@SWARDLEY MAPS FIRST AID

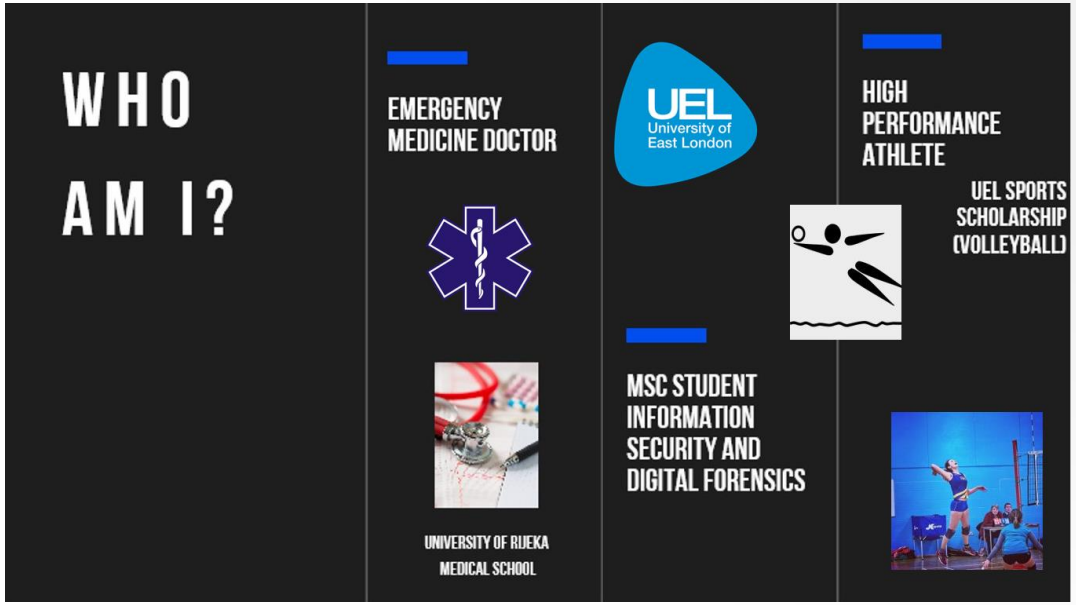
Wardley Mapping Crash Course

Dr Petra Vukmirovic

GLASSWALL

WHO AM I?

- Glasswall InfoSec Team
- Productivity Engineer
- Rookie Medium Blogger
- https://medium.com/@pvukmirovic
- Python student and enthusiast
- DevSecOps enthusiast



"Doctor from Rijeka in London – the fear of every hacker ☺"

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WHO AM I?

- COVID-19 Frontline Fighter
- European Confederation Article
- Volleyball England Article
- Index.hr Article

INDEXHR

Hrvatska odbojkašica na prvoj crti obran koronavirusa u Engleskoj

Index Sport
18.5.2020.

Foto: EPA-EFE

BRITANSKI odbojkaški fond predstavio je 34-godišnju hrvatsku odbojkašicu Petru Vukmirović kao jednu od svojih heroina koje pomažu oboljelima od koronavirusa u toj zemlji.

VOLLEYBALL | BEACH VOLLEYBALL | SNOW VOLLEYBALL | MULTI-SPORT EVENTS

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News > News

News

22/05/2020 11:00

Volleyball player Petra Vukmirovic fighting COVID-19 on the frontline

News From the National Federations

Loughborough, England, May 22, 2020. While many elite Volleyball players have been staying at home and motivating fans to stay active and fit through their social media accounts, others – maybe far less known – have been fighting the novel coronavirus on the frontline. The story of Petra Vukmirovic has drawn much attention in England, where she now lives, as well as from people in her home country, Croatia, where she has made the headlines too.

"I have been playing Volleyball since I was 10 years old, in Croatia. It has been something that gave me strength throughout my life, something to always fall back onto and a perfect way to stay fit and socialise," Petra recounts. "I started playing the NVL Division 2 then 1 in England when I moved to the UK in 2015. I also play and compete in Beach Volleyball in the UK Beach Tour and this year I played BUCS* for University of East London while doing my MSc."

CHECK OUT THE OPTIONS FOR MAPPING

- https://mapscript.org/ide/
- https://onlinewardleymaps.com/
- Using the provided ppt Template

- Mapping Challenges (sorted by difficulty):
  - Vegetarian Burrito
  - Plastic pollution
  - 2020 Lockdown

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WHO IS SIMON WARDLEY?

