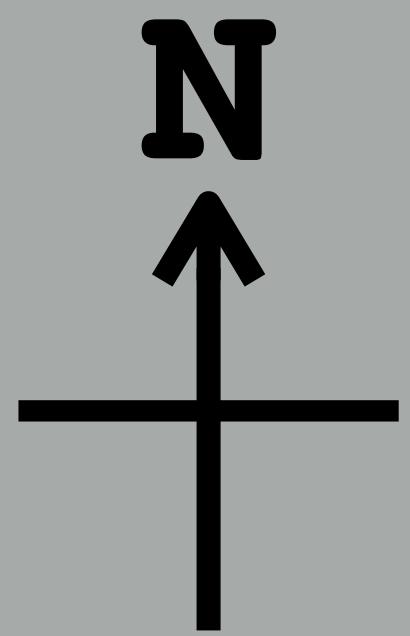




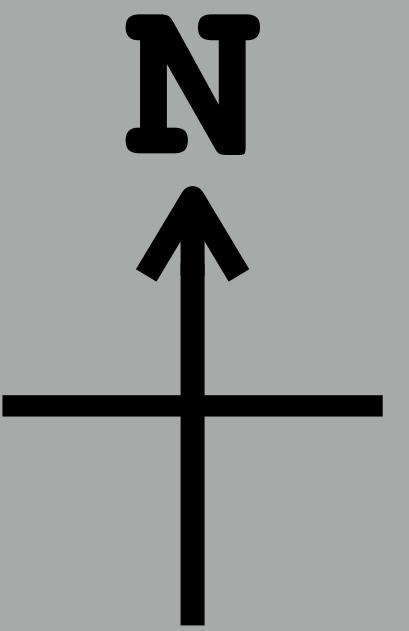
Crossing the river by
feeling the stones.

Strategy



Strategy

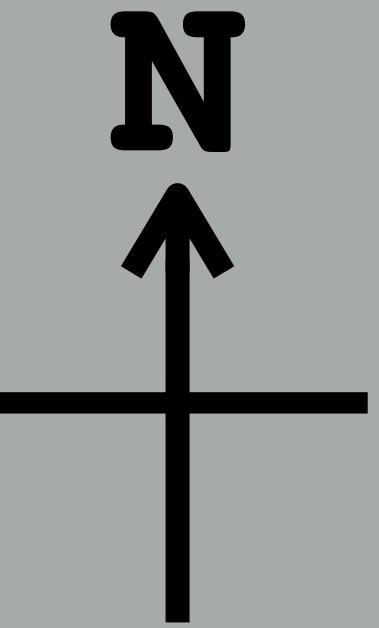
Situational
Awareness

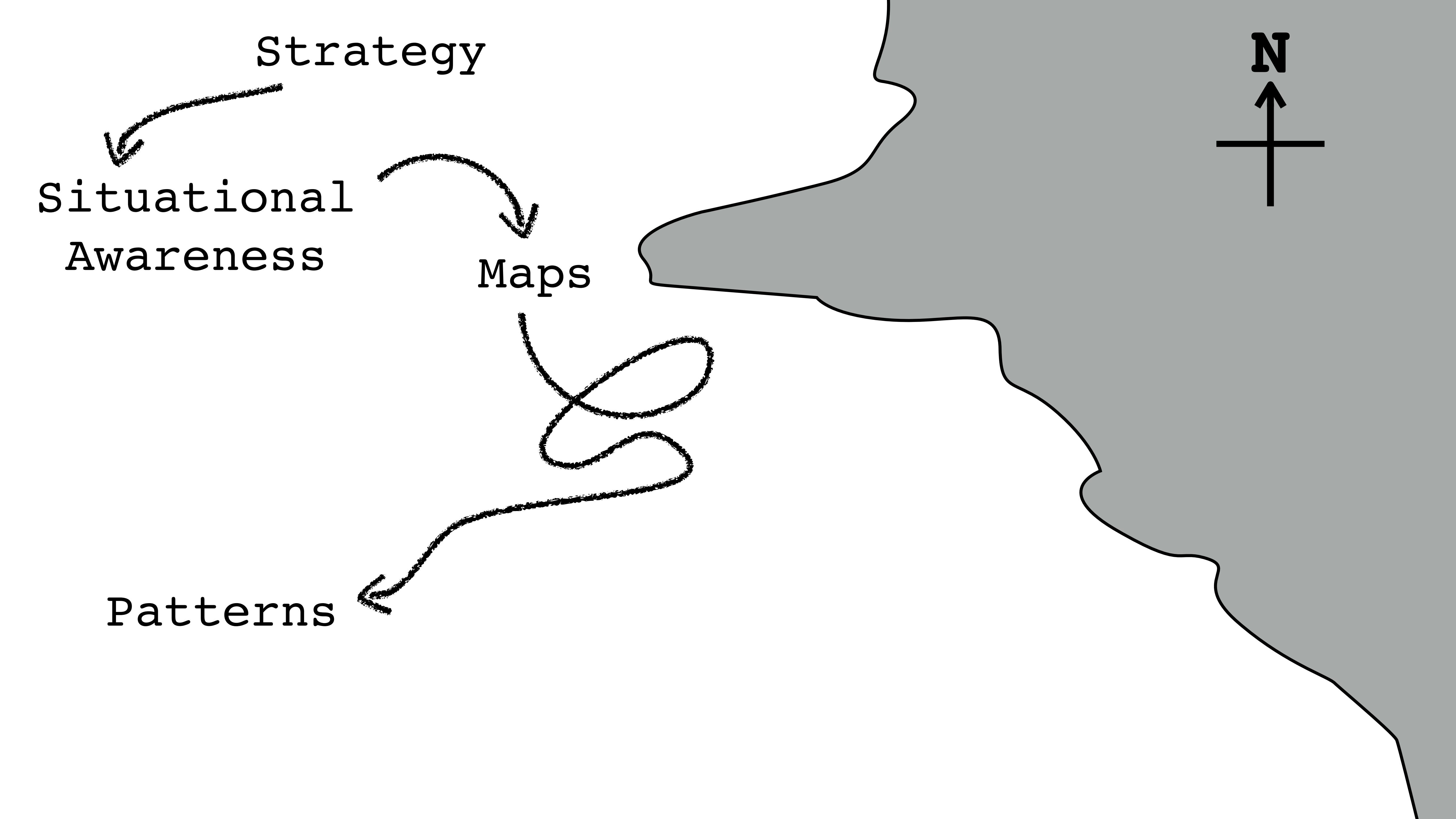


Strategy

Situational
Awareness

Maps



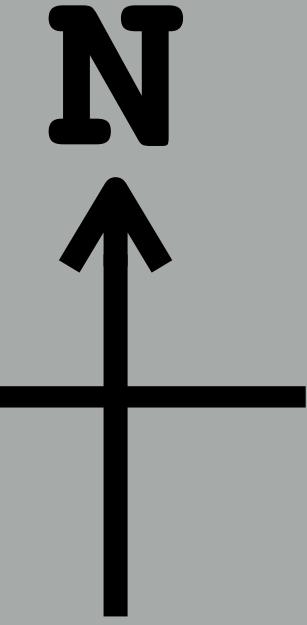


Strategy

Situational Awareness

Maps

Patterns



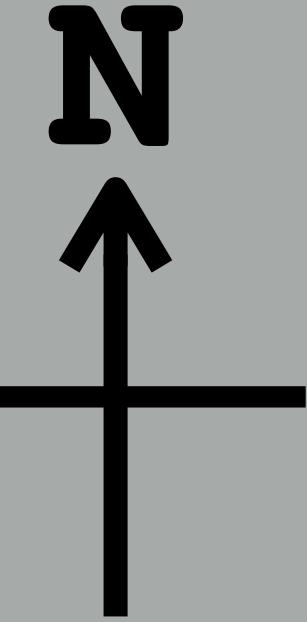
Strategy

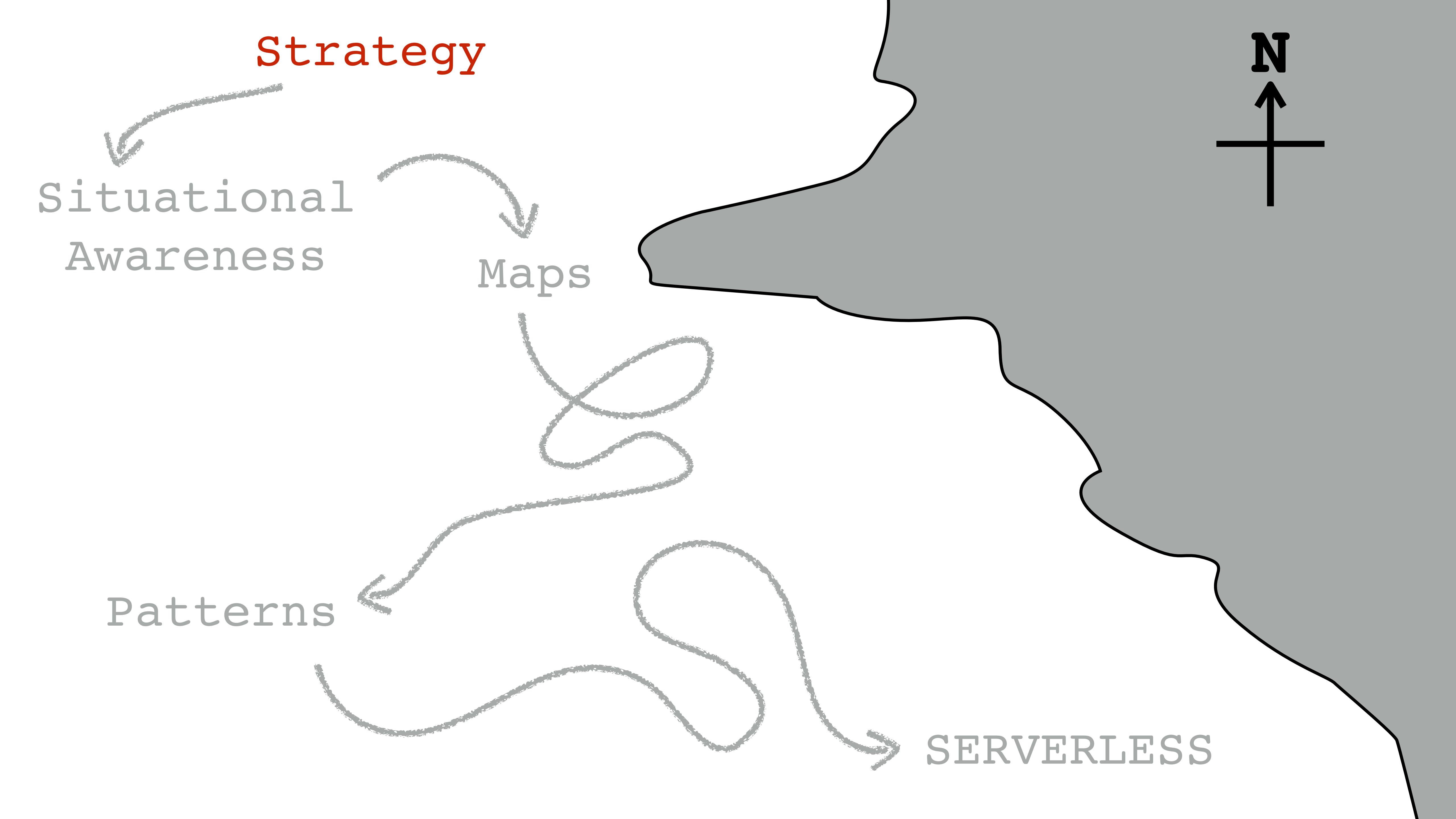
Situational Awareness

Maps

Patterns

SERVERLESS





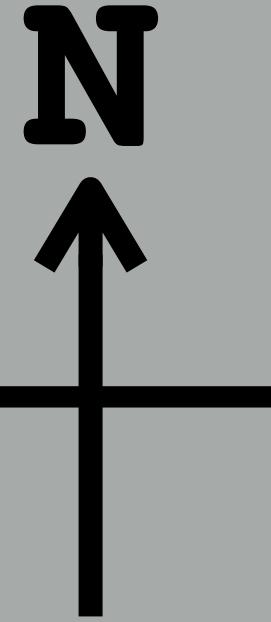
Strategy

Situational
Awareness

Maps

Patterns

SERVERLESS



**Gifts Gallery**

Turn your photos into great gifts!

**Top quality prints and a
FREE online photo service****• Digital and film**

Easy upload for digital pictures and film rolls

• Create online albums *FREE*****

Unlimited secure space for your pictures

• Photo upload software *FREE*****

Upload your images from your desktop

• Share your photos *FREE*****

Friends, family, workmates, share the moment

• Buy prints and gifts

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Promotions

Share pictures & when friend registers,
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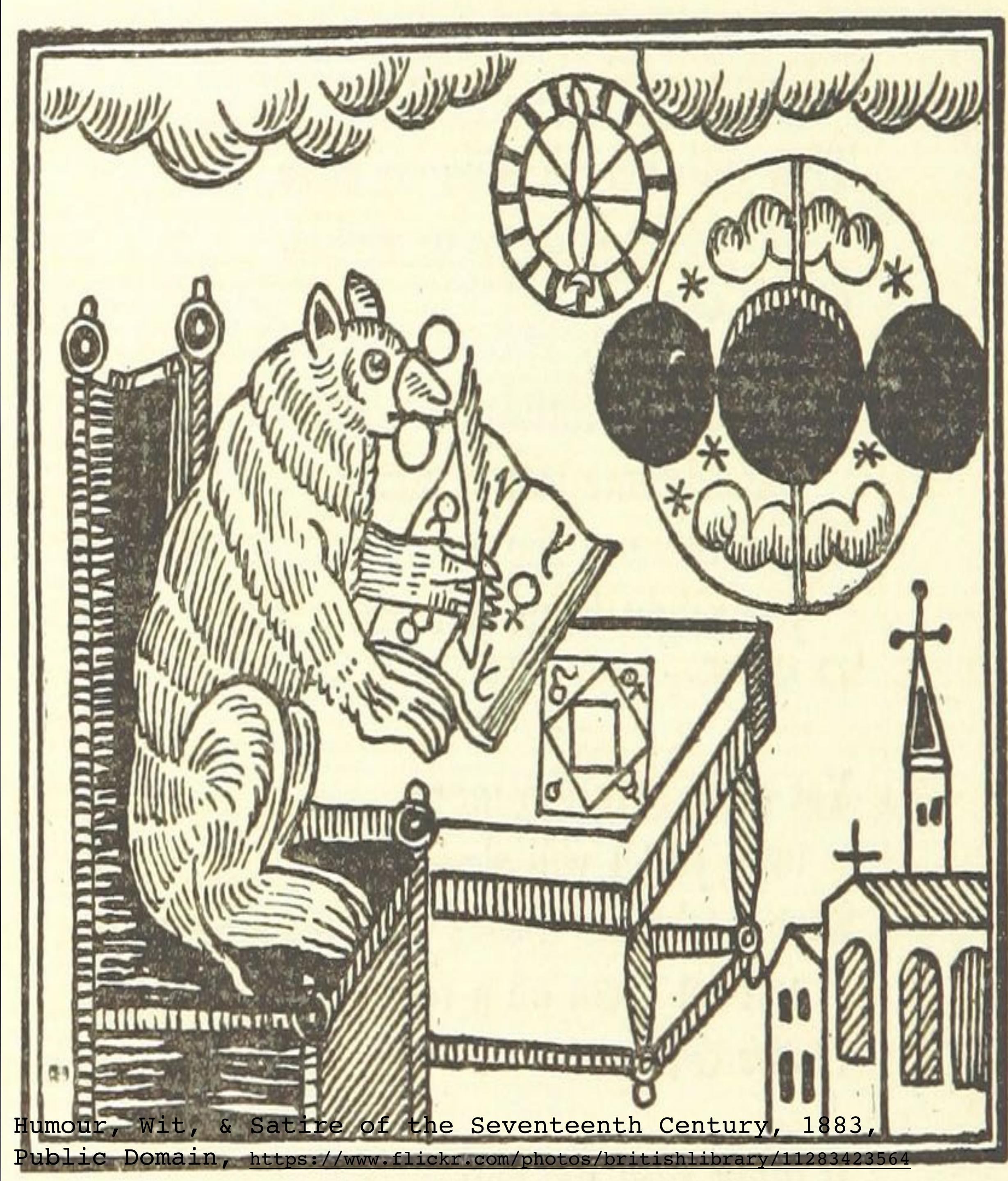




FAKE CEO



Eigenberg Fotografie, Nov 2013, CC by 2.0
<https://www.flickr.com/photos/damionroeien/11122262203>



Humour, Wit, & Satire of the Seventeenth Century, 1883,
Public Domain, <https://www.flickr.com/photos/britishlibrary/11283423564>

Fotango, 2003

Our strategy is **customer focused**. We will lead a **innovative** effort in the market through our use of **agile techniques** and **open source** to become a leading provider of open standard solutions to the digital world. To develop products of the highest standards we make our clients part of the team. Our final measure of success is the satisfaction of the team at the end of the project.

