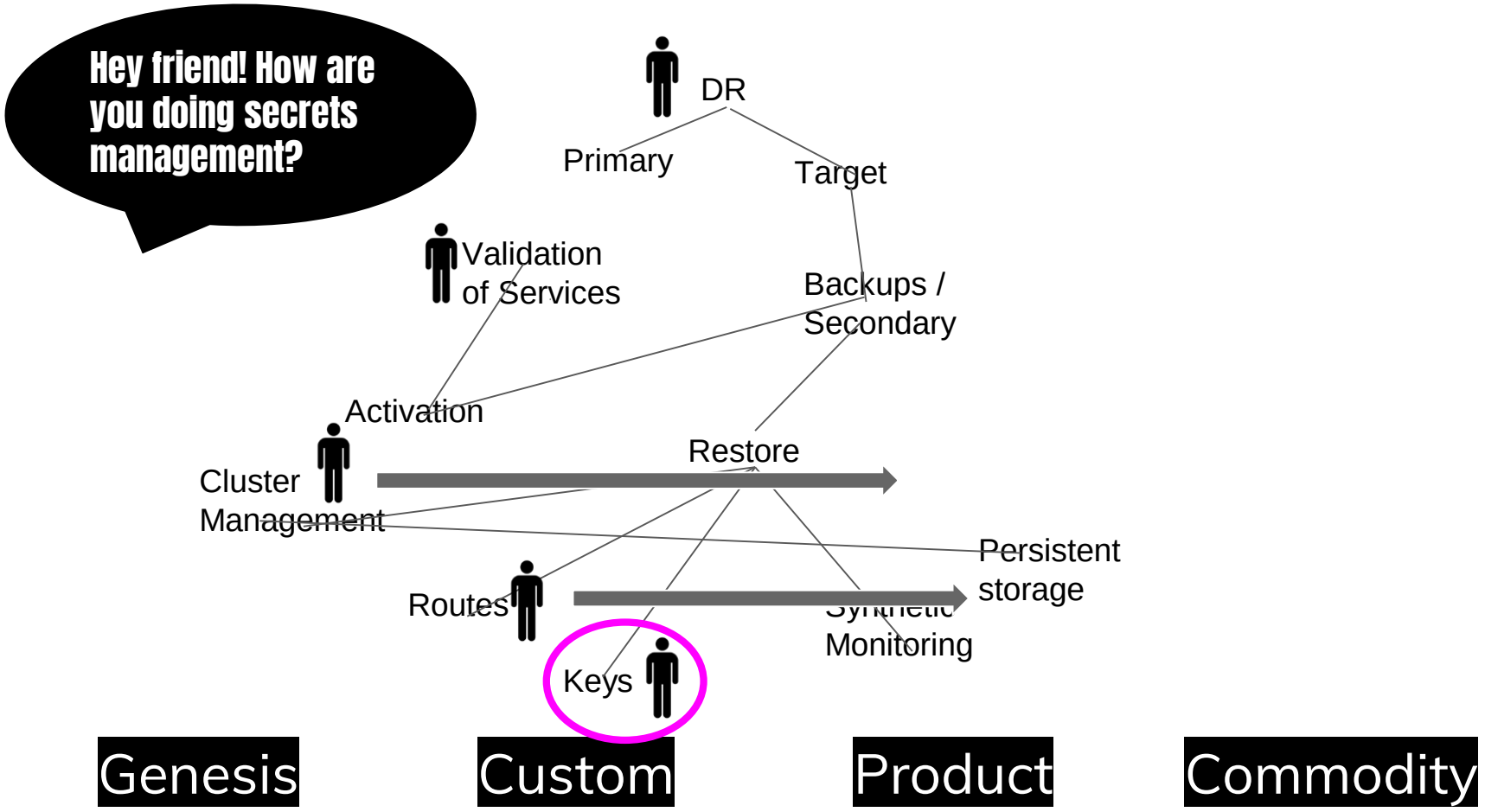

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