Simon Wardley

From Wikipedia, the free encyclopedia

Simon Wardley created Wardley mapping.[1][2][3]

References [edit]

1. ^ Wardley, Simon (19 March 2015). "An introduction to Wardley 'Value Chain' Mapping". *CIO magazine*. Retrieved 31 October 2019.
2. ^ "What is mapping?". *Map Camp*. Retrieved 2019-10-31.
3. ^ Mosior, Ben. "What are Wardley Maps? Using Miro for Wardley Mapping". *Miro*. Retrieved 2019-10-31.

Simon Wardley

From Wikipedia, the free encyclopedia

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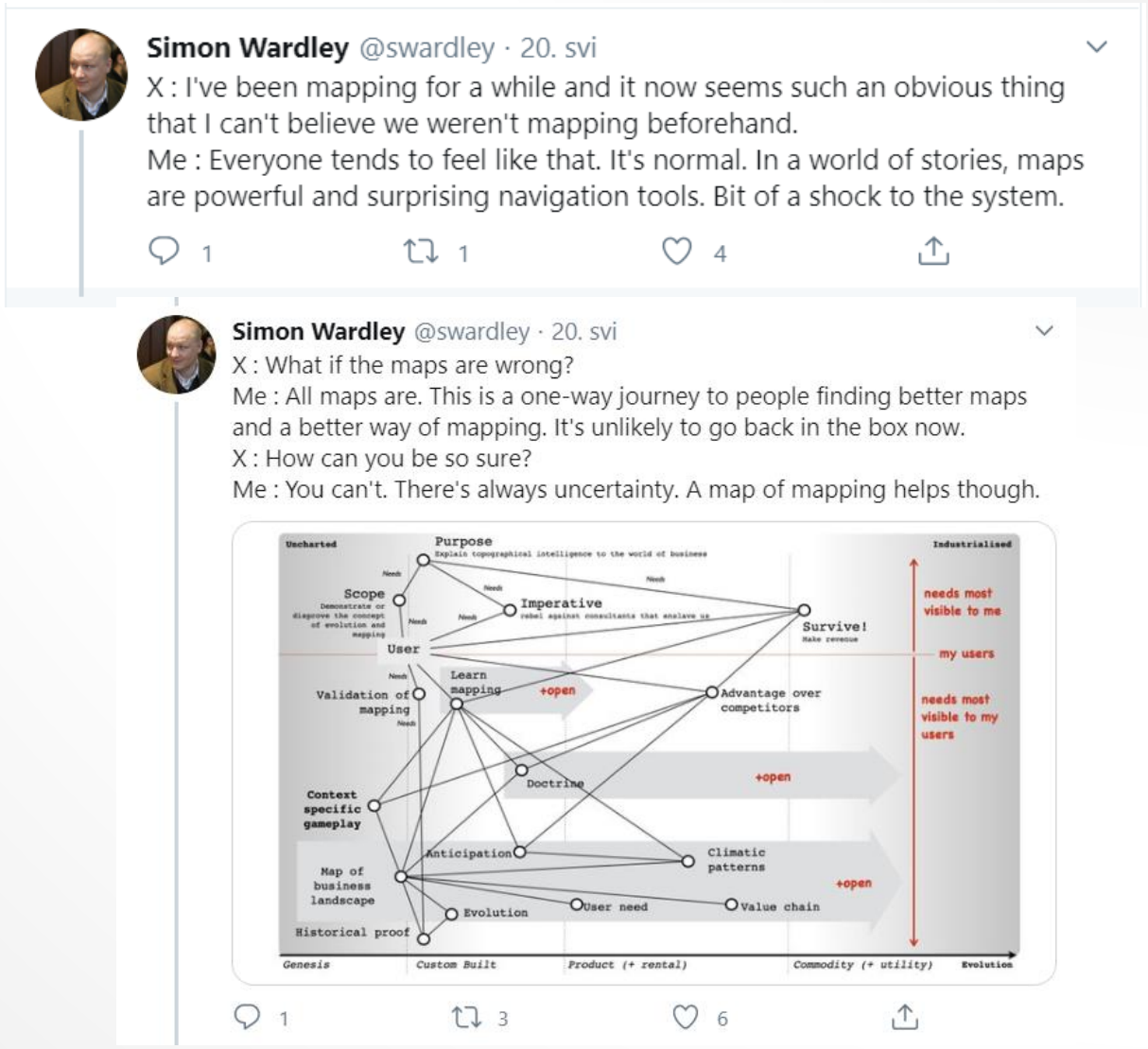
(diff) ← Previous revision | Latest revision (diff) | Newer revision → (diff)

Simon Wardley is a former CEO[1] and researcher[1] known for the creation of Wardley mapping.[2][3][4]

NOW REALLY, WHO IS HE?

