

THE SERVERLESS EDGE

Using Wardley Mapping with the Value Flywheel for combined business & technology evolution.

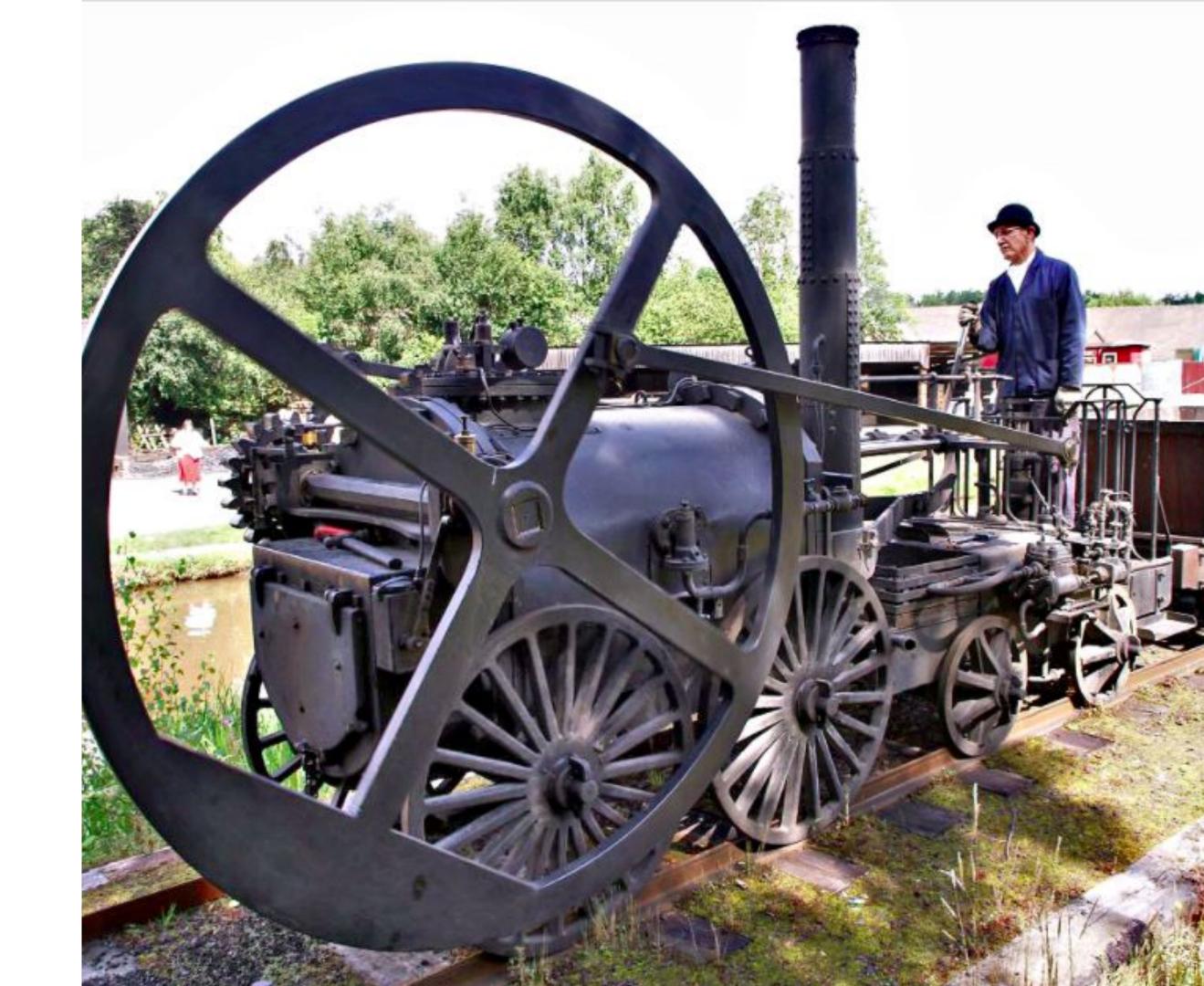


Wardley Mapping and the Value flywheel

David Anderson, Mark McCann, Michael O'Reilly

Book due to be published in early 2022 by IT Revolution Press

Trevithick 1802 steam
locomotive using a flywheel to
evenly distribute the power of
its single cylinder
Birmingham Museum Trust



Sounds complicated...

Value Flywheel

4. LONG TERM VALUE

Problem prevention culture
Sustainability
Map the emerging value

1. PURPOSE.

Clarity of purpose

Obsess over time to value

Map the market competition



3. NEXT BEST ACTION

Serverless-first, code is a liability
Frictionless dev experience
Map your solution

2. CHALLENGE

1. PURPOSE

Do we have appropriate focus?

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Have we the right environment?

Do we invite challenge and inquiry?