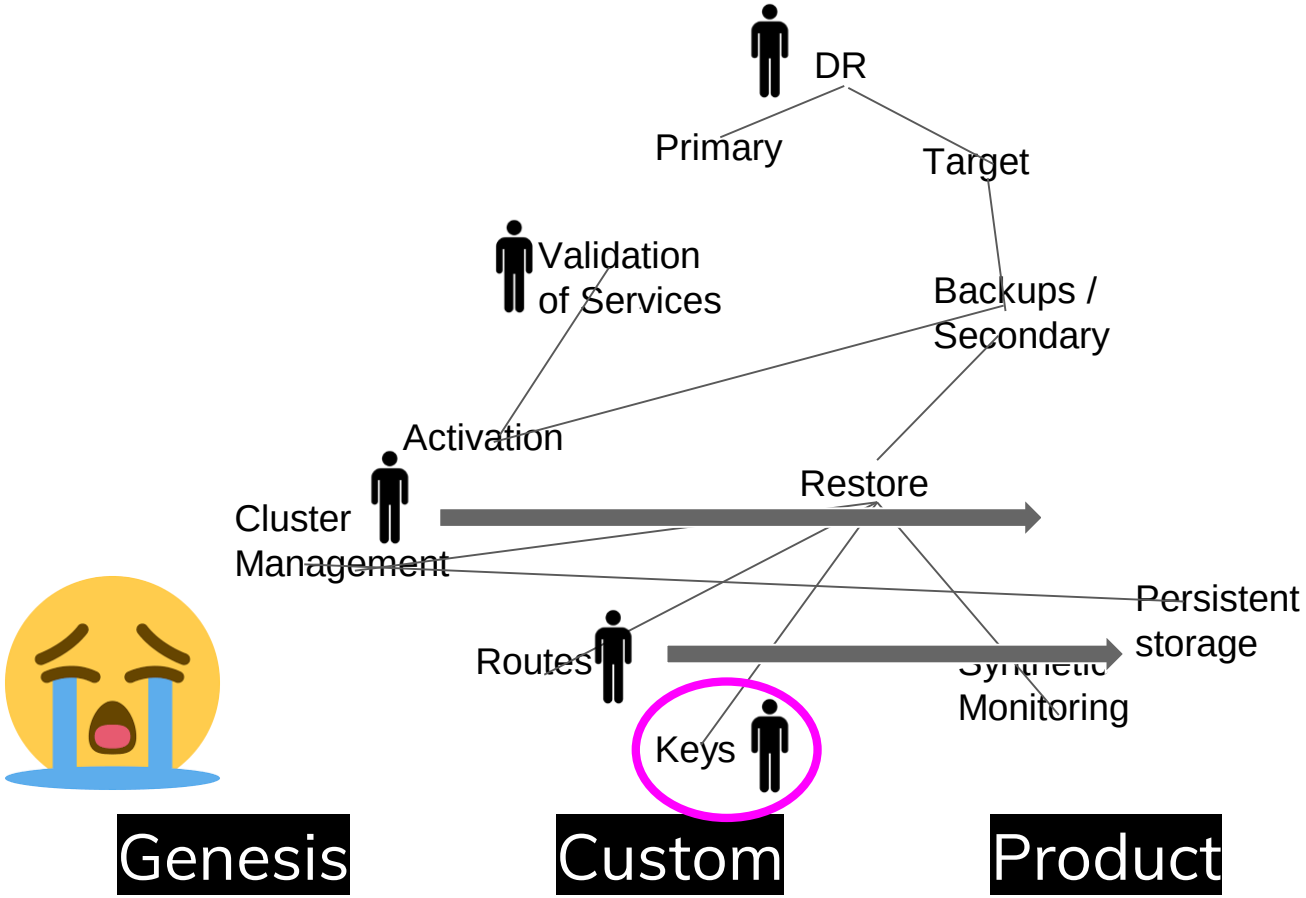

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