- Originally a geneticist
- An IT strategist
- Former CEO
- Business and Innovation Researcher
- Creator of Wardley Maps (just to state the obvious)
- For more, check out his Twitter @SWardley



WHY?

The key word is awareness

Awareness of what?

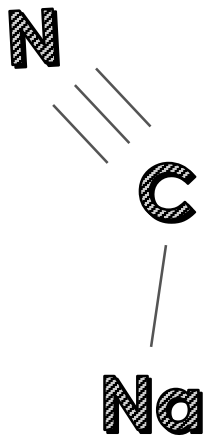
- Your destination
- The topography
- Your path/route
- Situational Awareness!

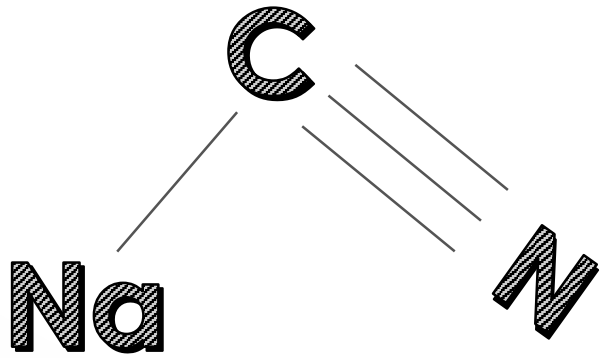
Why a map not a graph?

To avoid getting lost and going down circular paths knowing your landscape matters!

GRAPH VS MAP

The story of an unlucky pirate





A LITTLE ABOUT WARDLEY MAPS

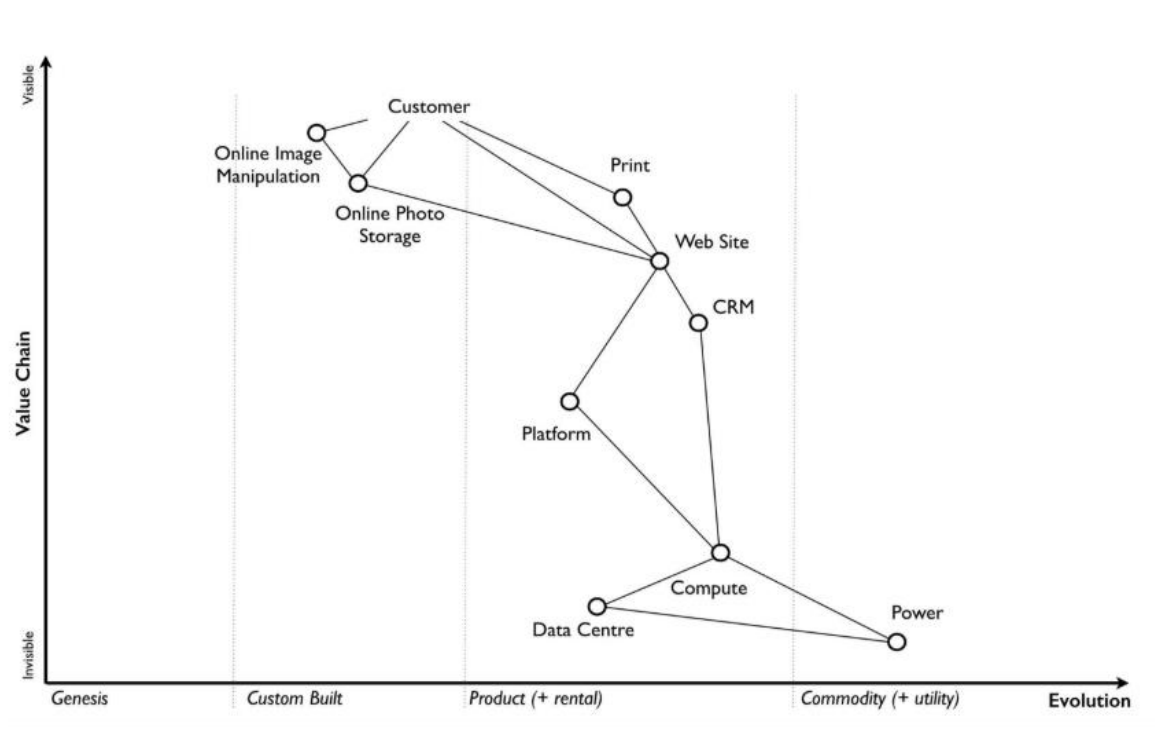
THE THEORY

- Sun Tzu's Five Factors:
  - purpose
  - landscape
  - climate
  - doctrine
  - leadership