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2. CHALLENGE

3. NEXT RIGHT THING

Are we willing to reduce operational burden?
What's the least we need to succeed.
Is there a bias for action?

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4. LONG TERM VALUE

Do we value a stable and sustainable system?

Are we prepared to capture emerging value?

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Wardley Mapping?

Commodity / Utility



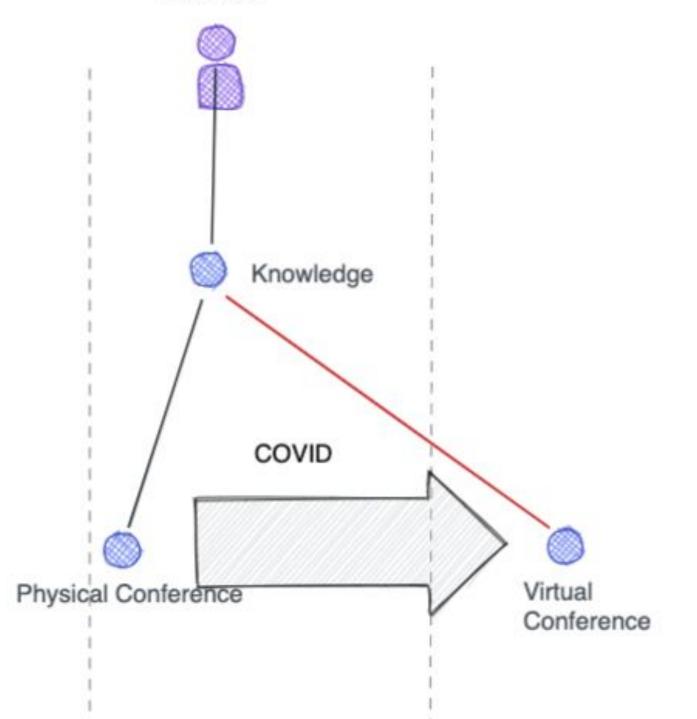
Attendee





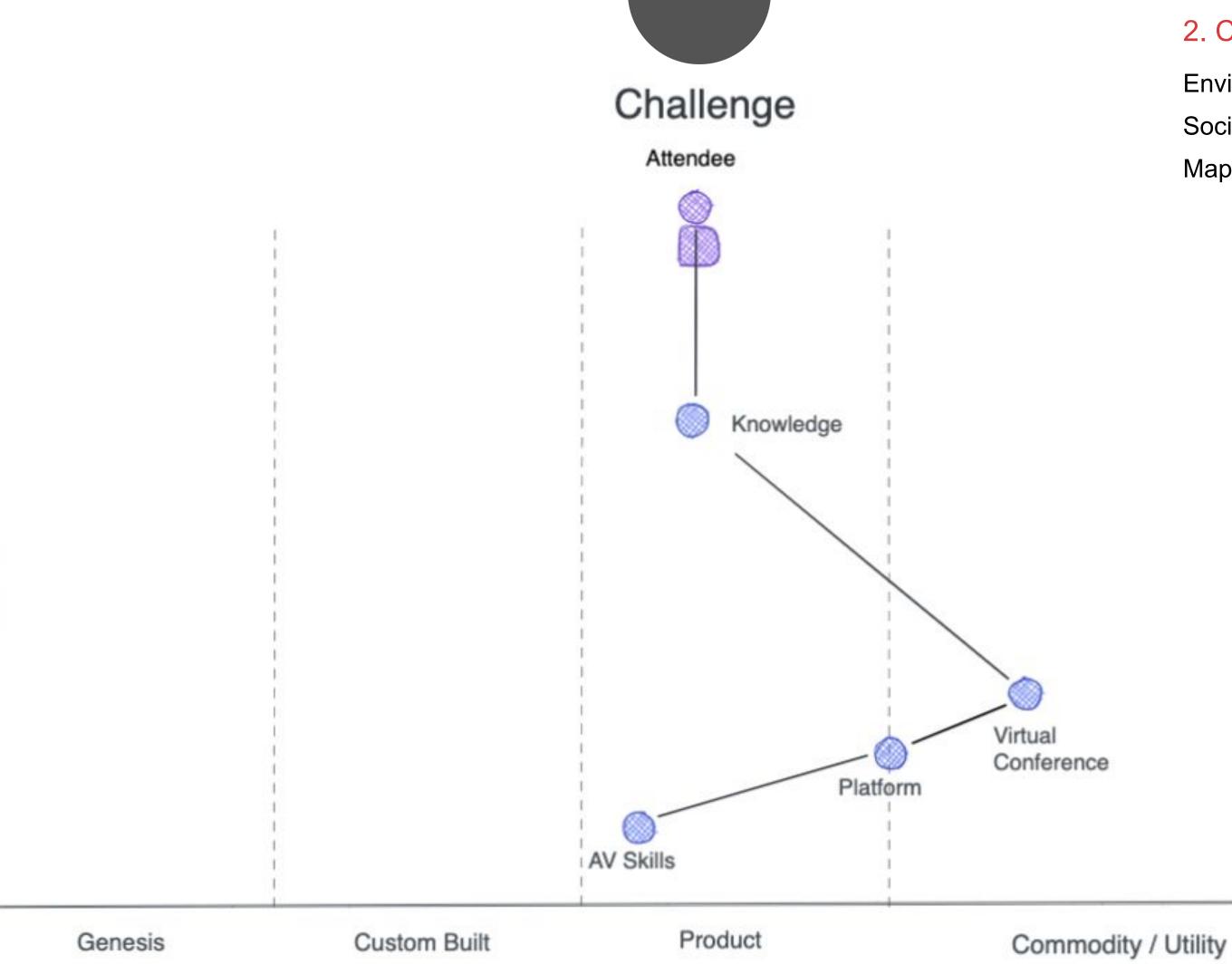
Purpose

Attendee



1. PURPOSE.

Clarity of purpose Obsess over time to value Map the market competition



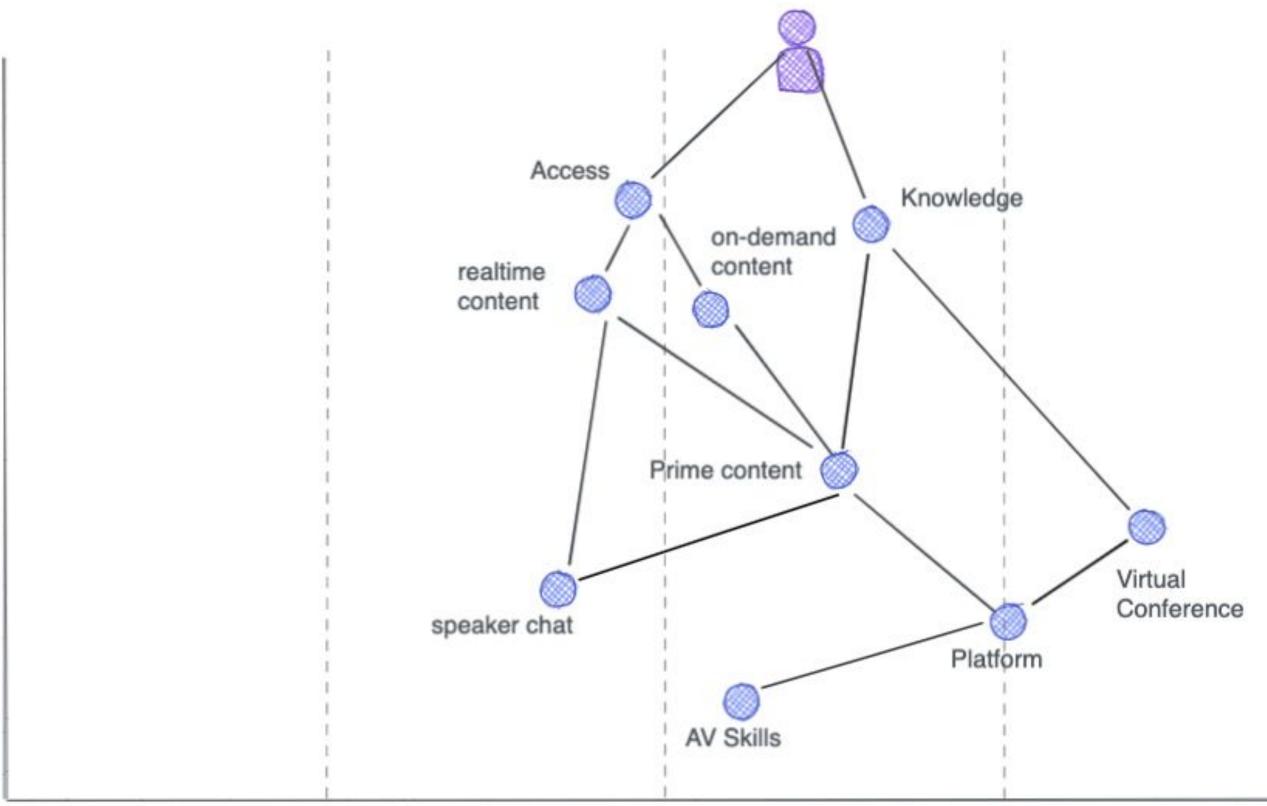
2. CHALLENGE

Environment for Success Sociotechnical view of the system Map your org capability