**Business
Level
Abstractions of a
Healthy
Strategy**

Common Blahs

digital business, big data, disruptive,
innovative, collaborative, competitive
advantage, ecosystem, open source,
networked, efficiency, learning
organisation, social
media, revolution, cloud based, agile,
secure, internet of things, growth, value,
customer focused, open,
digital first, data leaders, agile, insight
from data, platform,
sustainable, revolution, culture.

Blah Template

Our strategy is [Blah]. We will lead a [Blah] effort of the market through our use of [Blah] and [Blah] to build a [Blah]. By being both [Blah] and [Blah], our [Blah] approach will drive [Bah] throughout the organisation.

Synergies between our [Blah] and [Blah] will enable us to capture the upside by becoming [Blah] in a [Blah] world. These transformations combined with [Blah] due to our [Blah] will create a [Blah] through [Blah] and [Blah].

Blahs

+

Blah template

=

auto generate
64 strategies

Strategy 1 / 64

Our strategy is **customer focused**. We will lead a **disruptive** effort of the market through our use of **innovative social media** and **big data** to build a **collaborative cloud based ecosystem**. By being both **digital first** and **agile**, our **open** approach will **drive efficiency** throughout the organisation.

Synergies between our **culture revolution** and **networked learning organisation** will enable us to capture the upside by becoming **data leaders** in a **digital business** world.

Strategy 2 / 64

Our strategy is **innovative digital business**. We will lead a **growth** effort of the market through our use of **customer focused competitive advantage** and **disruptive social media** to build a **collaborative revolution**. By being both **data leaders** and **cloud based**, our **ecosystem** approach will drive **insight from data** throughout the organisation. Synergies between our **platform** and **open culture** will enable us to capture the upside by becoming **digital first** in a **networked world**.

1. This is the exact wording from our business plan.

1. This is the exact wording from our business plan.
2. I've seen two of these used already.

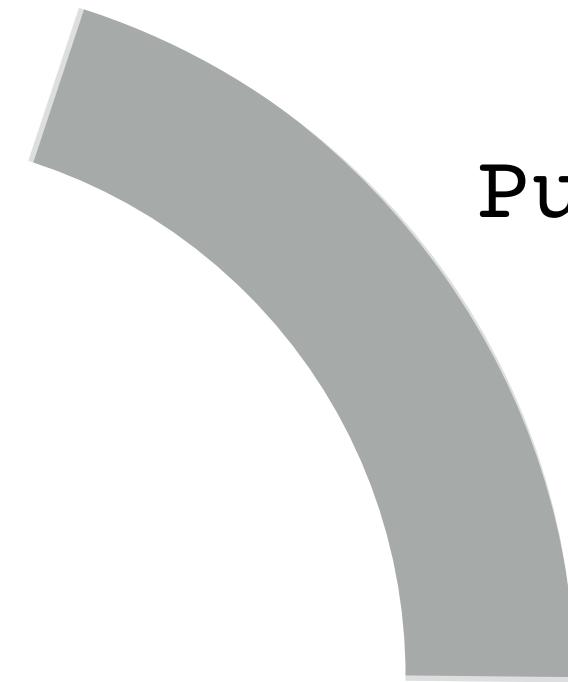
1. This is the exact wording from our business plan.
2. I've seen two of these used already.
3. Are you for hire?

Our strategy is collaborative. We will lead an open effort of the market through our use of big data and social media to build a digital business. By being both disruptive and agile, our networked approach will drive internet of things throughout the organization. Synergies between our growth and insight from data will enable us to capture the upside by becoming sustainable in an innovative world. These transformations combined with learning organization due to our data leaders will create a platform through revolution and leaders.



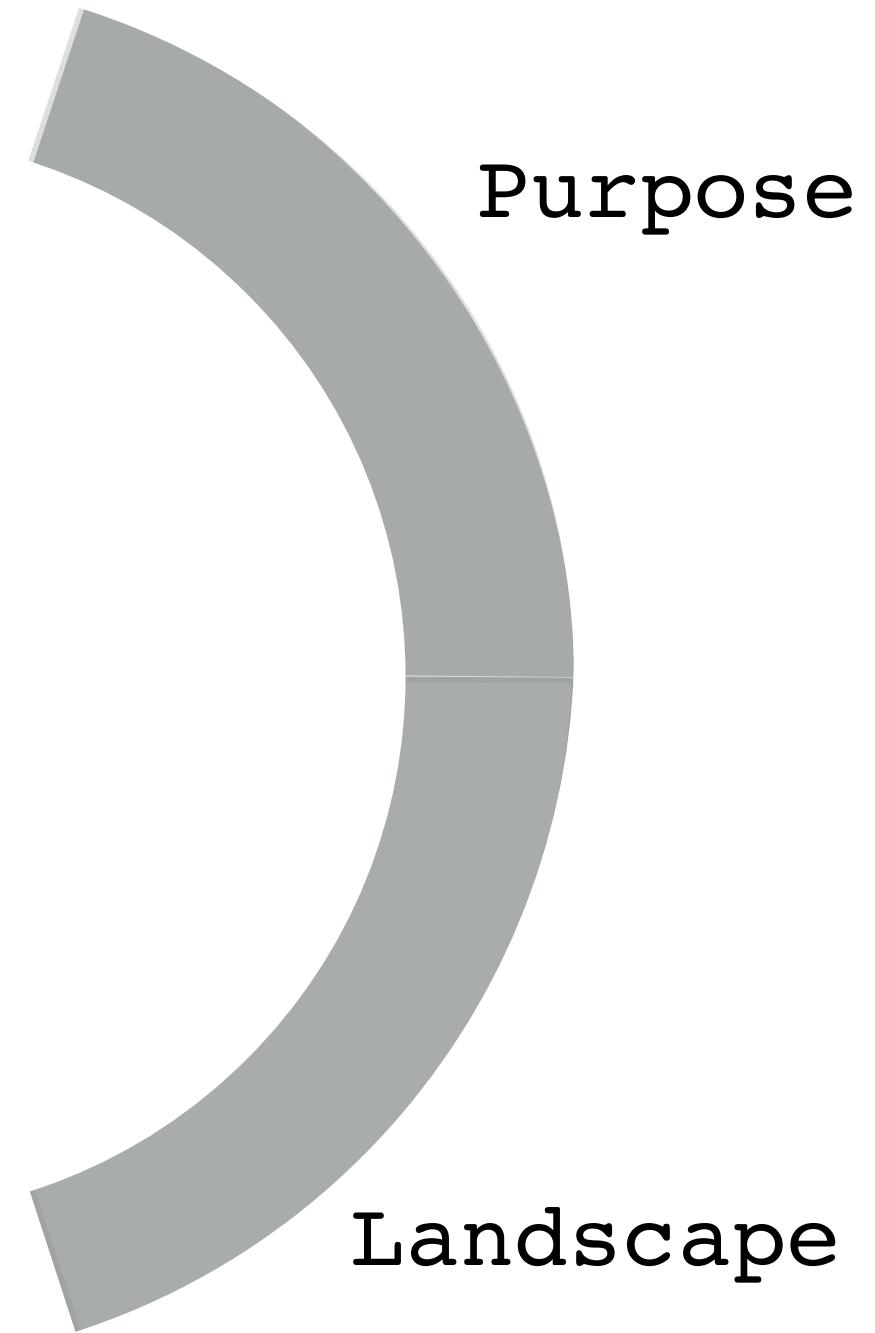
Julian Mason, APR 2011, CC by 2.0

<https://www.flickr.com/photos/meandmyshadow/5687986018/>

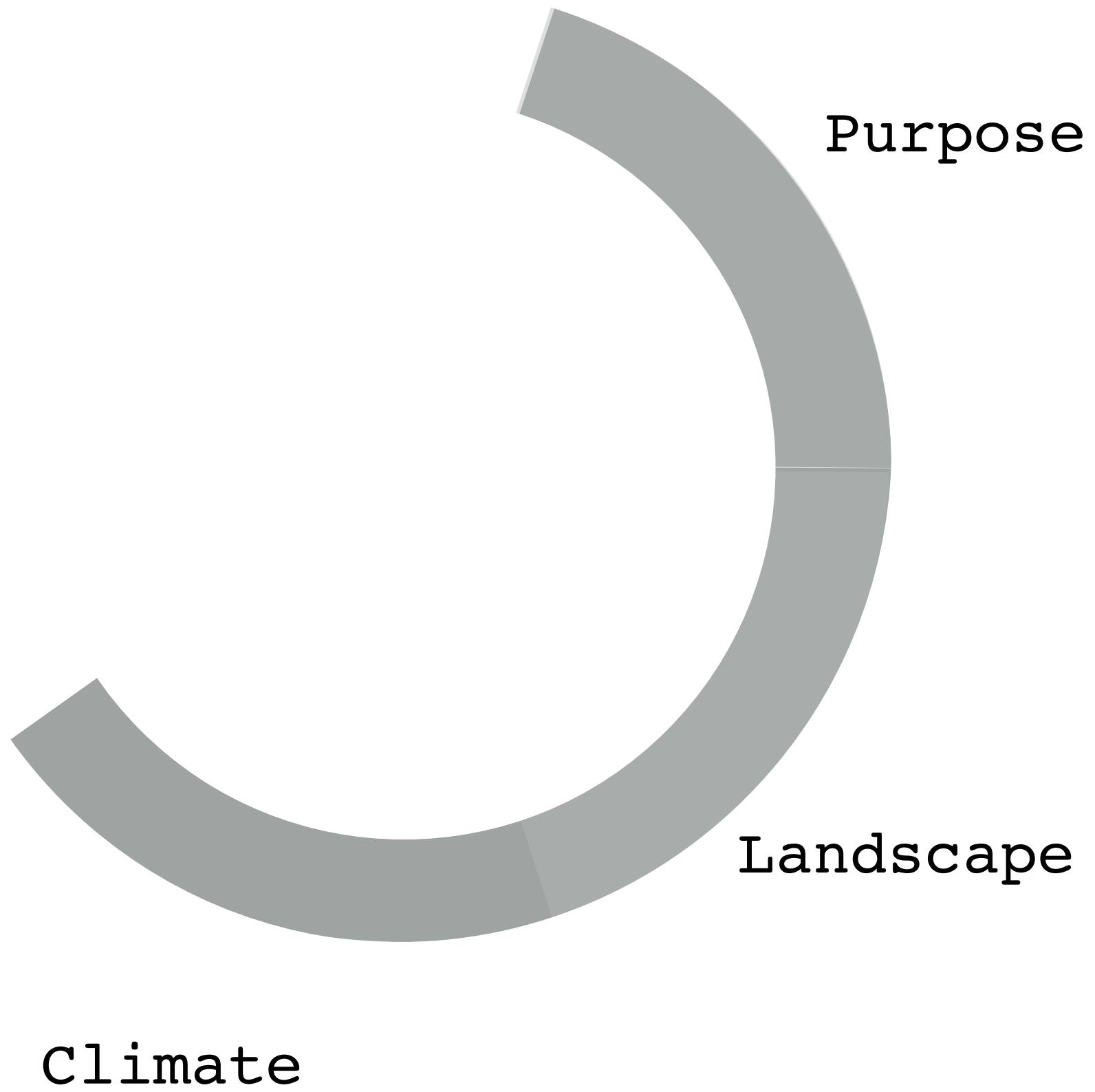


Purpose

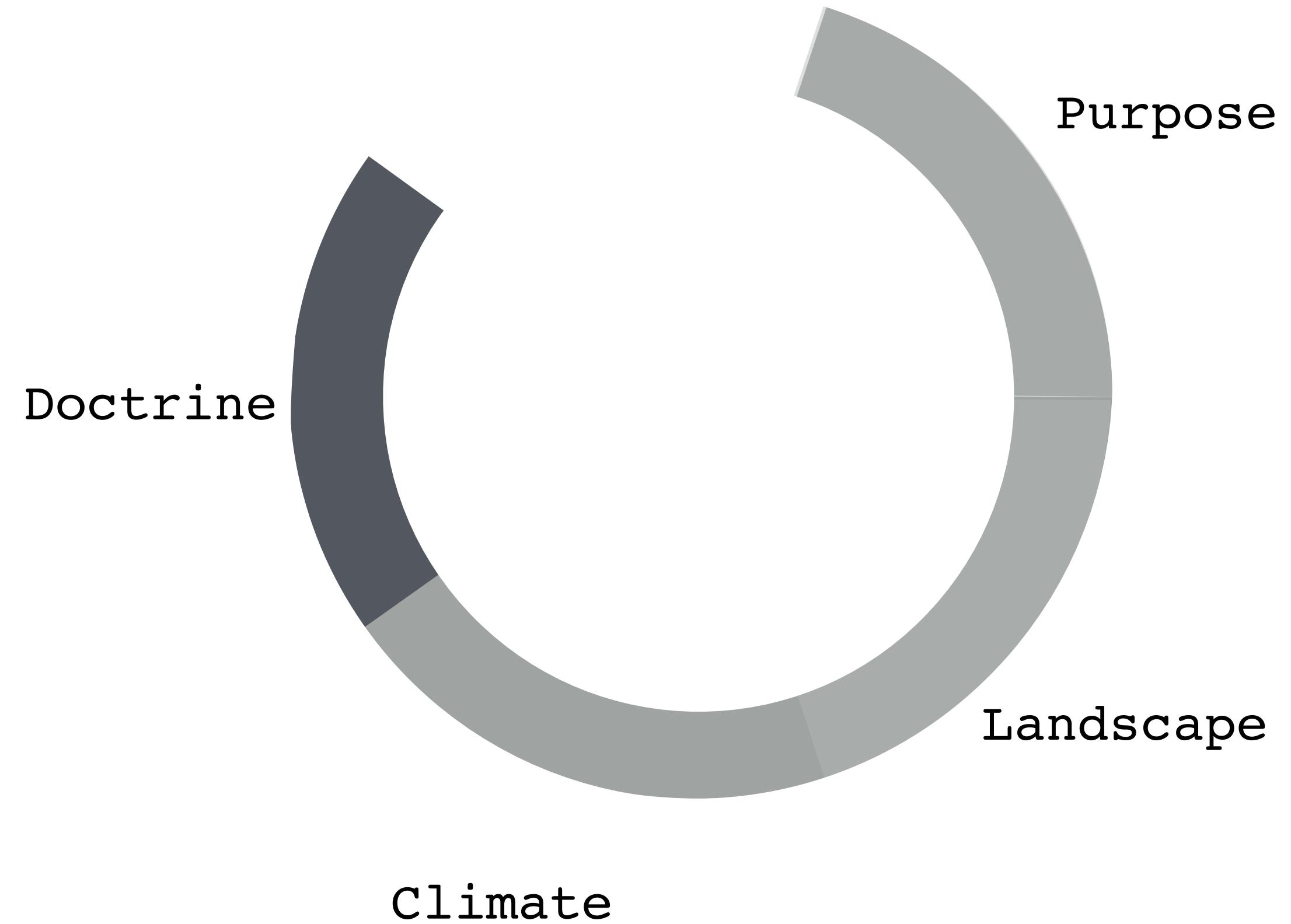
The Strategy Cycle
Sun Tzu's five factors