BASIC ELEMENTS

- Must be visual
- Context specific
- The position of the components should be relative to an **anchor**
- Representation of movement present

SIMON'S FIRST MAP



- **Visual** and **context specific:** reflects the business at a given moment of time along with the components
- **Anchor:** the customers and their needs
- The **position** of **components** i n the map: higher = more visible (y-axis = value chain)

X-AXIS: STAGE OF EVOLUTION

Left to Right: Supply and Demand

Genesis: the new and rare

Custom built: bespoke and uncommon

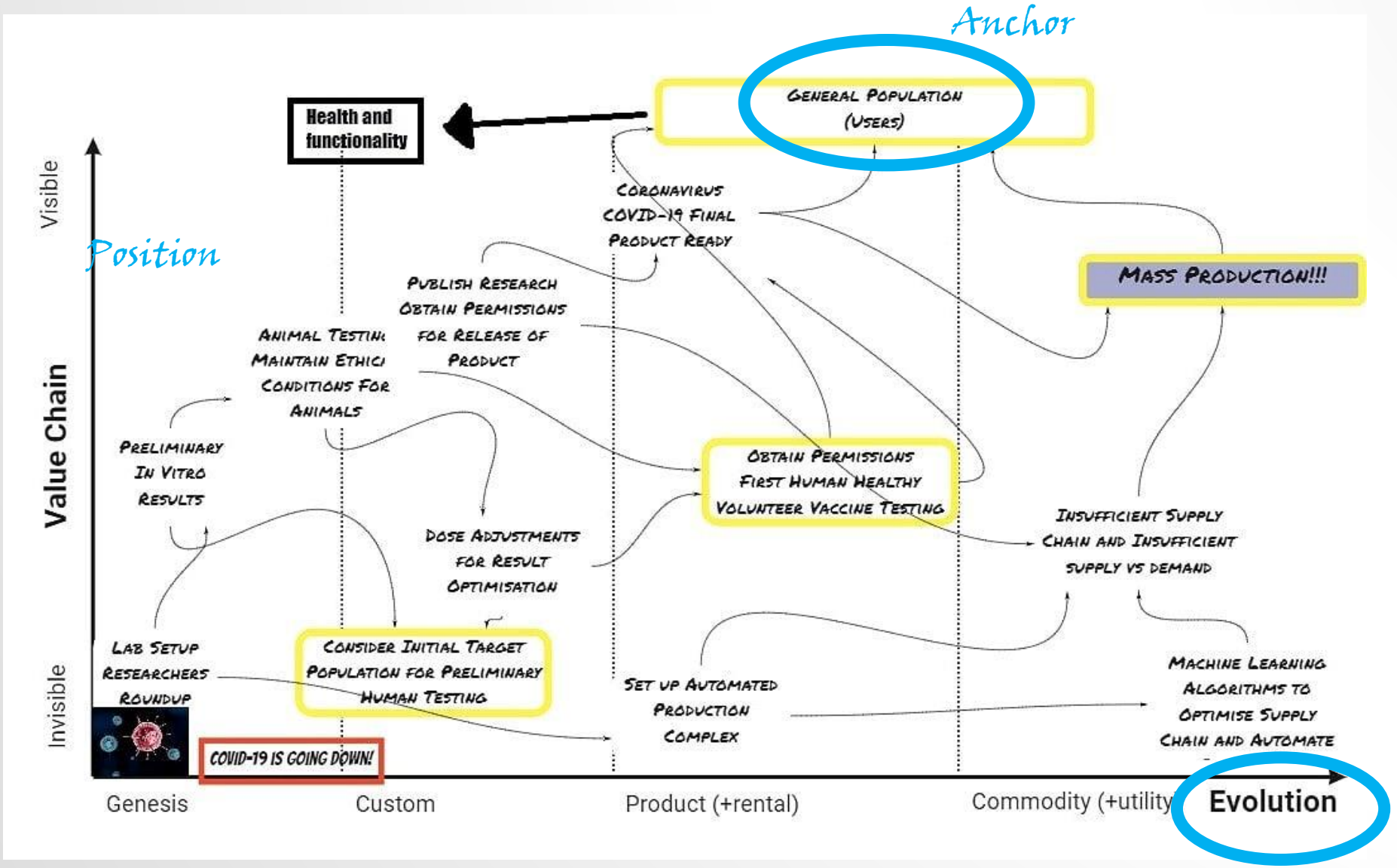
Product (including rental): common, well defined, manufactured through a reproduceable process