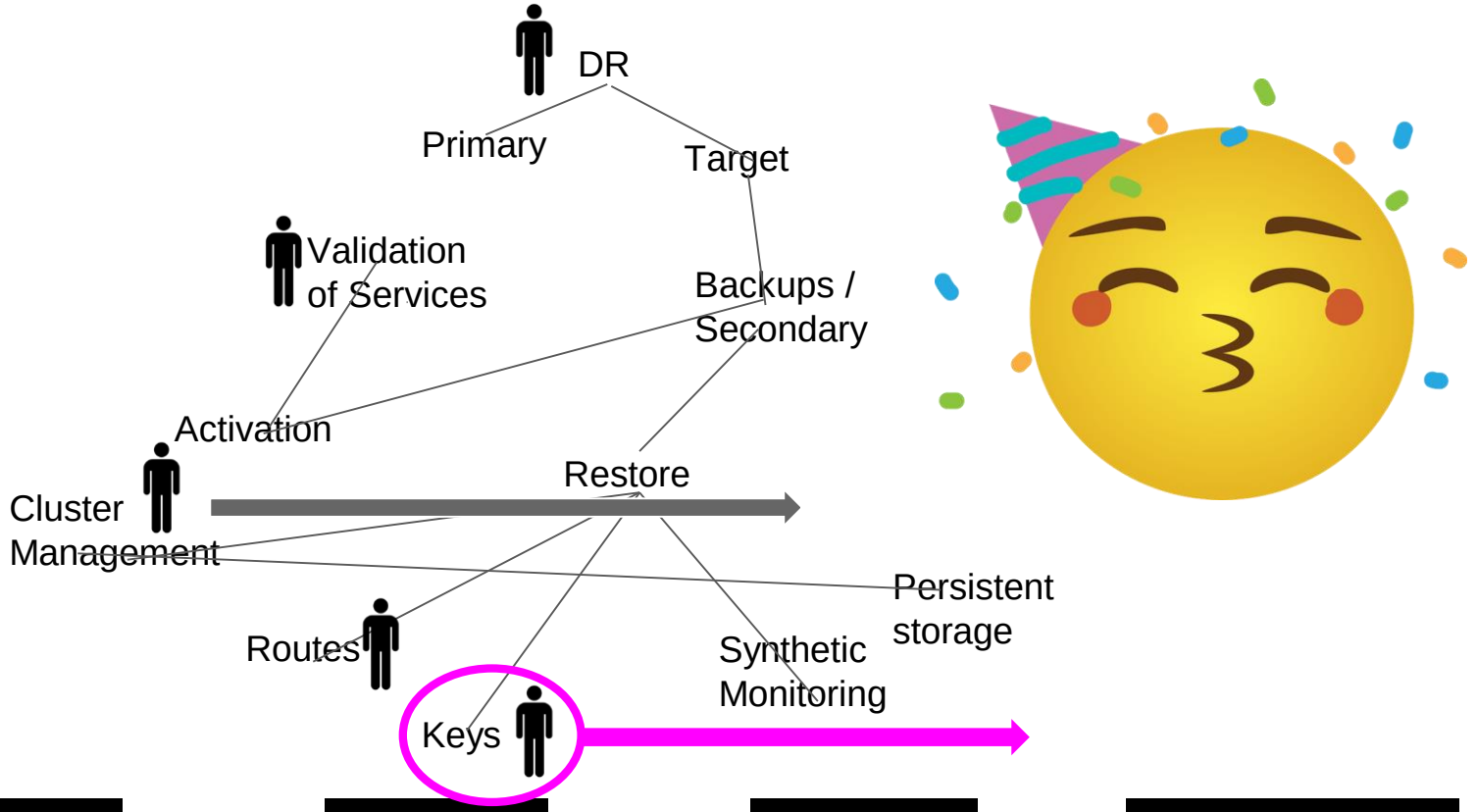

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