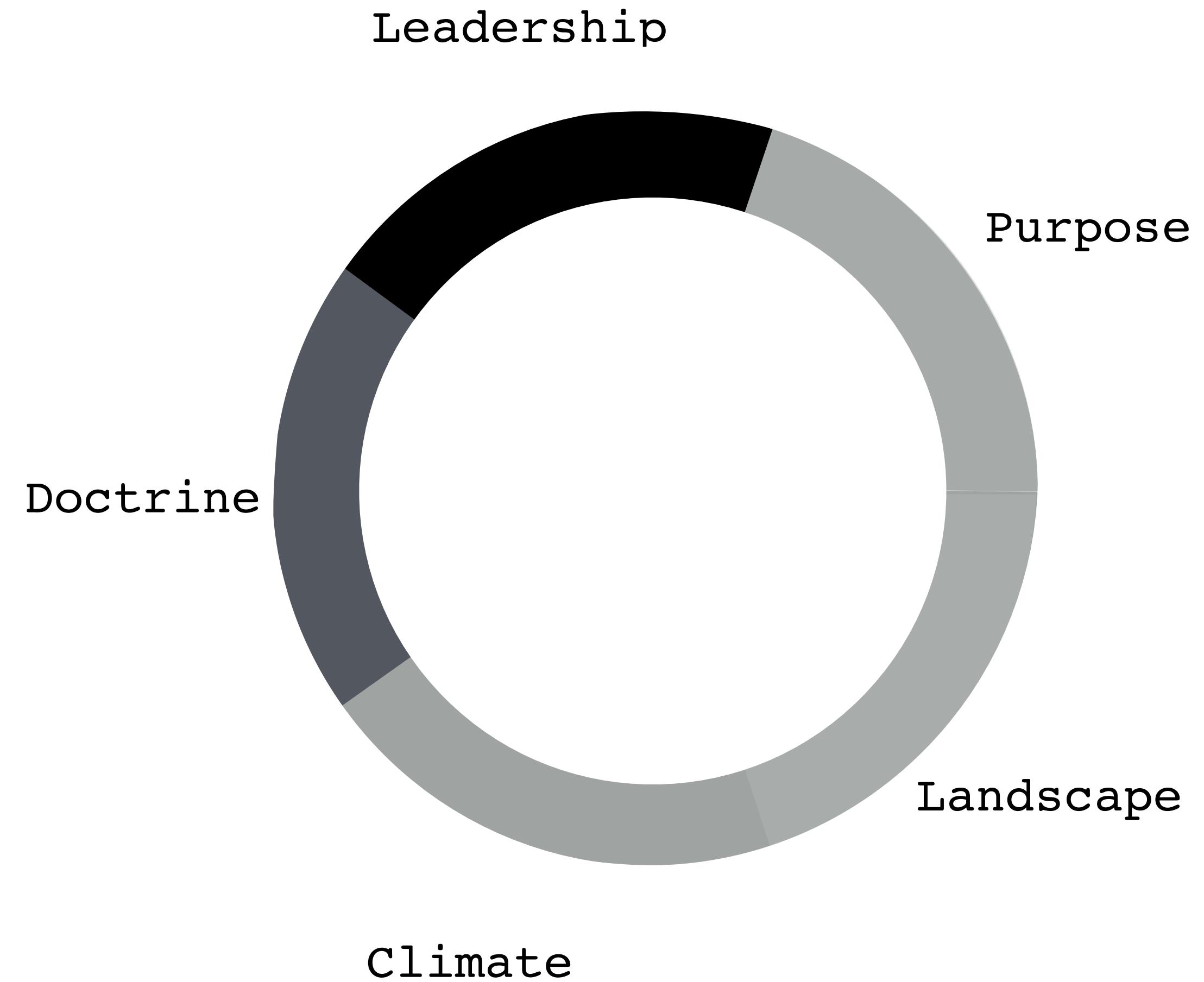
The Strategy Cycle
Sun Tzu's five factors



The Strategy Cycle
Sun Tzu's five factors



The Strategy Cycle
Sun Tzu's five factors

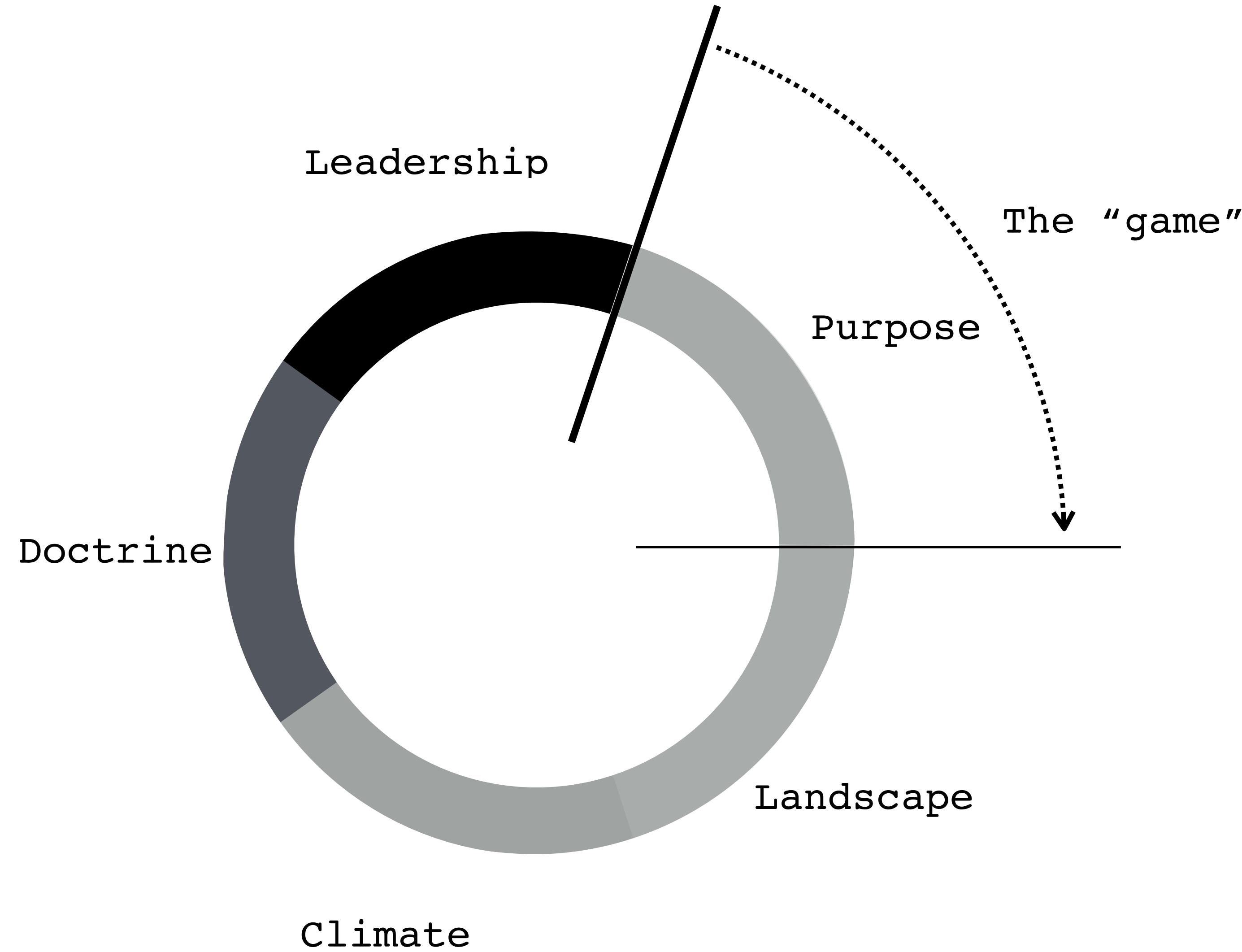


The Strategy Cycle
Sun Tzu's five factors

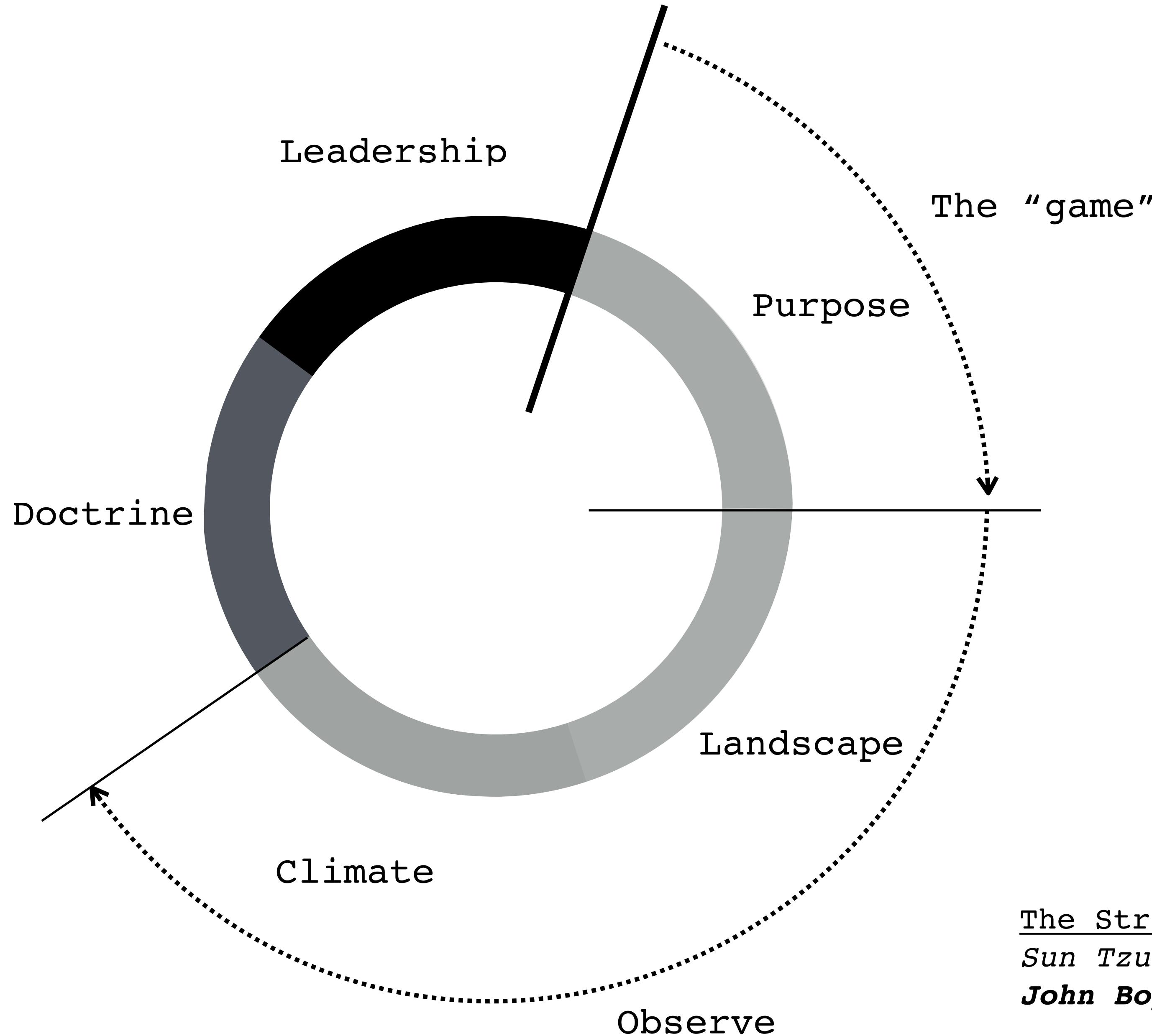


John Boyd, USAF

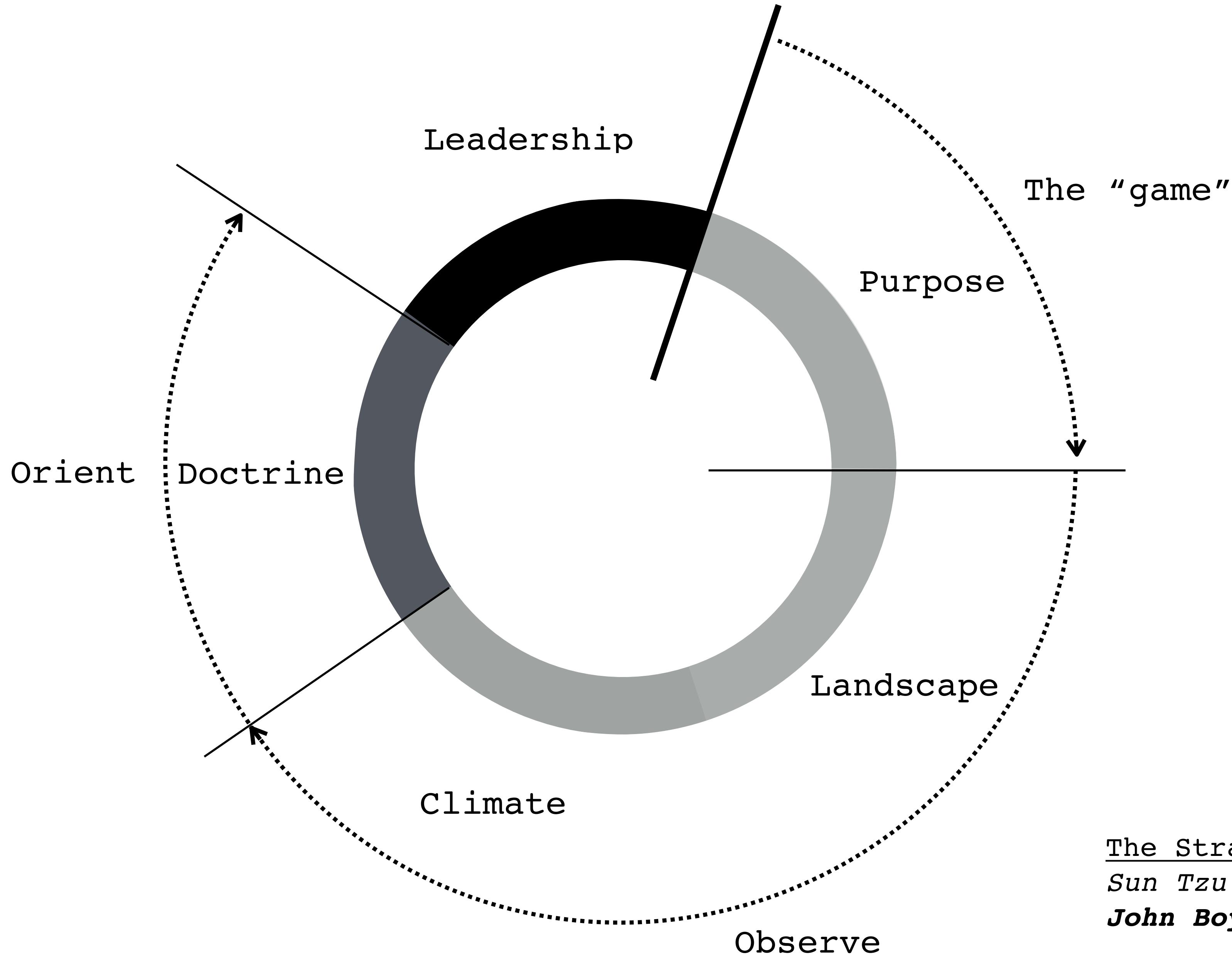
Public Domain, US Gov, 2012



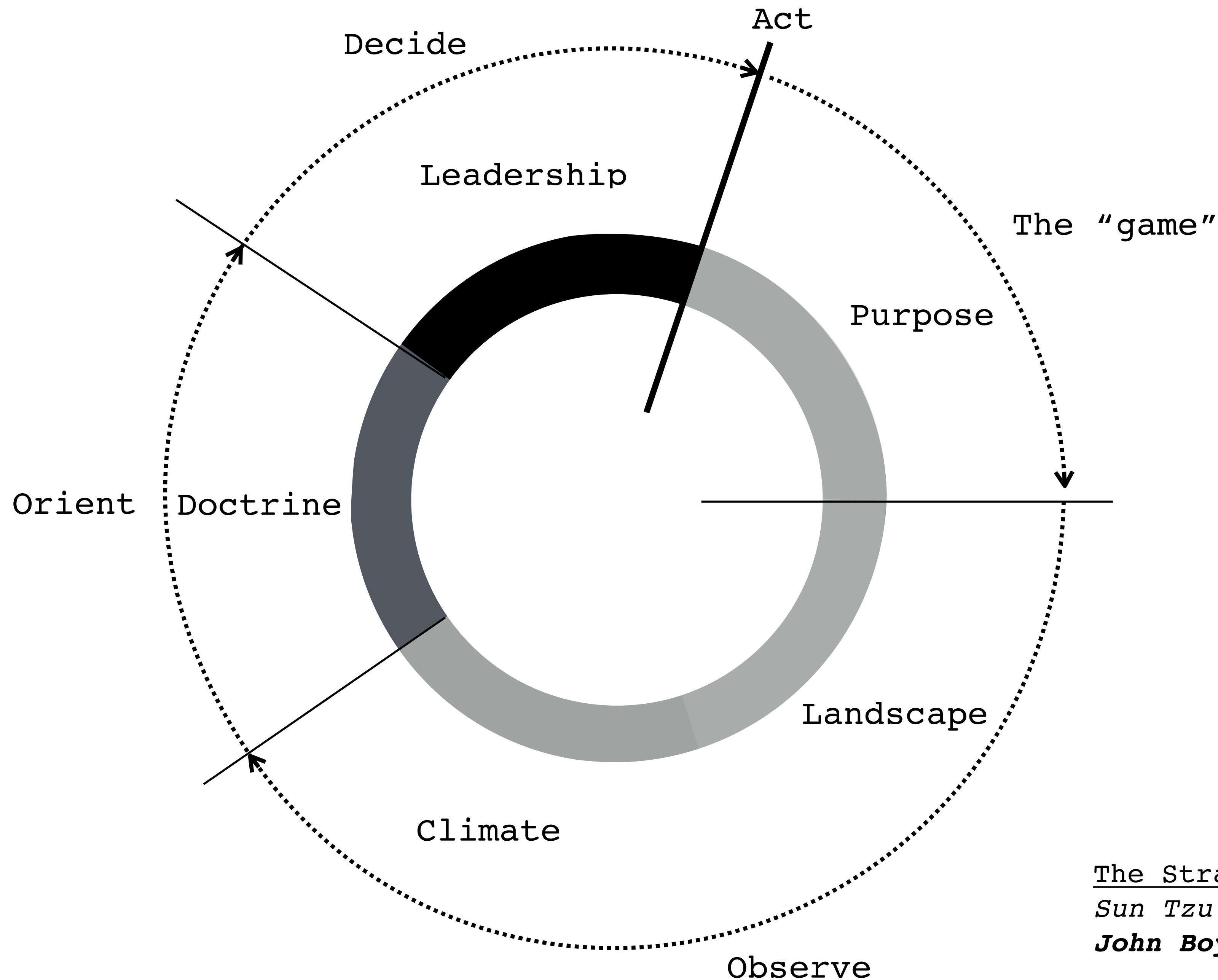
The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop



The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop

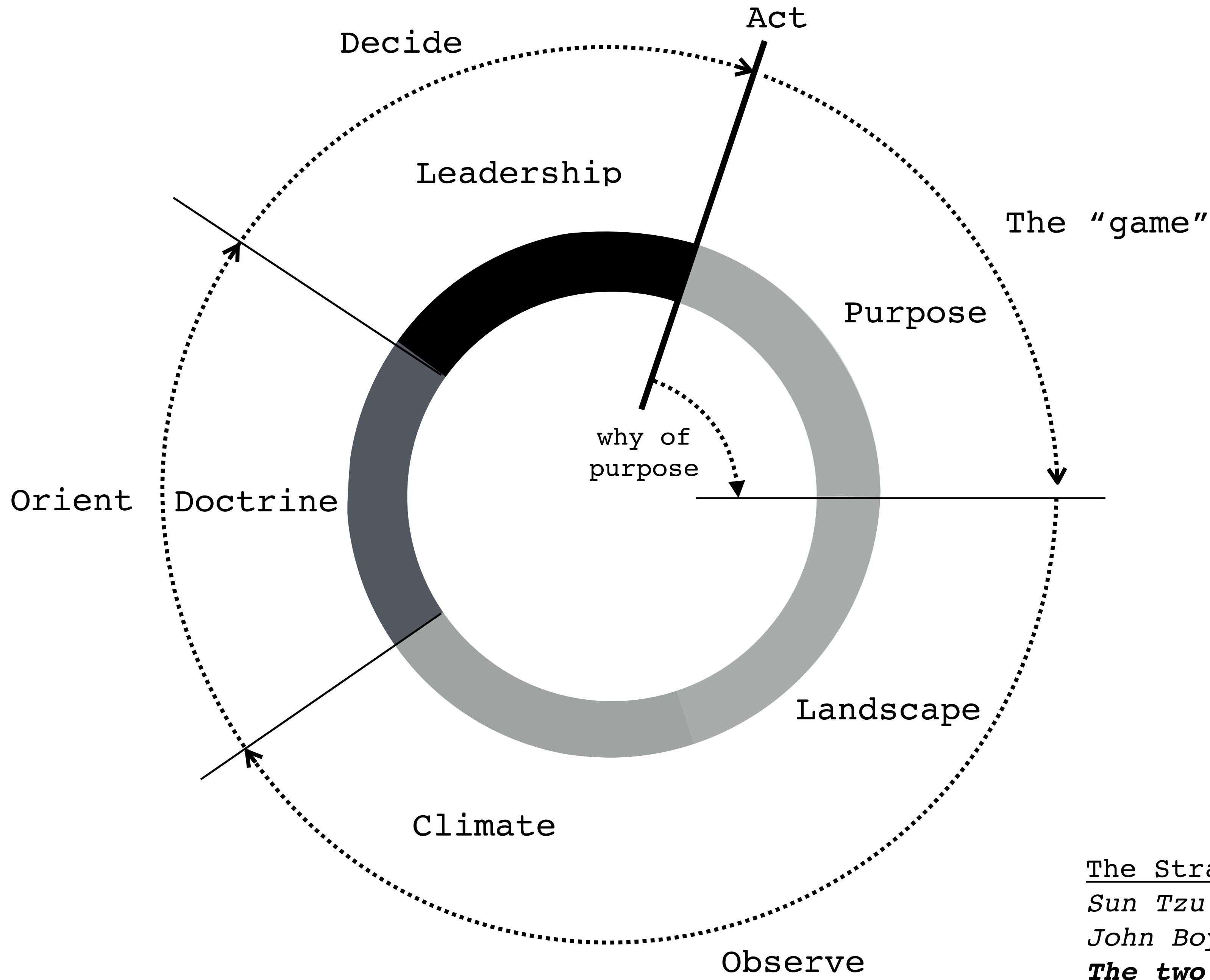


The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop

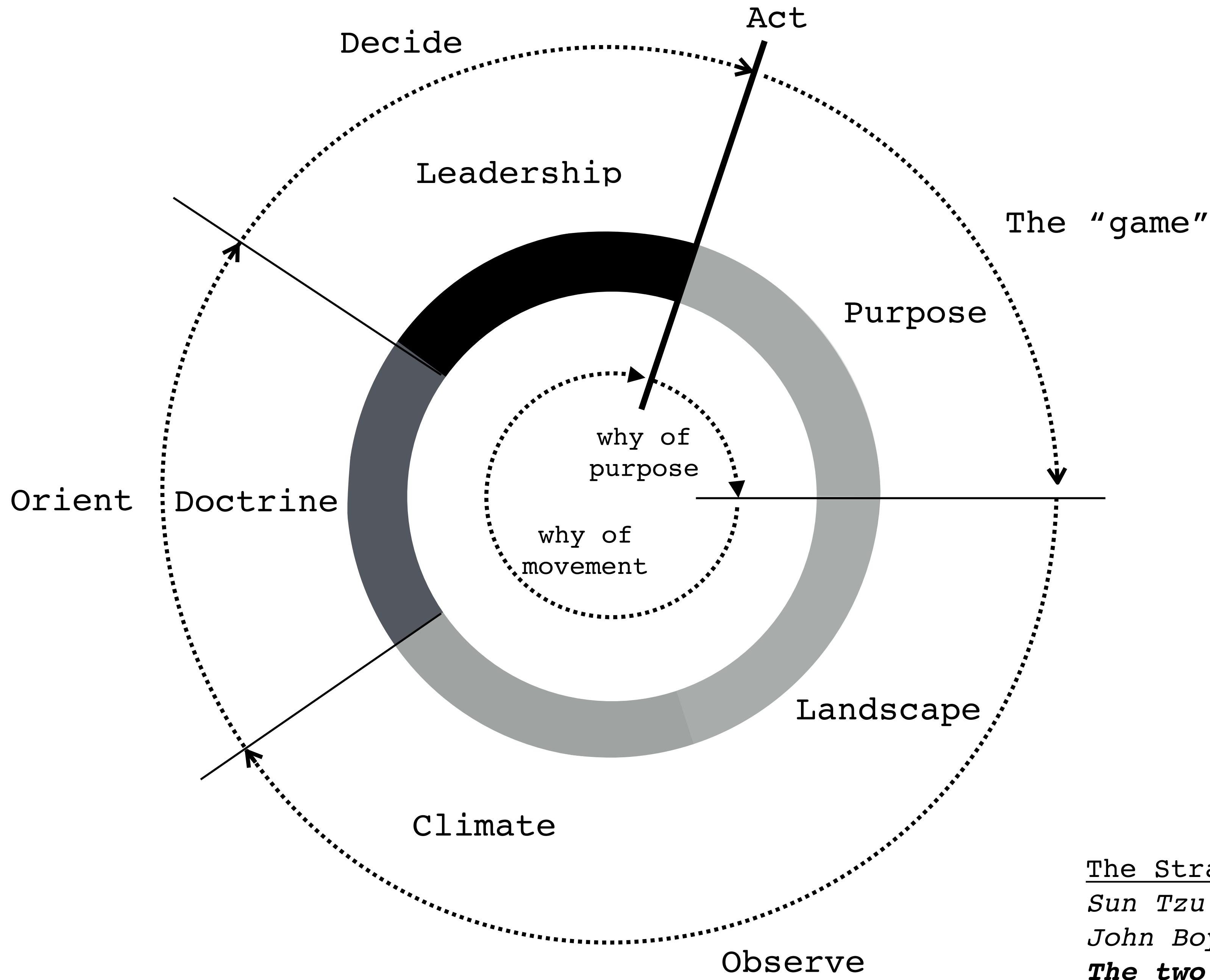


The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop

IMPORTANCE OF WHY?