Commodity (including utility): industrialised and less visible

Stage	I	II	III	IV
Activities	Genesis	Custom	Product/rental	Commodity + utility
Practices	Novel	Emerging	Good	Modelled
Data	Unmodelled	Divergent	Convergent	Modelled
Knowledge	Concept	Hypothesis	Theory	Accepted

MY FIRST MAP

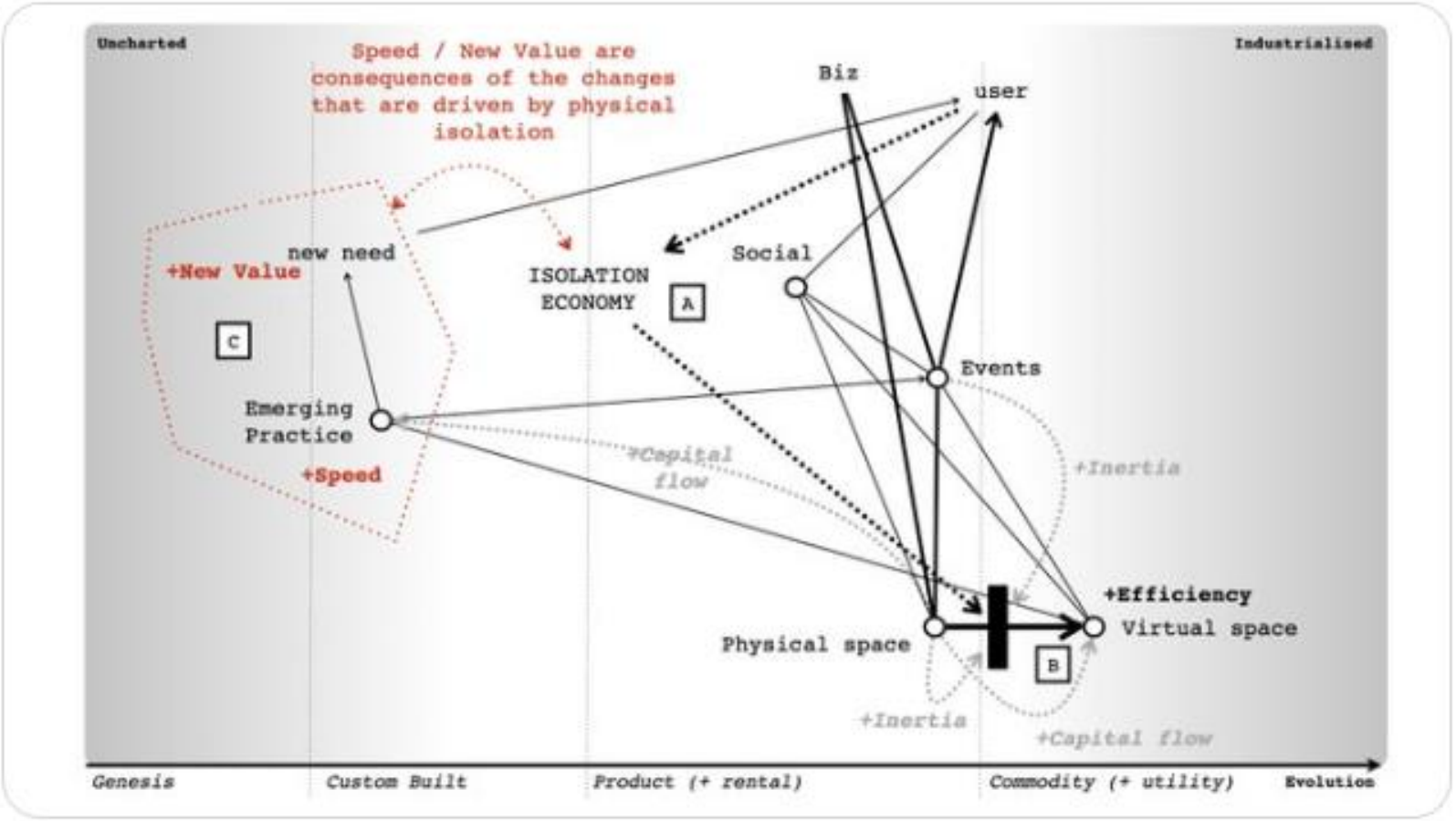
Visual – Yes
Context – Yes
Position – Yes
Anchor – Yes
Movement – Yes
Components - Yes



Simon Wardley @swardley · 18. svi

X : Long terms impacts of COVID-19?