Next Best Action

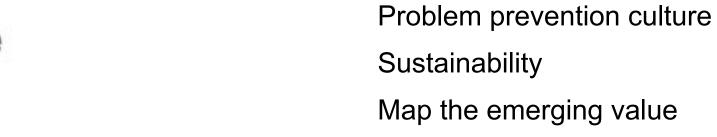


3. NEXT BEST ACTION

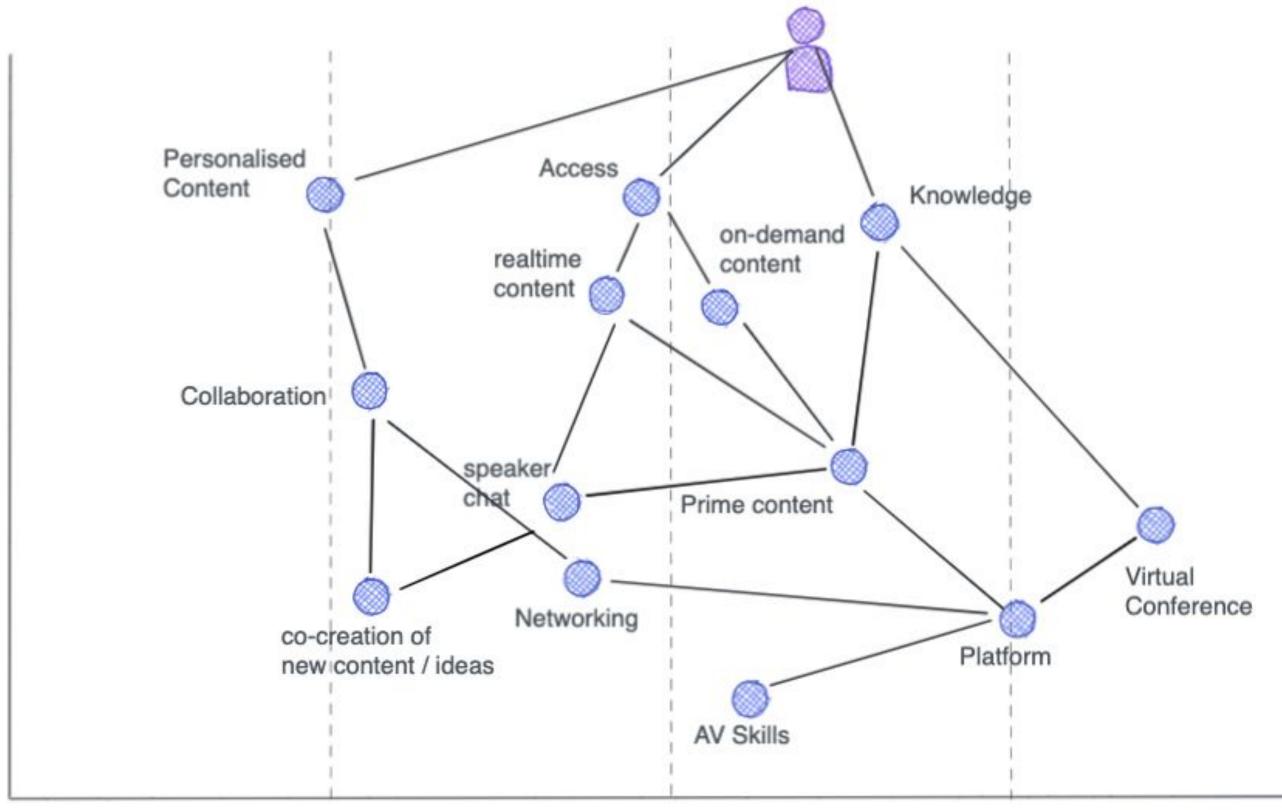


Long Term Value

Attendee



4. LONG TERM VALUE



Long Term Value Attendee Personalised Access Content Knowledge on-demand realtime content content Collaboration Prime content Virtual Conference Networking co-creation of Platform new content / ideas AV Skills **Custom Built** Product Commodity / Utility Genesis

- Climatic Patterns
- A. COVID accelerates.
- B. Premium Content expected.
- C. Barriers to entry have lowered.
- D. Isolation drives need for connection.
- E. Focus on Cyber-threats

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Observations

A. COVID accelerates.

Climatic Patterns

- B. Premium Content expected.
- C. Barriers to entry have lowered.
- D. Isolation drives need for connection.
- E. Focus on Cyber-threats

- 1. Increased Attendee-Speaker interaction.
- . Well-Architected practice for problem prevention.
- 3. "Need for Knowledge" evolves to "join community"

The idea of future

possibilities through stepping

stones is an important

concept within strategy

SIMON WARDLEY

Value Flywheel

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Here's the help we are looking for...

Look out for further content on theserverlessedge.com
We will share case studies, techniques and insight around the upcoming book from IT Revolution Press.

Follow on <u>@ServerlessEdge</u> twitter

Please join the <u>#the-serverless-edge</u> Slack community on #DOES21 to discuss further.

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