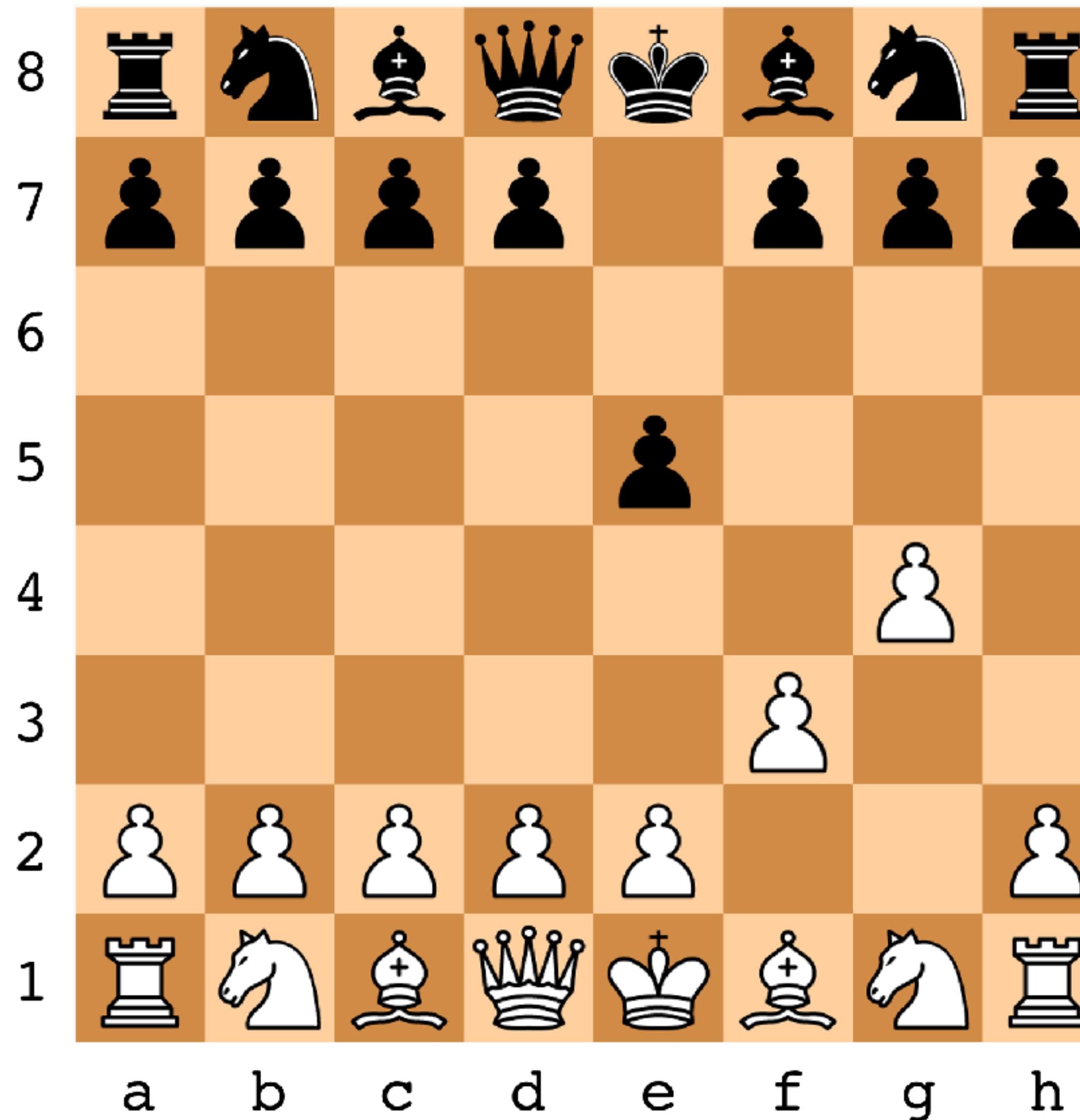


The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop
The two types of why

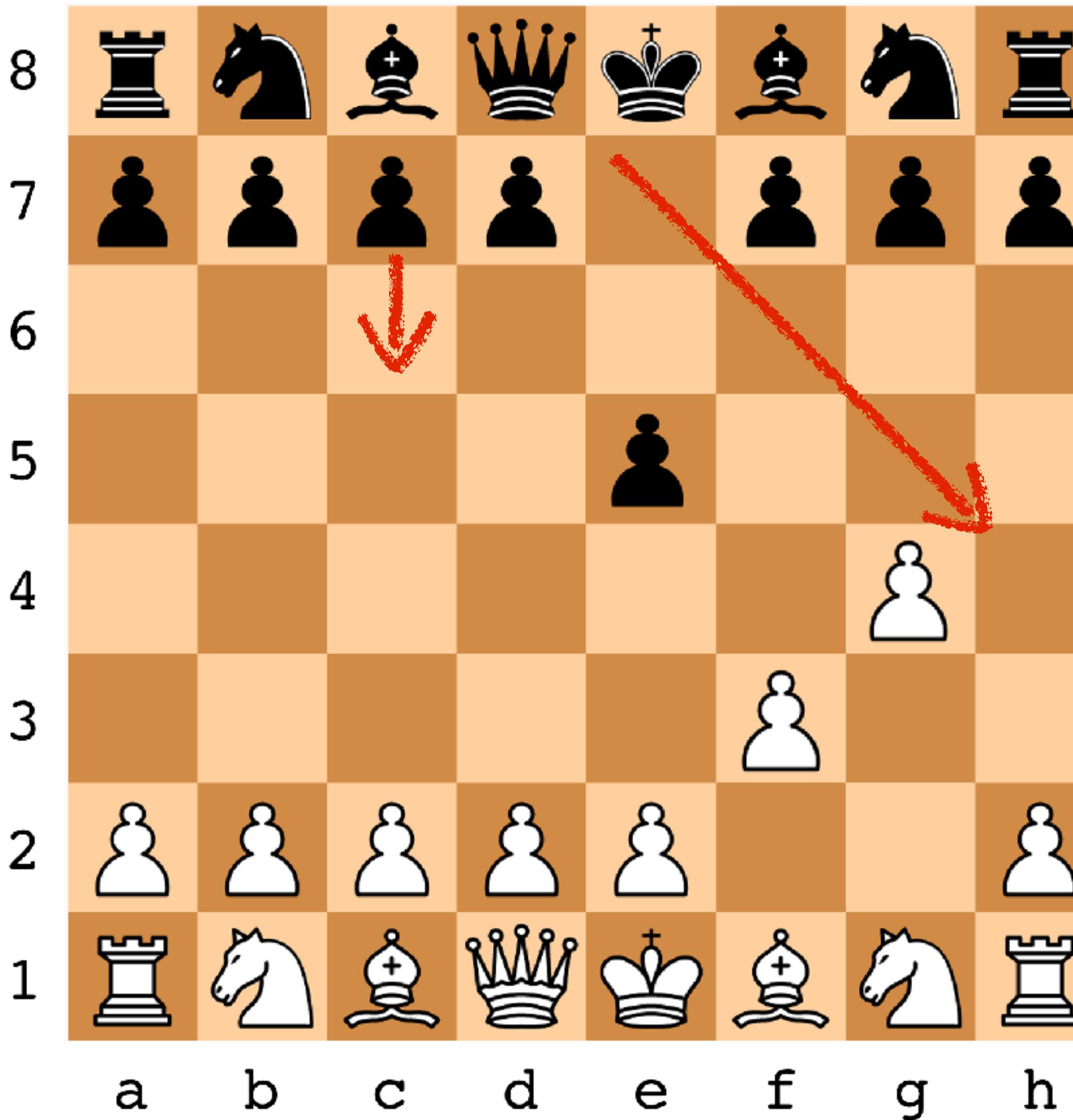


The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop
The two types of why

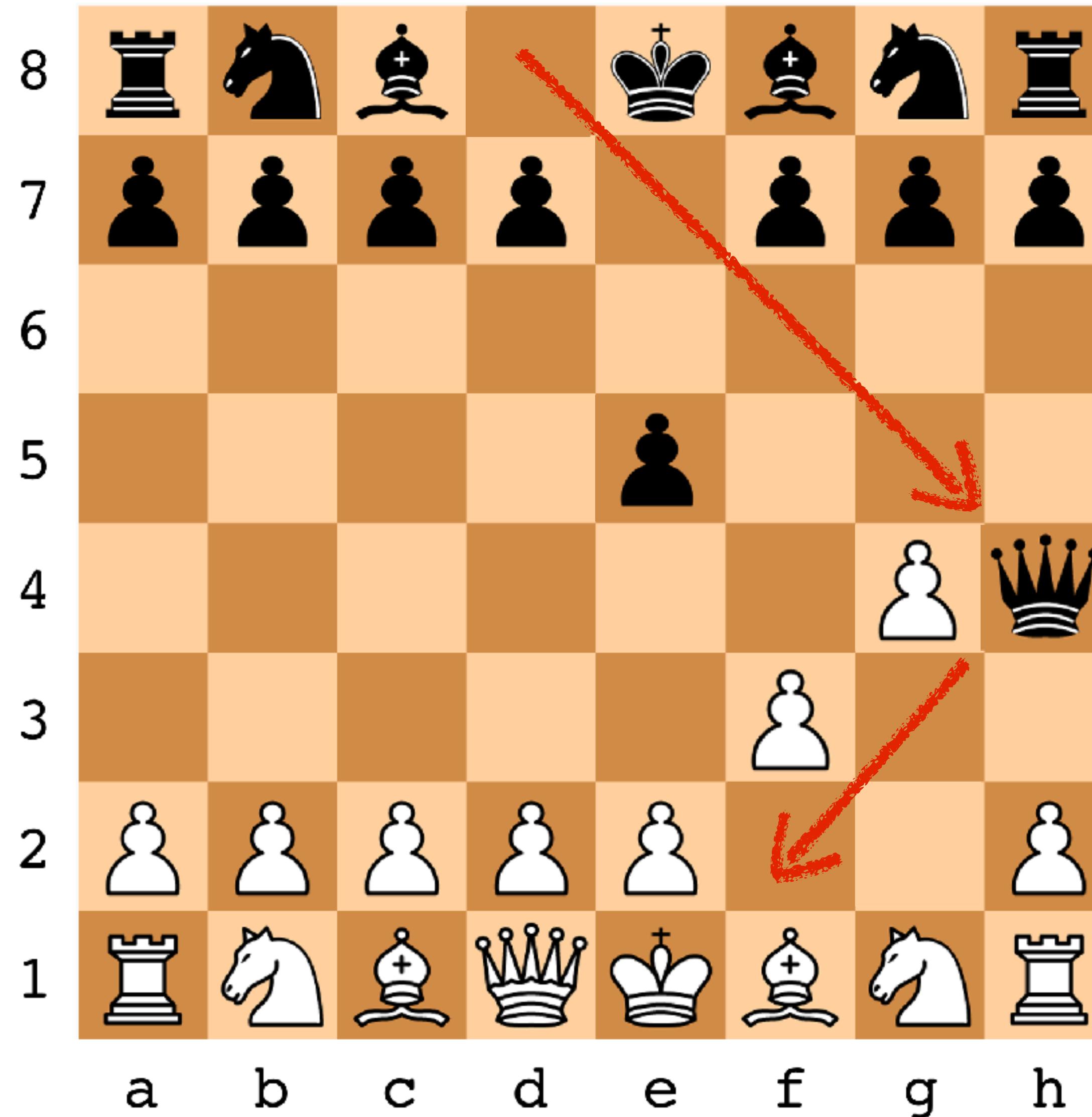
Why of purpose = To Win!



Why of movement = here or there?



Movement = LEARNING



Checkmate

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Turn your photos into great gifts!

**Top quality prints and a
FREE online photo service****• Digital and film**

Easy upload for digital pictures and film rolls

• Create online albums *FREE*****

Unlimited secure space for your pictures

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• Share your photos *FREE*****

Friends, family, workmates, share the moment

• Buy prints and gifts

Turn your favourite photos into great gifts

Promotions

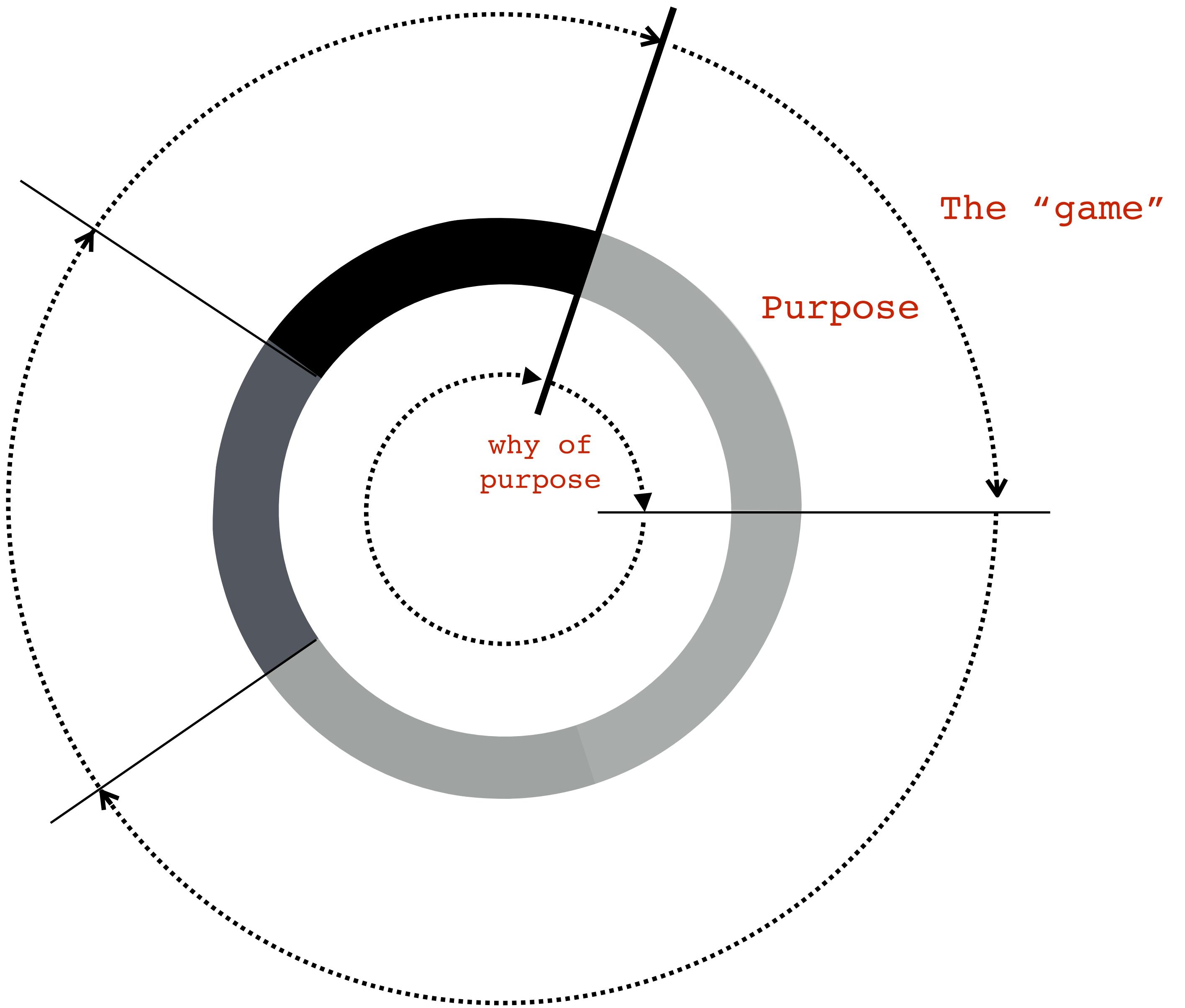
Share pictures & when friend registers,
you both get 3 free 6x4 prints.

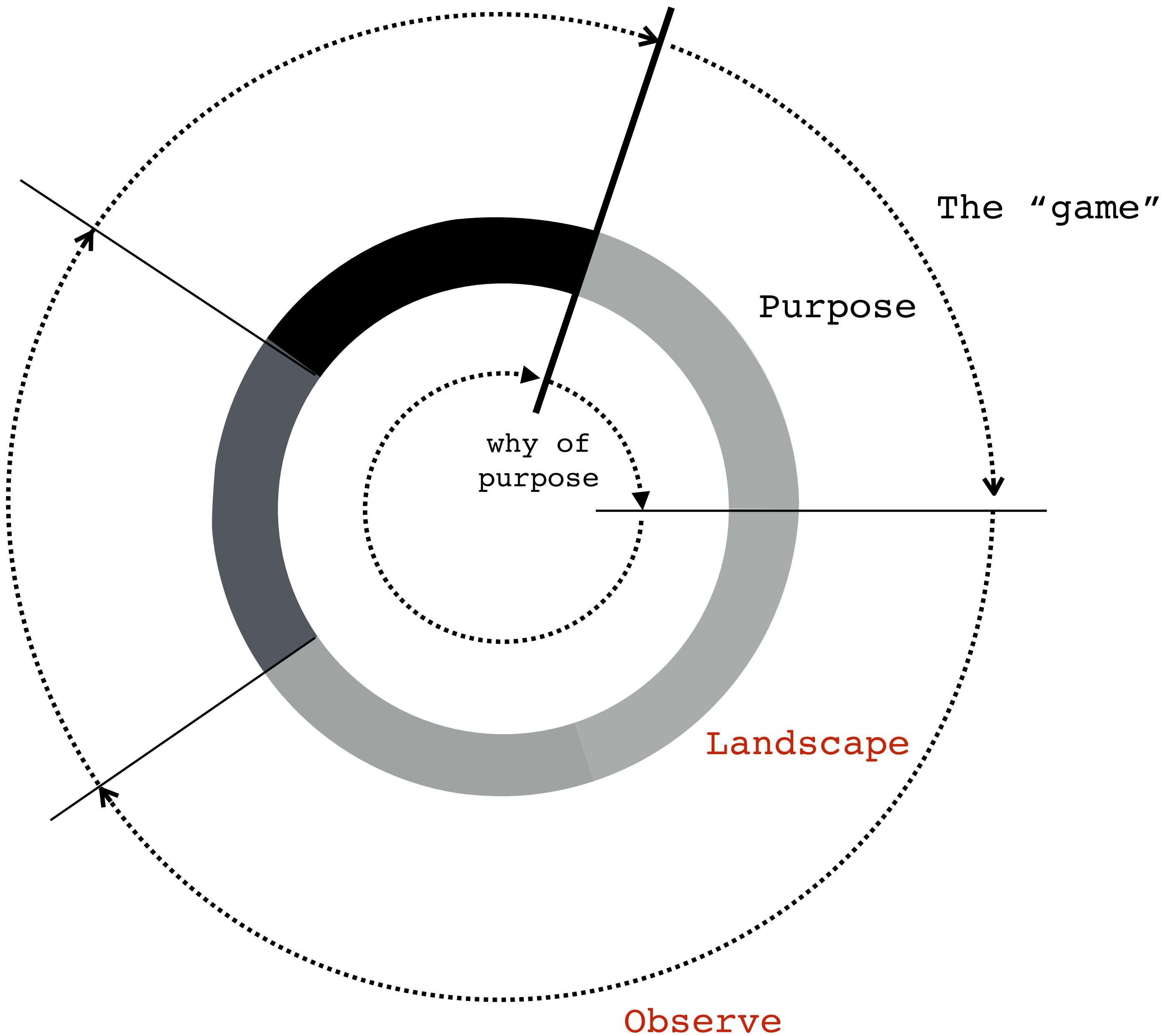
[forgotten password?](#)

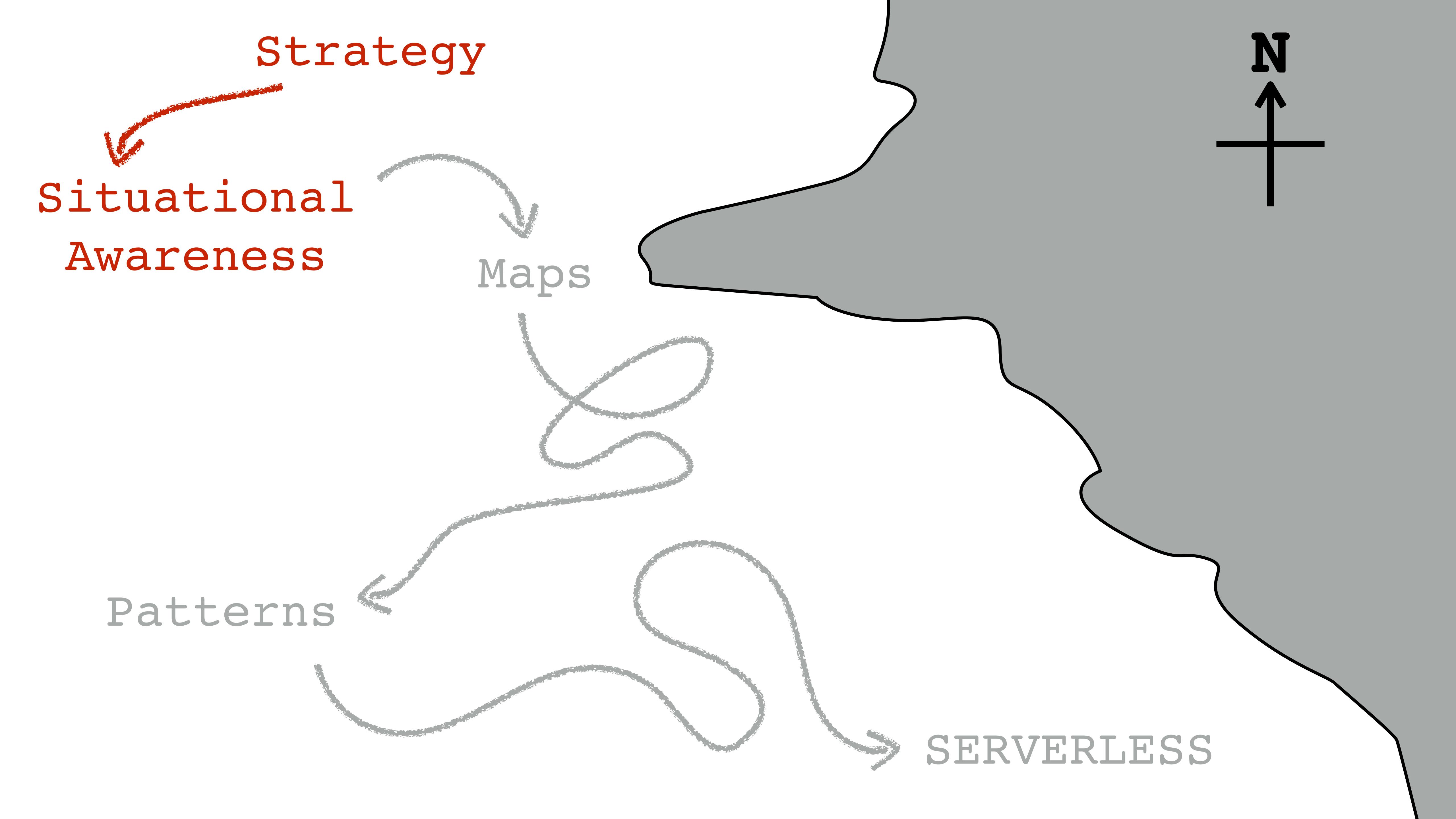
[Take the Tour](#)

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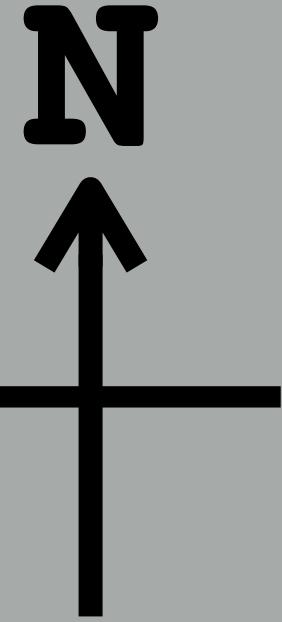
Strategy