Me : Speed and value. The isolation economy [A] is driving industrialisation and adoption of such techniques [B] which is increasing speed at which we deliver need whilst enabling new needs to be met.



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SO HOW TO MAKE A MAP?

IDENTIFY THE **USERS**

IDENTIFY THE **NEEDS** TO BE MET

IDENTIFY THE **CAPABILITIES**

VALUE CHAIN

DETERMINE THE STAGE OF **EVOLUTION** FOR EACH

LETS GET DOWN TO MAPPING

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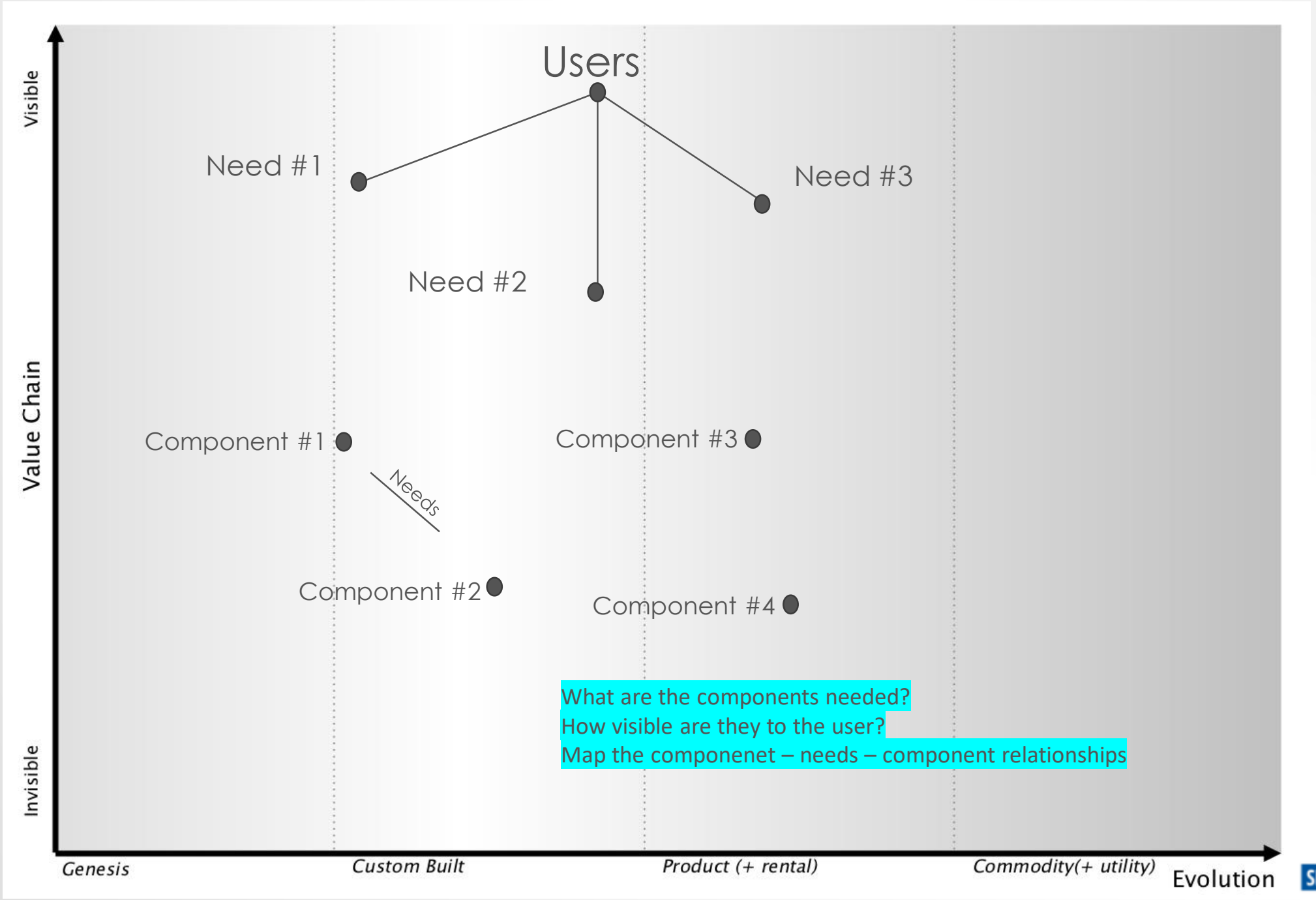
PREREQUISITES