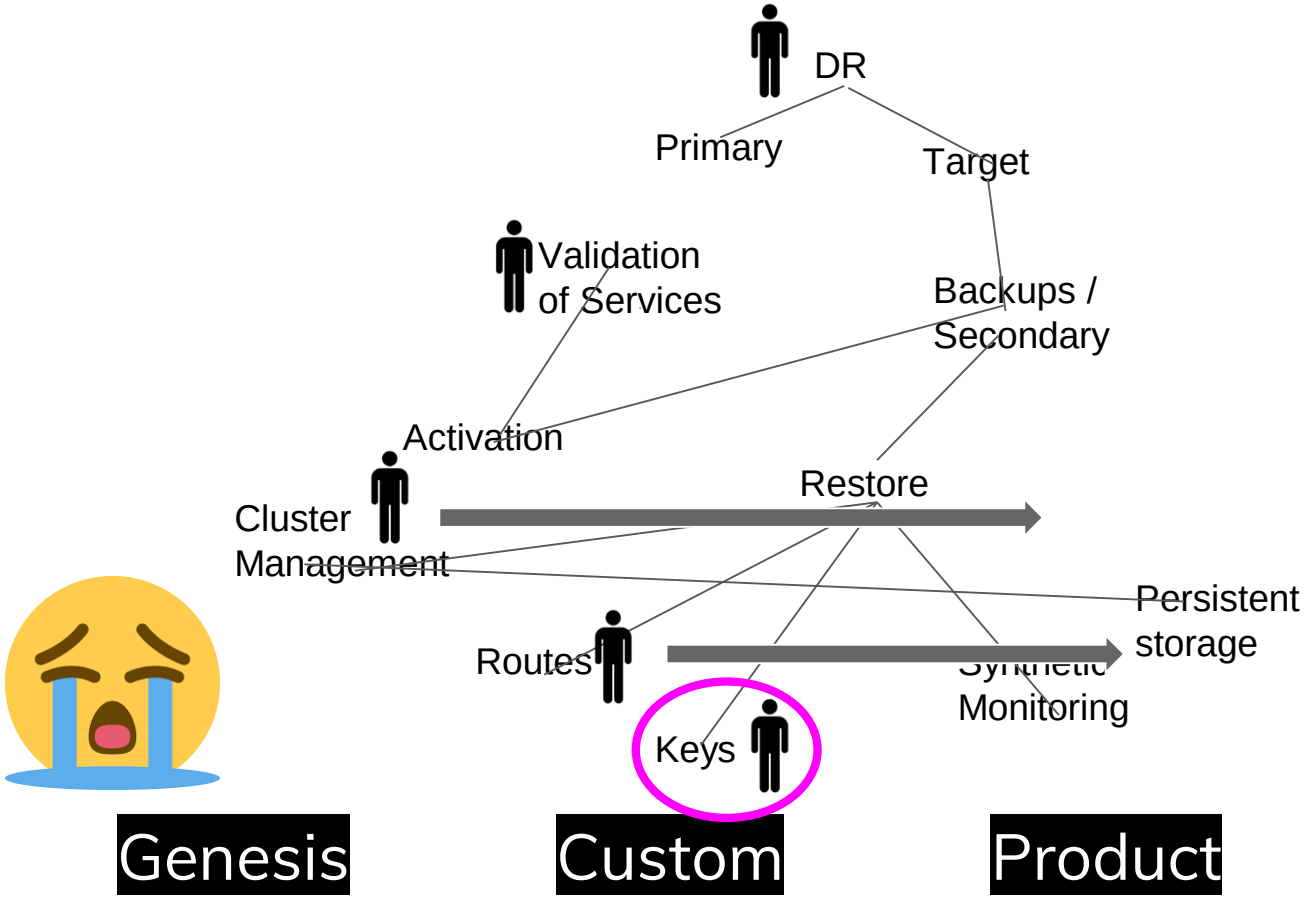

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