Situational Awareness

Maps

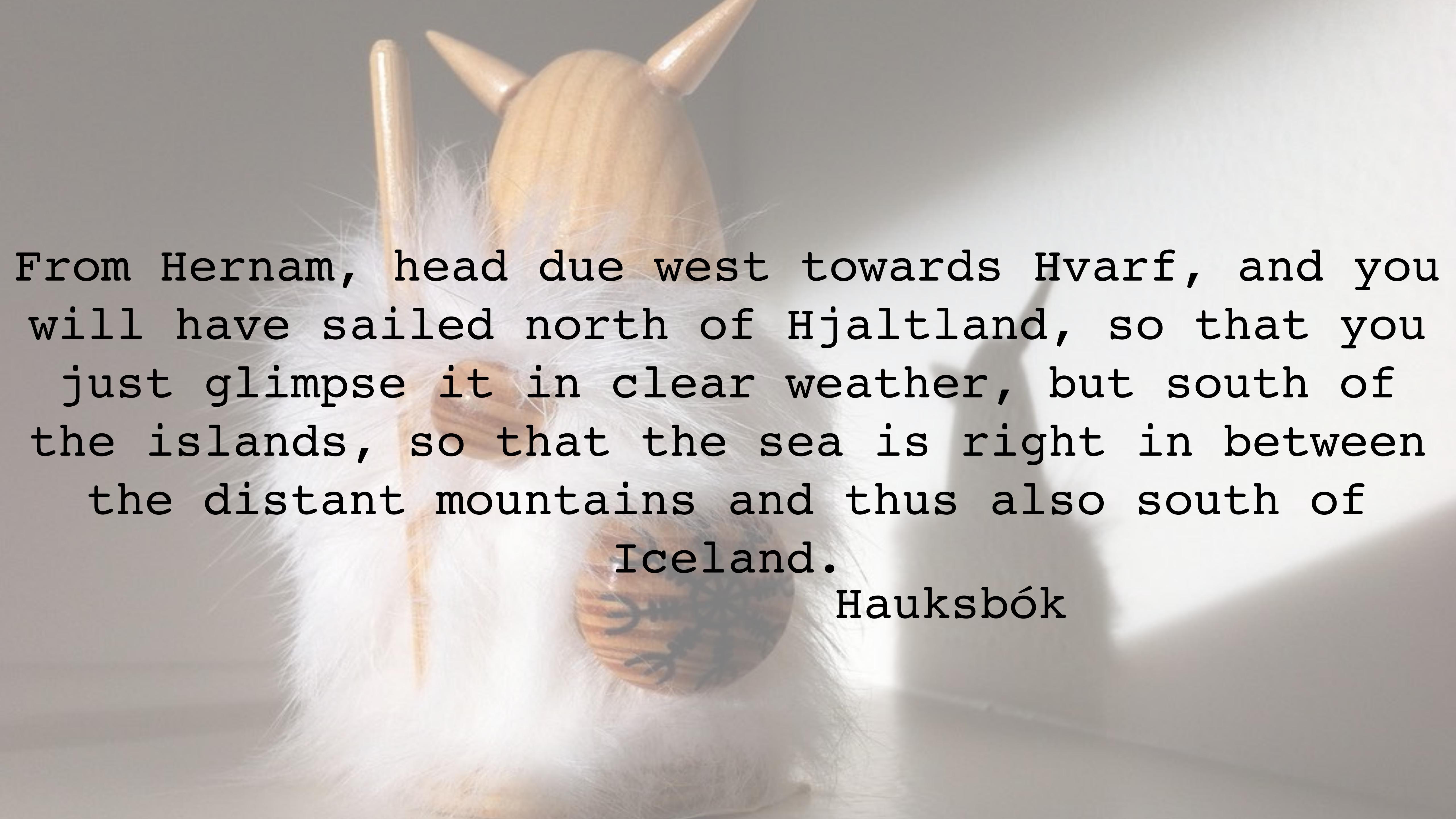
Patterns

SERVERLESS



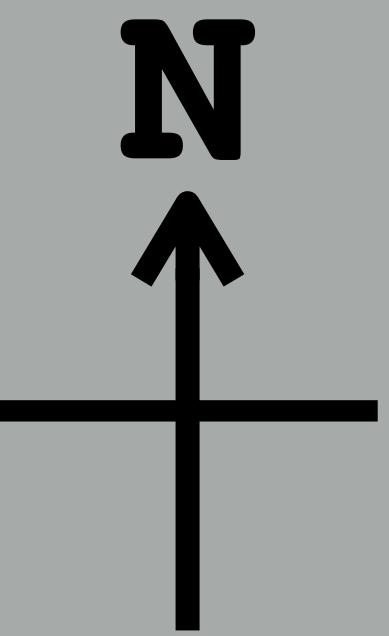


Tristan Ferne, Nov 2011, CC by 2.0
<https://www.flickr.com/photos/tristanf/6404414883>

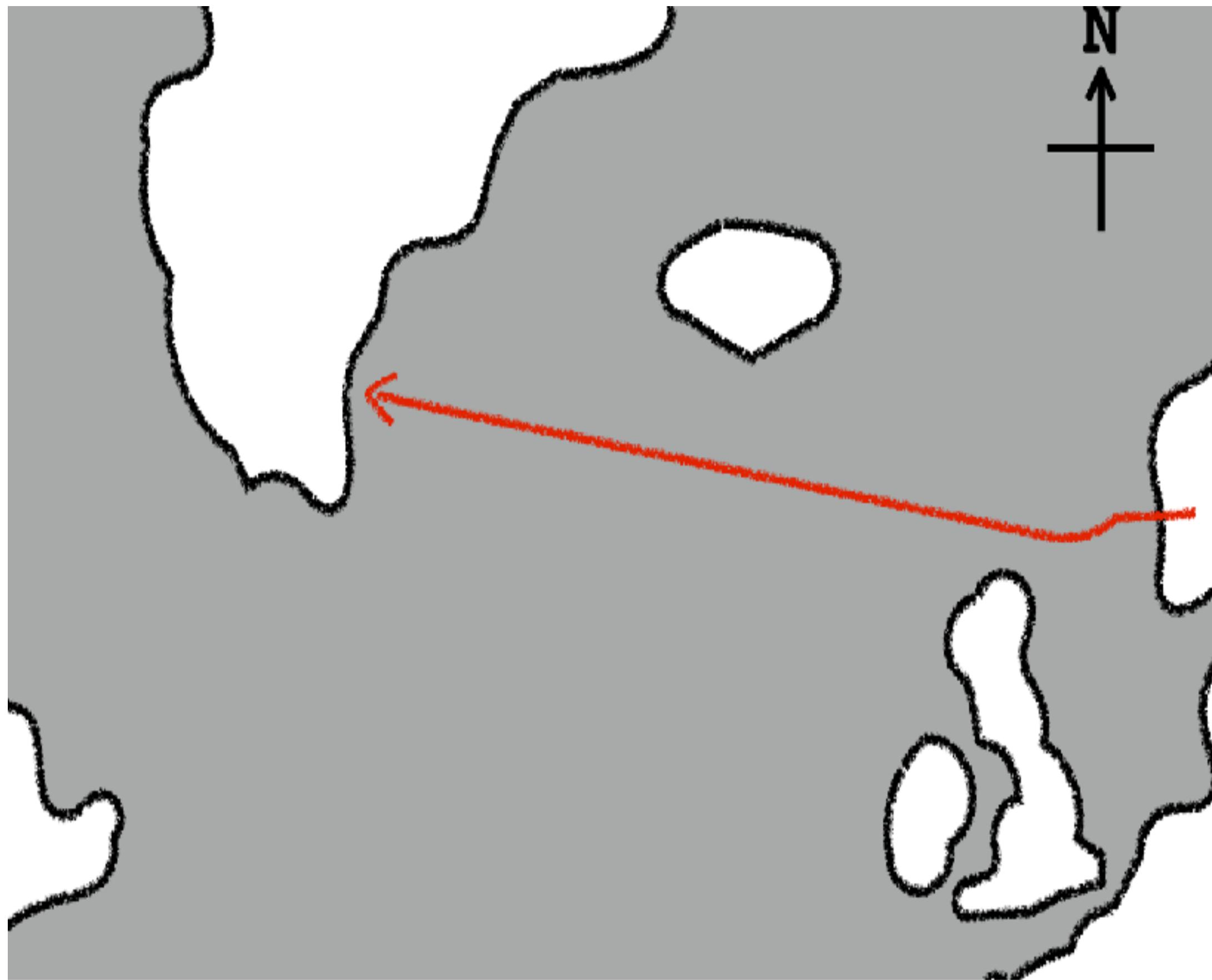


From Hernam, head due west towards Hvarf, and you will have sailed north of Hjaltland, so that you just glimpse it in clear weather, but south of the islands, so that the sea is right in between the distant mountains and thus also south of Iceland.

Hauksbók



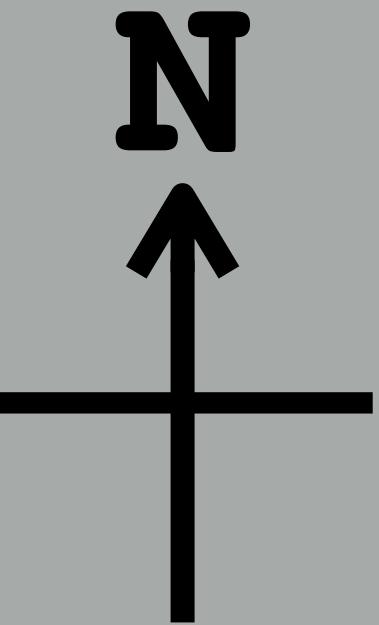
What would you use to navigate?



visual map

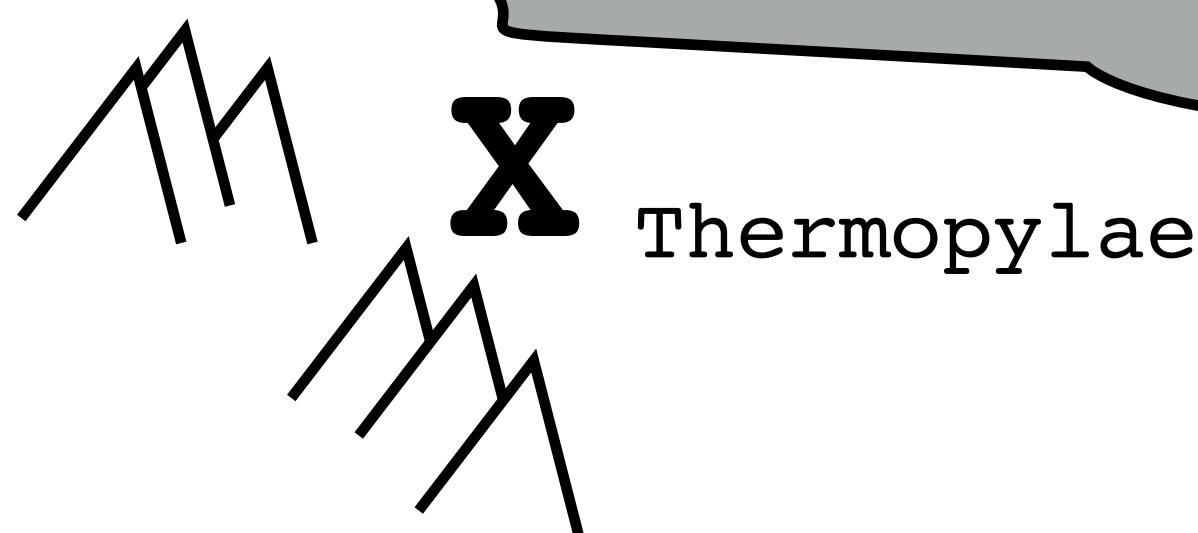
west towards Hvarf, and you will have sailed north of Hjaltland, so that you just glimpse it in clear weather, but south of the islands, so that the sea is right in between the distant mountains and thus also south of Iceland.