Please open the ppt shared in the chat

You will need Python, Ruby and C# skills for this

Maybe not – only Office Power Point skills and an imagination

Start mapping as we go along – all the components and the canvas are there



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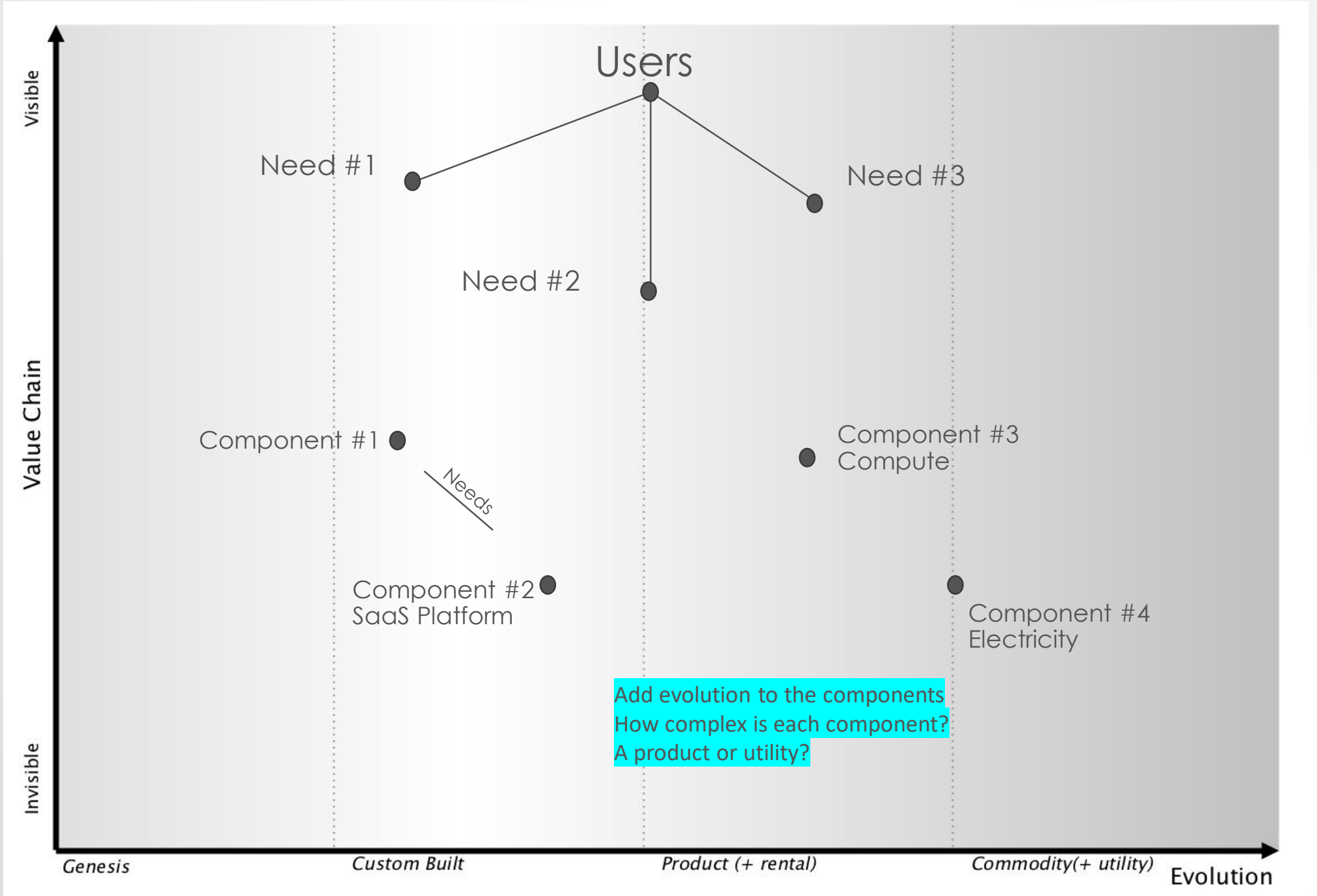