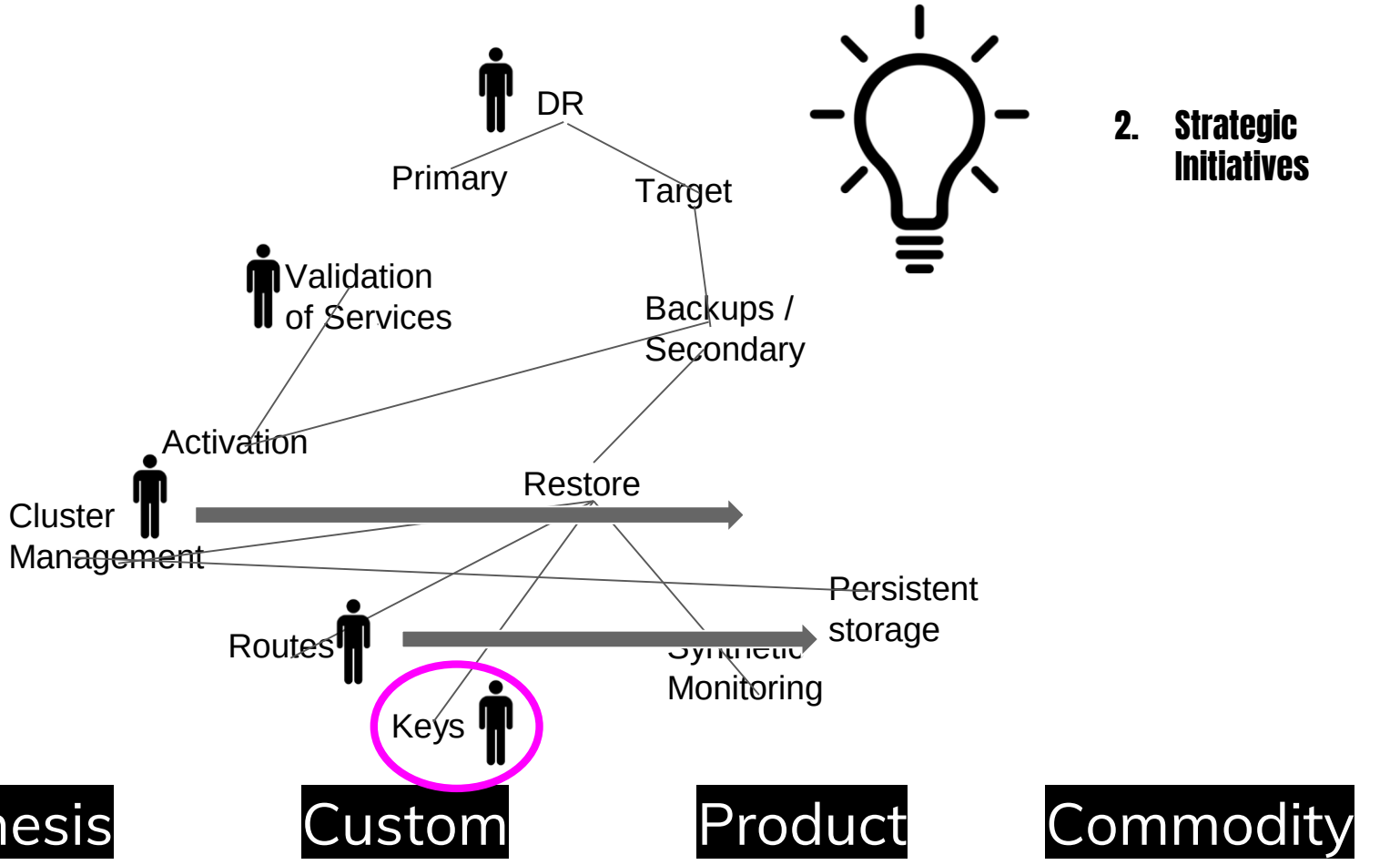

2. Strategic Initiatives

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