verbal story



Persians

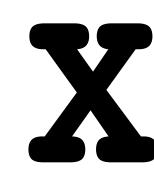
Artemisium



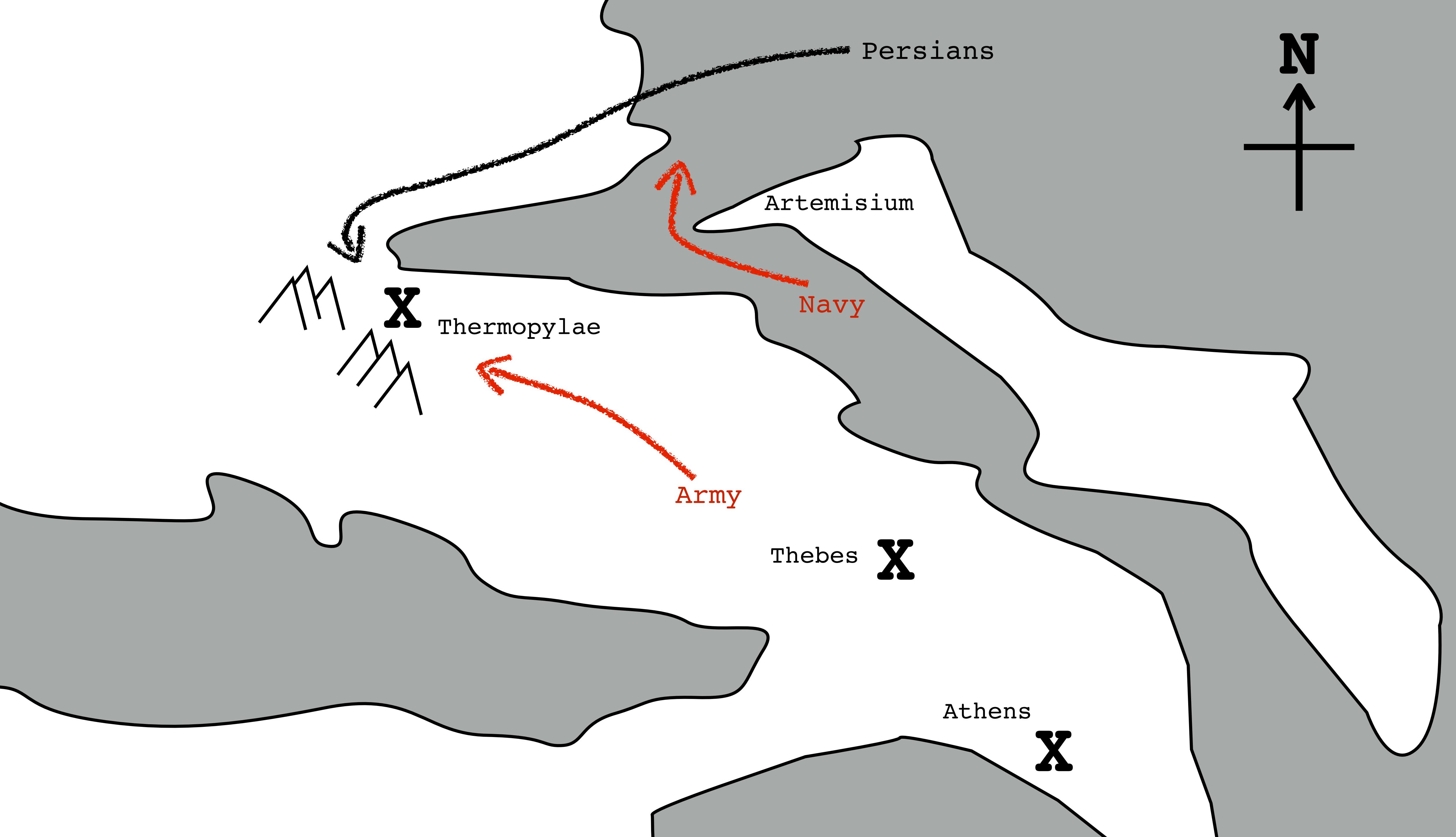
Thermopylae



Thebes



Athens



Strengths

A well trained Spartan army

A high level of motivation
not to become a Persian
slave

Weaknesses

The Ephors might stop the
Spartans turning up

A lot of Persians ARE
turning up

Opportunities

Get rid of the Persians

Get rid of the Spartans

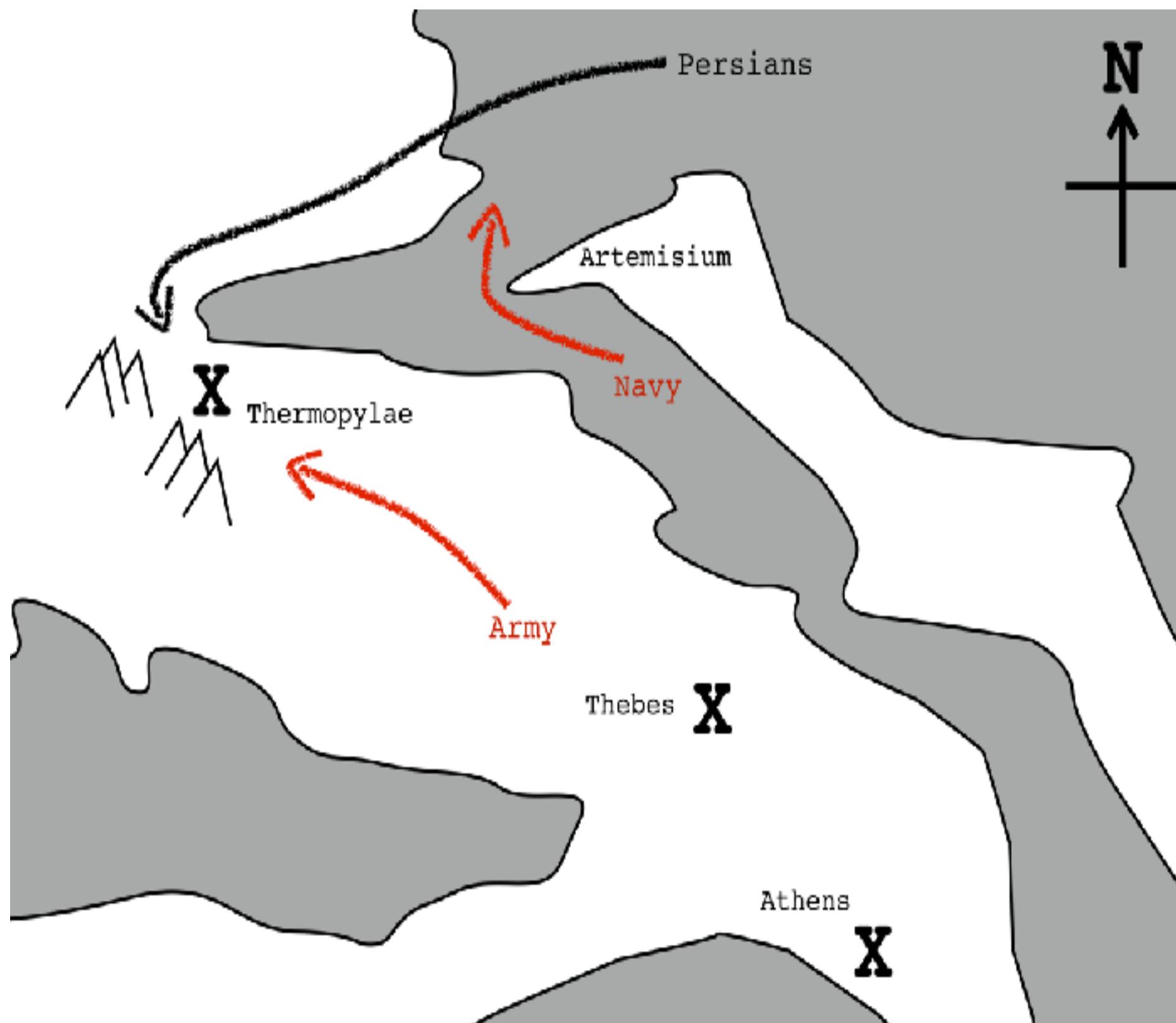
Threats

Persians get rid of us

The Oracle says a really
dodgy film might be
produced over 2,000
years later



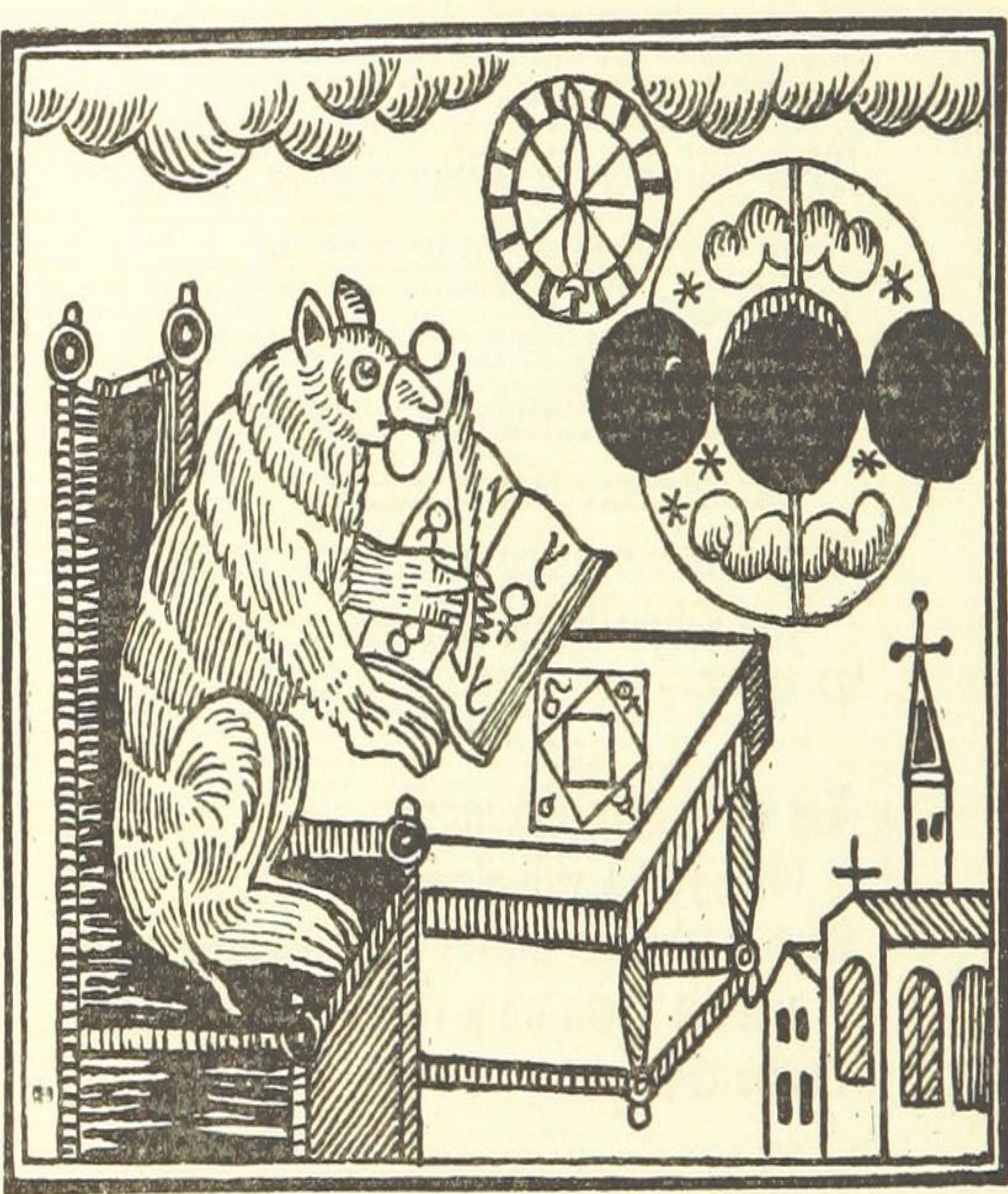
What would you use to communicate and determine strategy in battle?

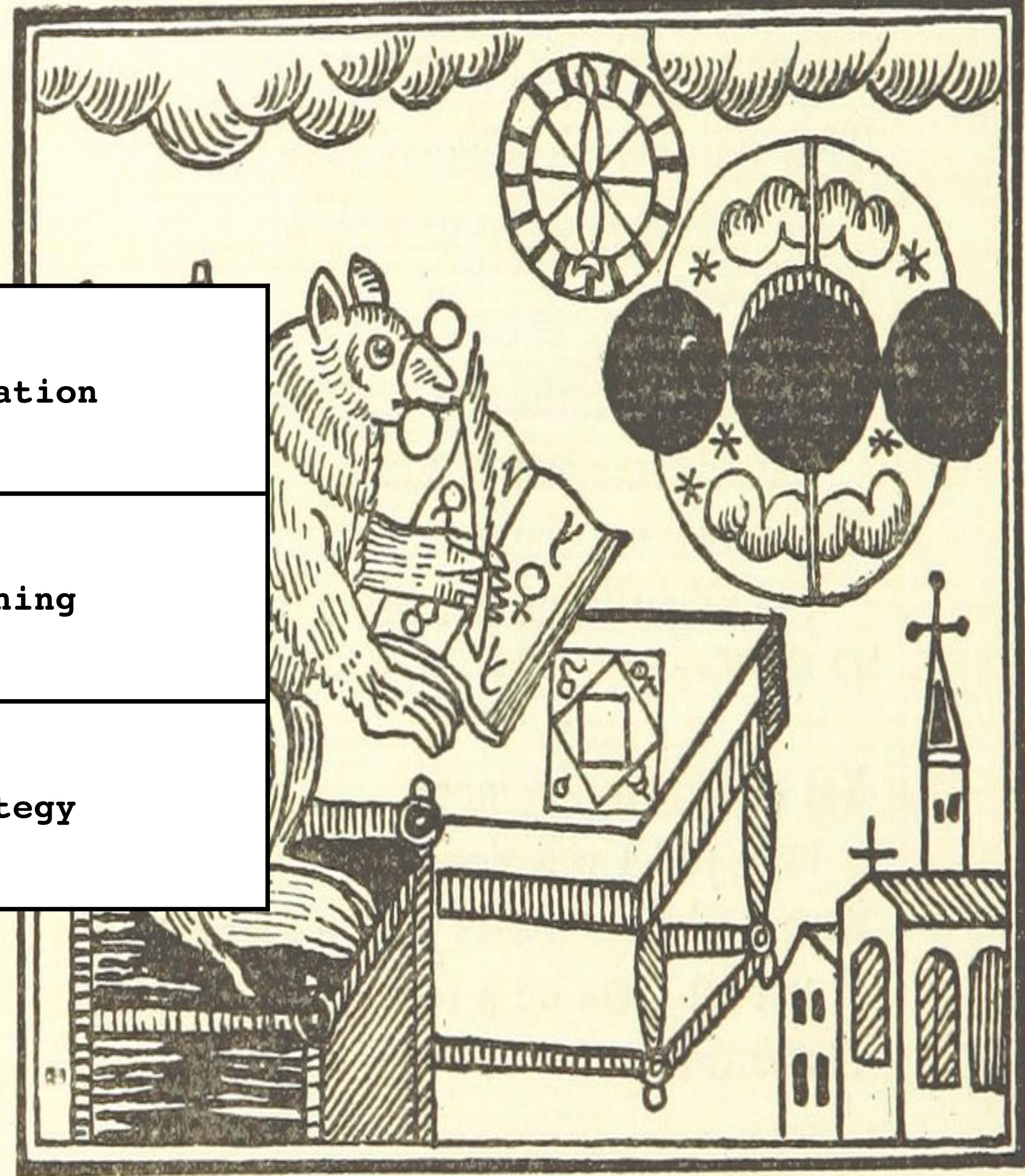
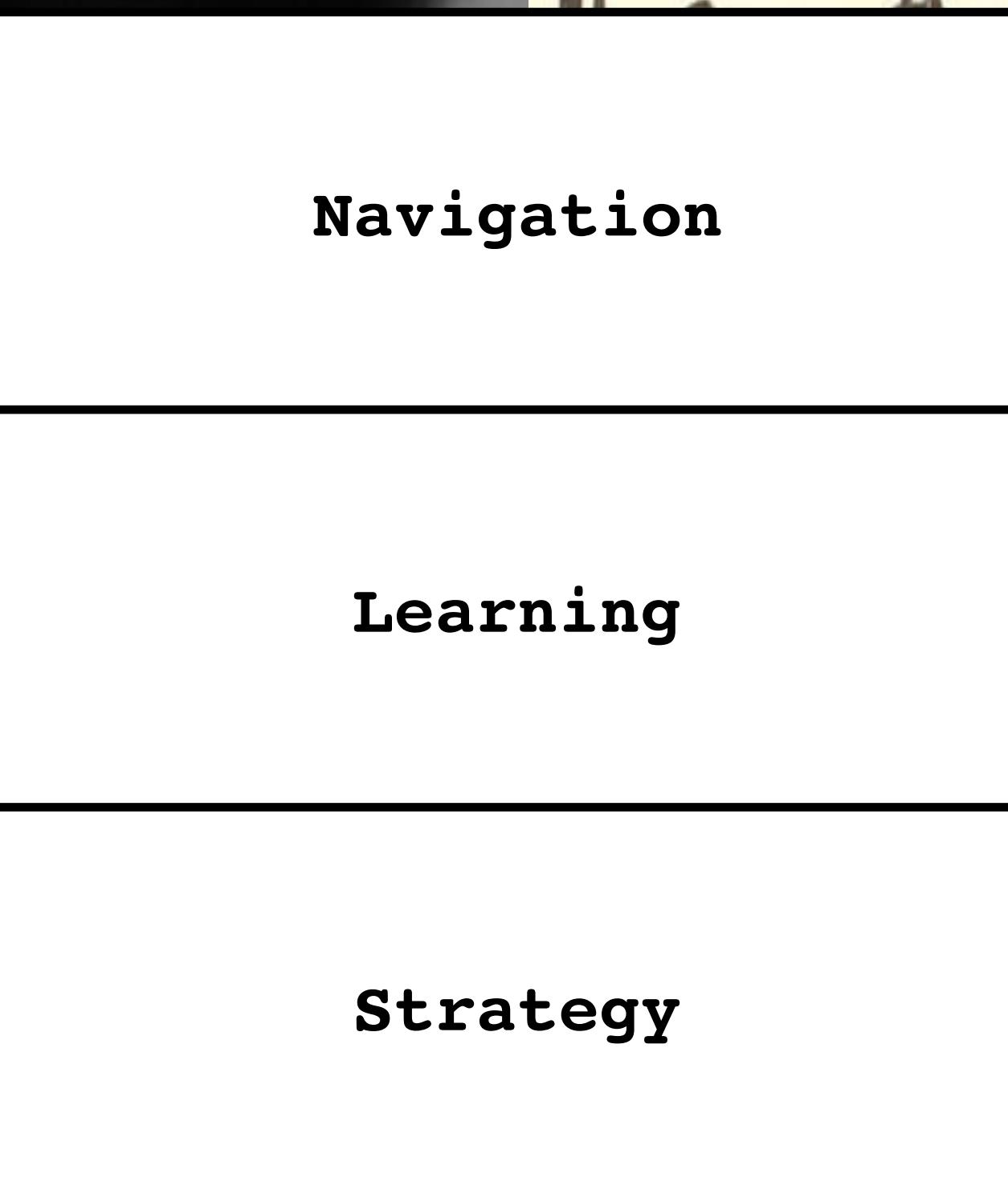
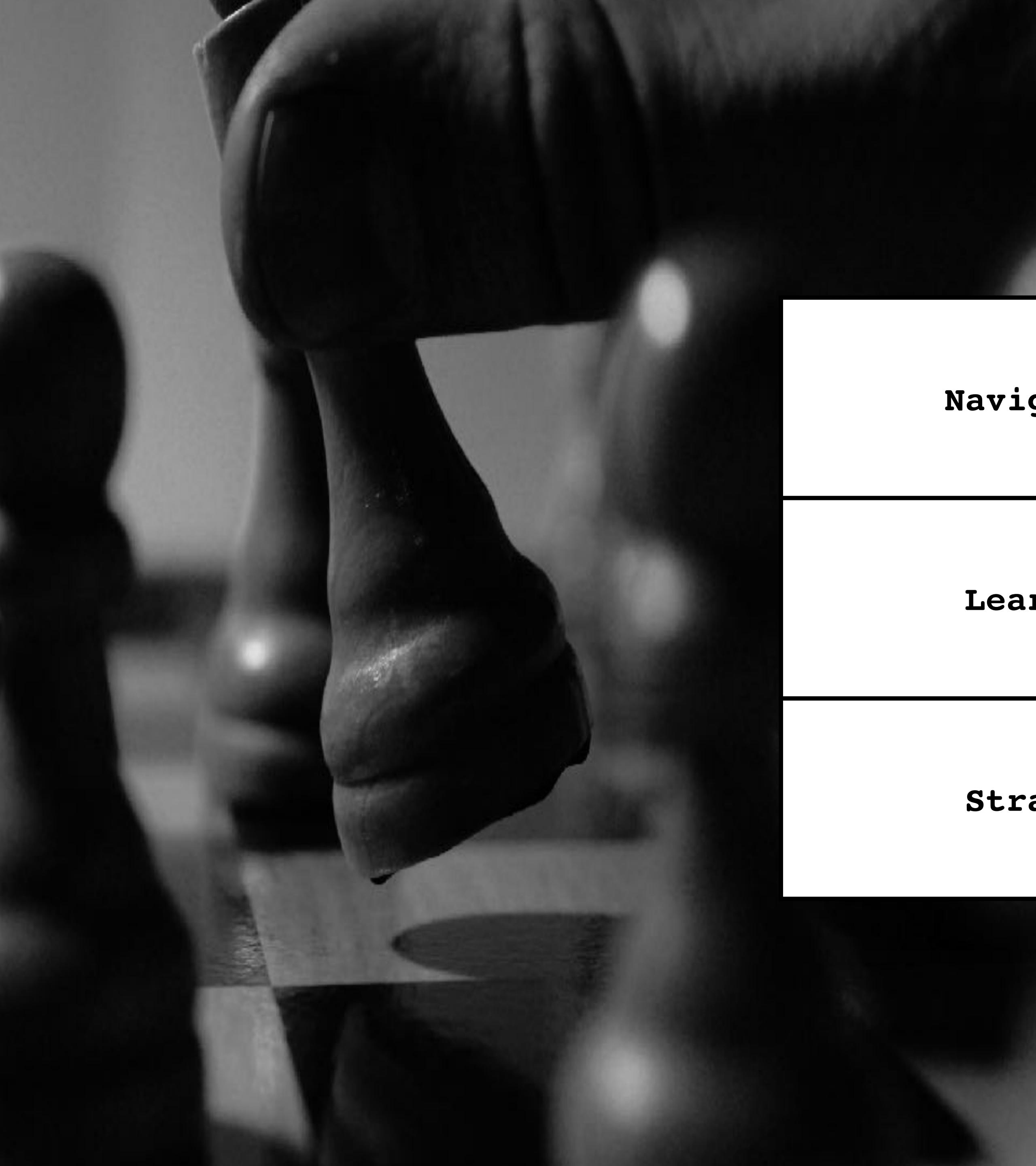