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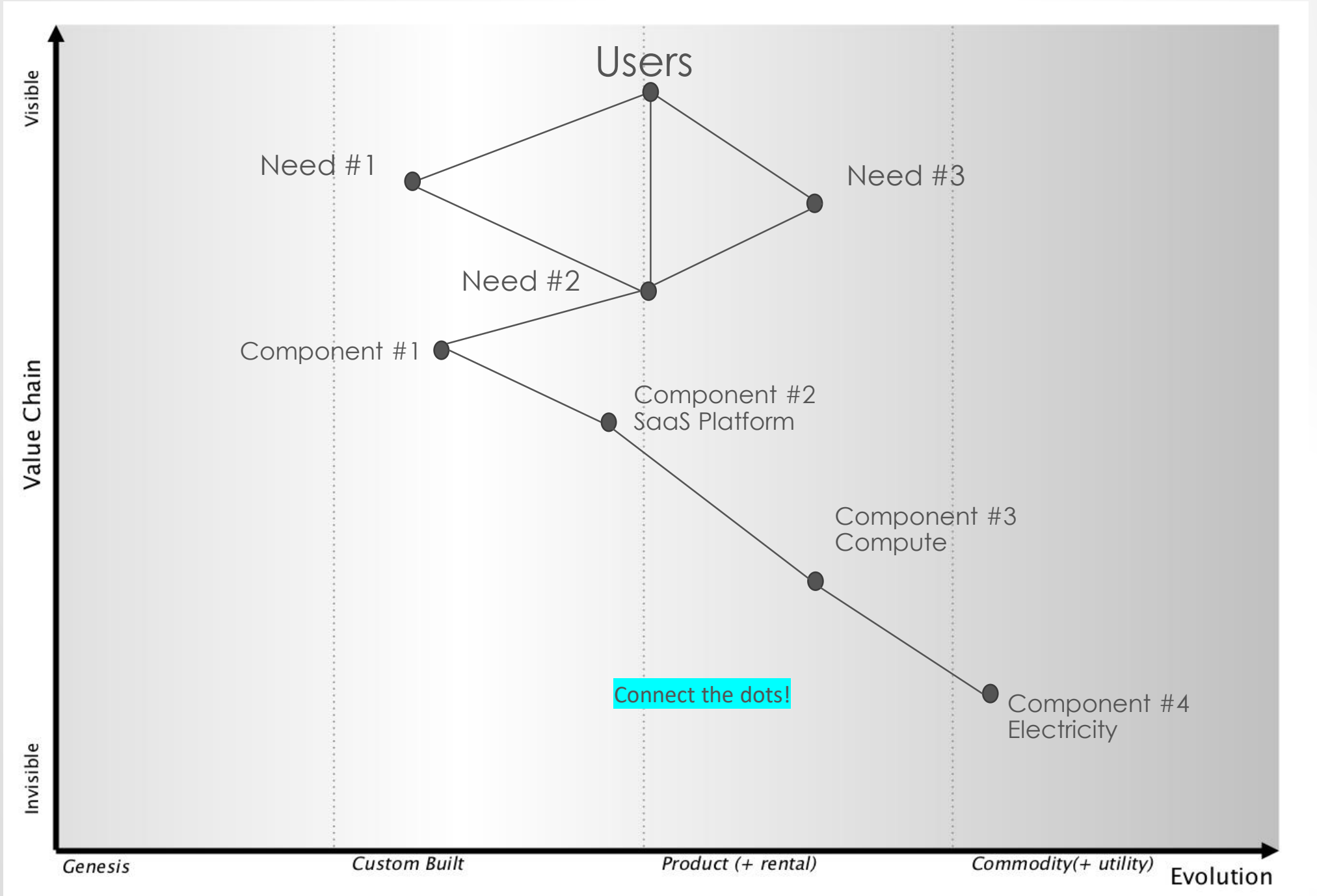

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WHAT IS NEXT?

- Read Simon's Medium Article Finding A Path
- Start Mapping More Advanced Maps on https://onlinewardleymaps.com/
- Check out more techy ways to do the maps
- Try Miro – tutorial and canvas (more techy than doing it in ppt)
- Please share your maps in the channel #oss-2020-wardley-maps-sharepoint
- Try this easy and simple tutorial by https://learnwardleymapping.com/

DONE?

- Please share your screen to show your maps!

- How exciting ☺

ANY QUESTIONS?

THANK YOU FOR YOUR ATTENTION!

Dr Petra Vukmirovic
Glasswall InfoSec Team

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PHOTO CREDITS AND REFERENCES

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- S. Wardley 2016., *On Being Lost* (accessed at https://medium.com/wardleymaps/on-being-lost-2ef5f05eb1ec)
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- LWM, *Landscape* (accessed at https://learnwardleymapping.com/home/landscape/)

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