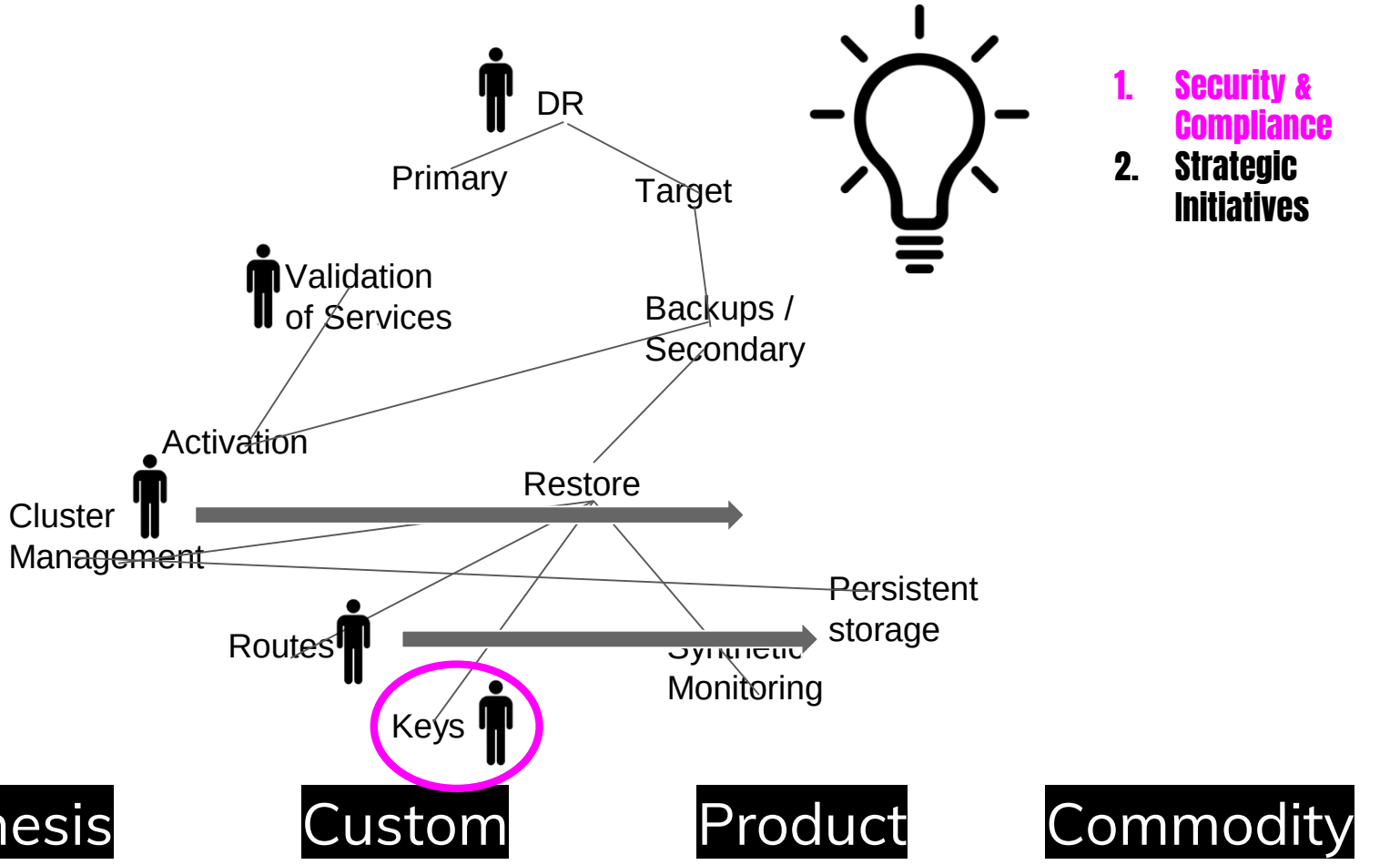

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