position and movement

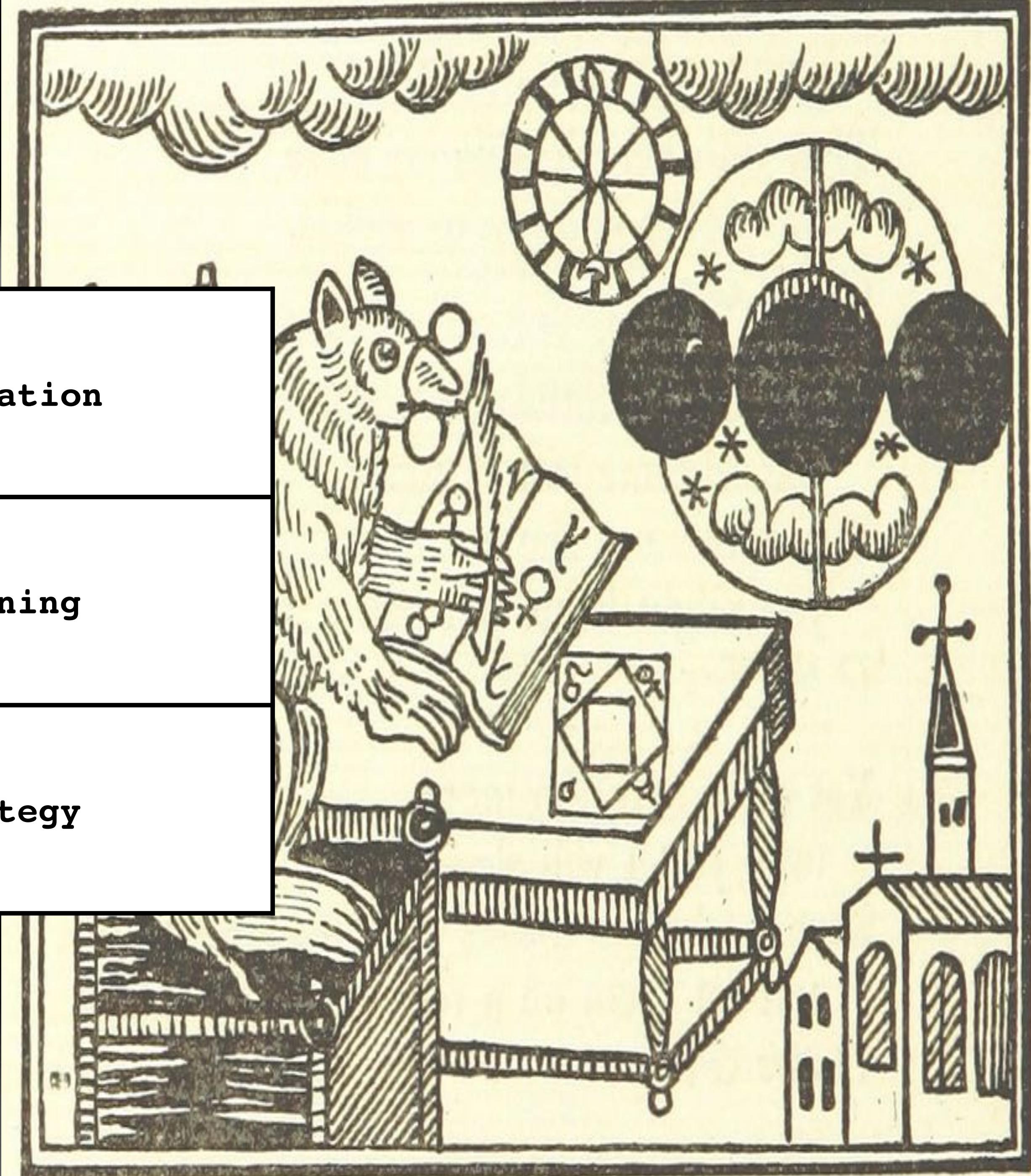
Strengths	Weaknesses
A well trained Spartan army A high level of motivation not to become a Persian slave	The Ephors might stop the Spartans turning up A lot of Persians ARE turning up
Opportunities	Threats
Get rid of the Persians Get rid of the Spartans	Persians get rid of us The Oracle says a really dodgy film might be produced over 2,000 years later

magic framework

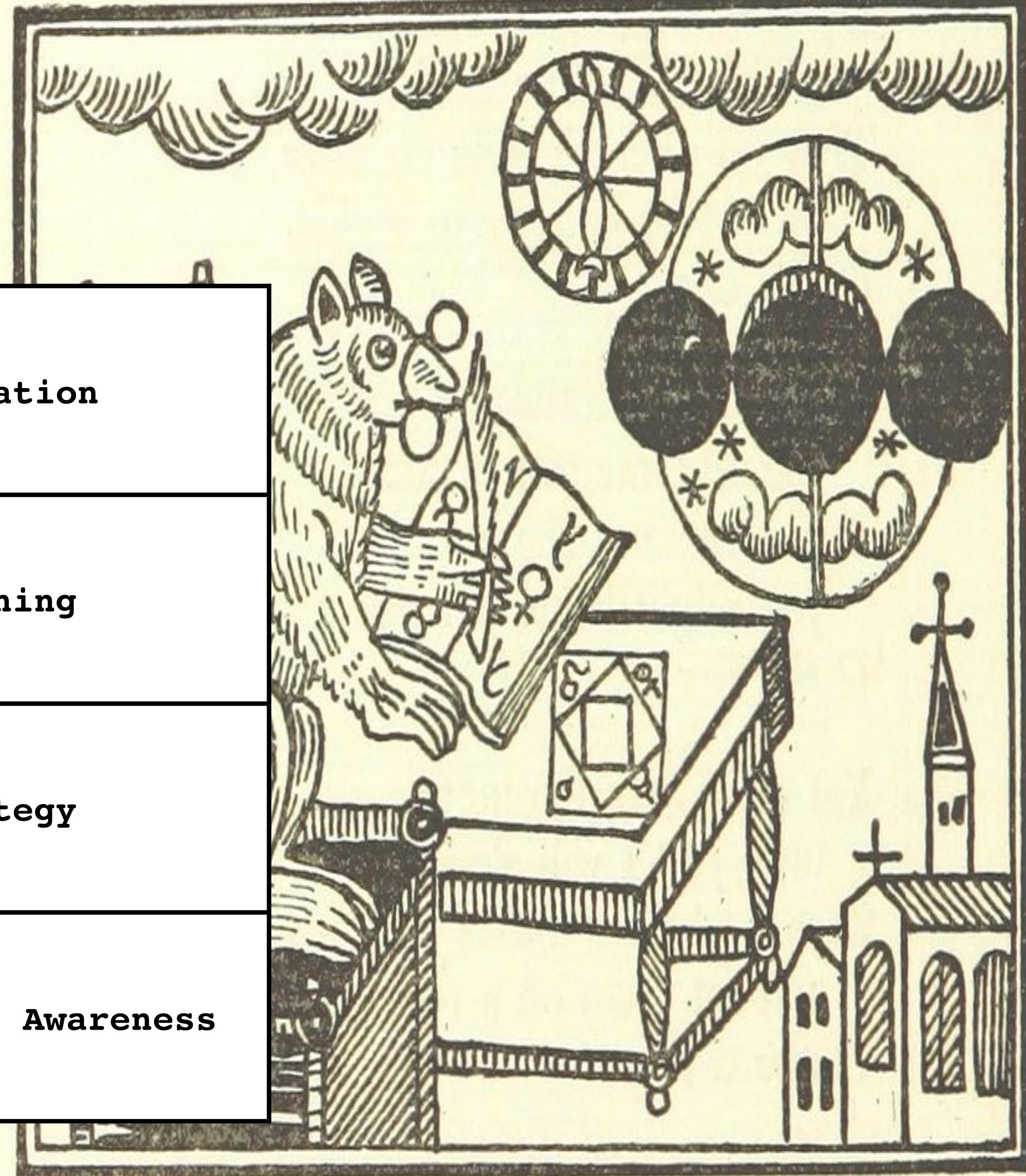




	Chess
	Visual
	Context specific
	Position and movement
	Navigation
	Learning
	Strategy



	Chess
	Visual
	Context specific
	Position and movement
	High
	Situational Awareness
	Strategy
	Learning
	Navigation
	Visual



Why did you bomb
that hill?



How Earlobes Can Signify Leadership Potential

by **Carl Senior, Robin Martin, Michael West, and Rowena M. Yeats**

FROM THE NOVEMBER 2011 ISSUE



SAVE



SHARE



COMMENT 0



TEXT SIZE



PRINT

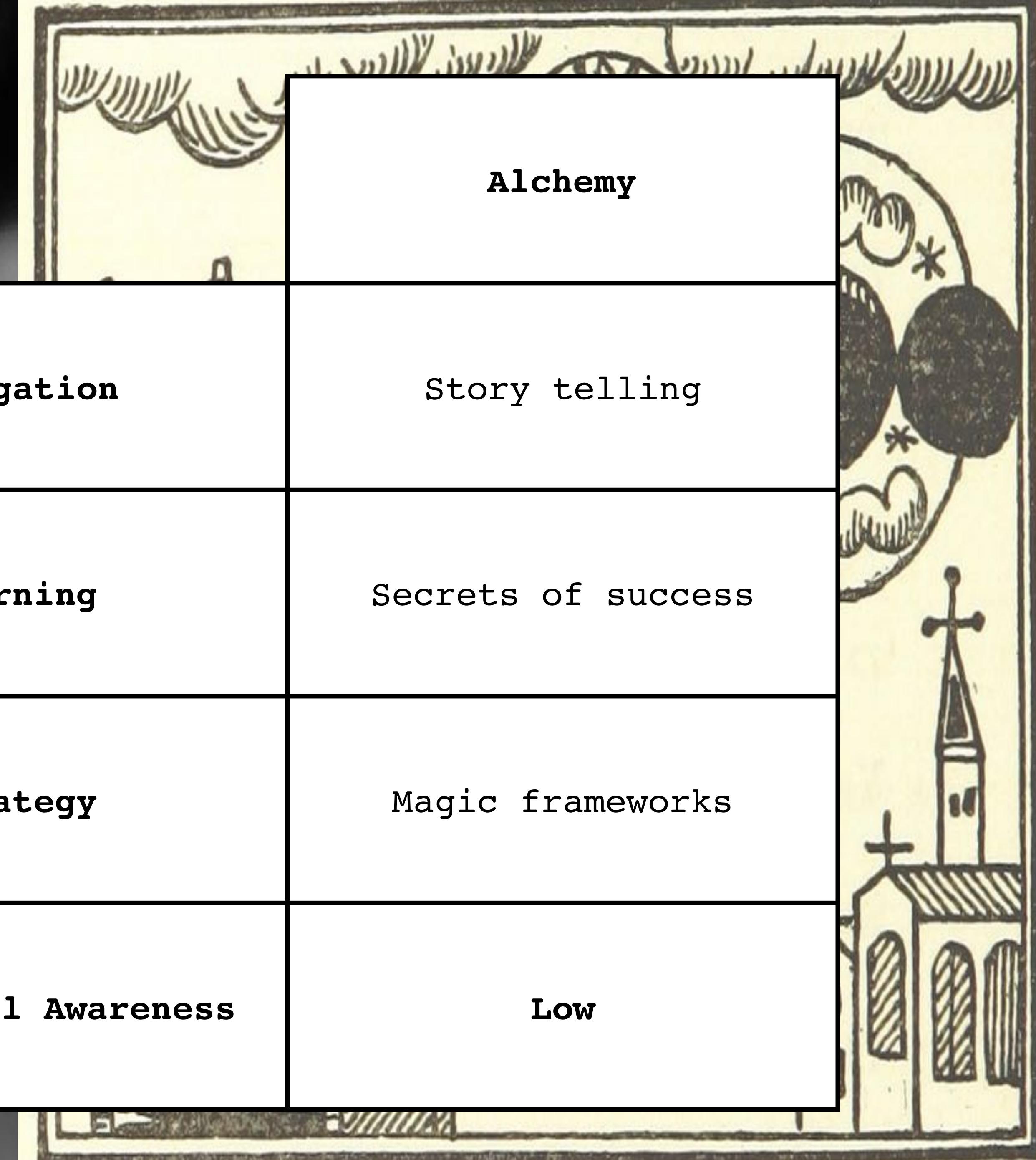


\$6
BUY COPIES

Evolutionary biologists have learned that people with greater “genetic fitness,” as manifested by a high degree of left-right body symmetry, are not just considered better looking but also tend to be healthier, more intelligent, and more dominant than others. They’re the classic alphas who rise to the top of rigidly hierarchical organizations such as the military.

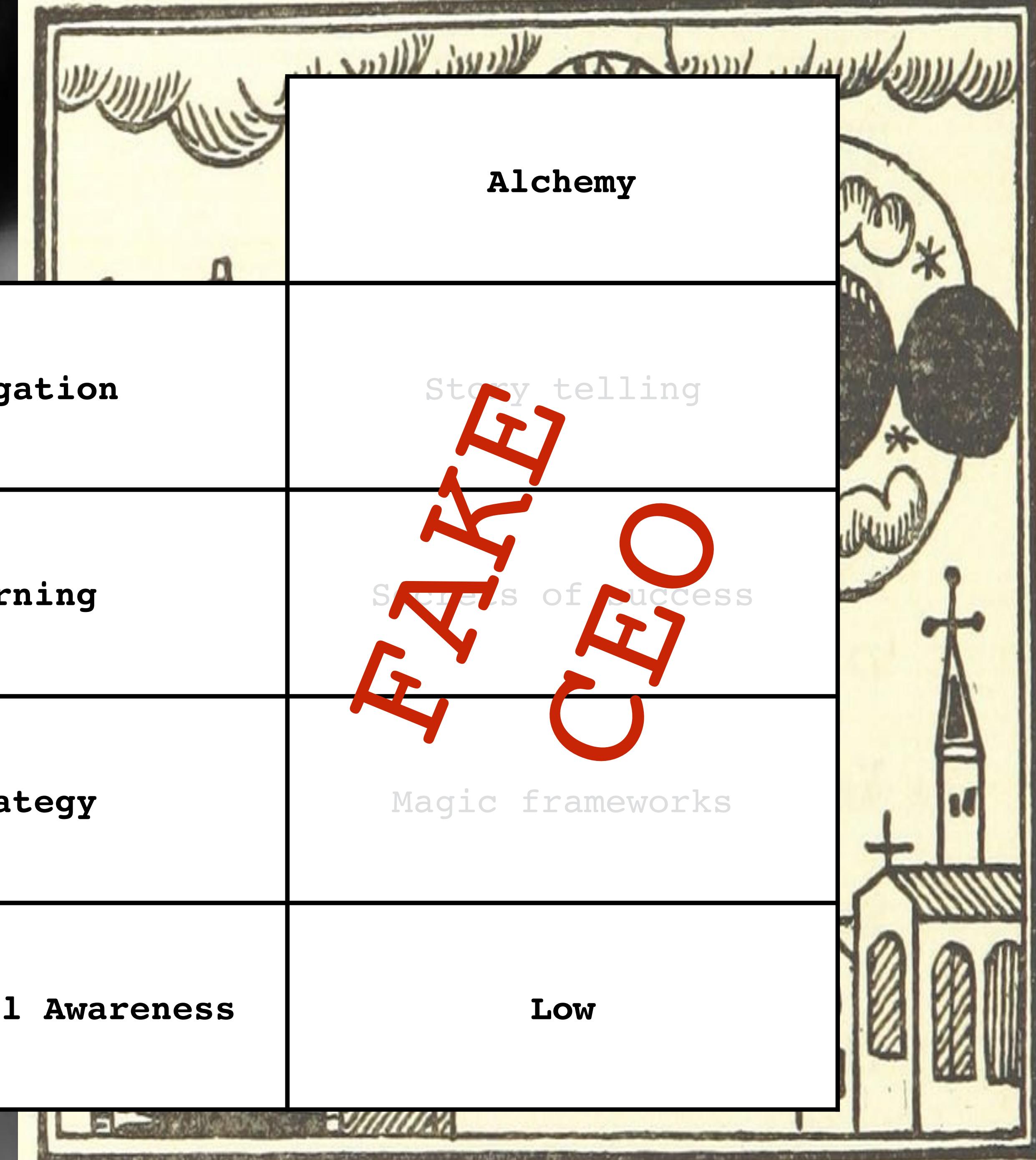
But **our research** shows that people with subtle asymmetries—for example, imbalances in ear or finger length—are often better “transformational” leaders, able to inspire followers to put self-interest aside for the good of the group. Furthermore, teams they lead outperform teams whose leaders have more-symmetrical bodies.

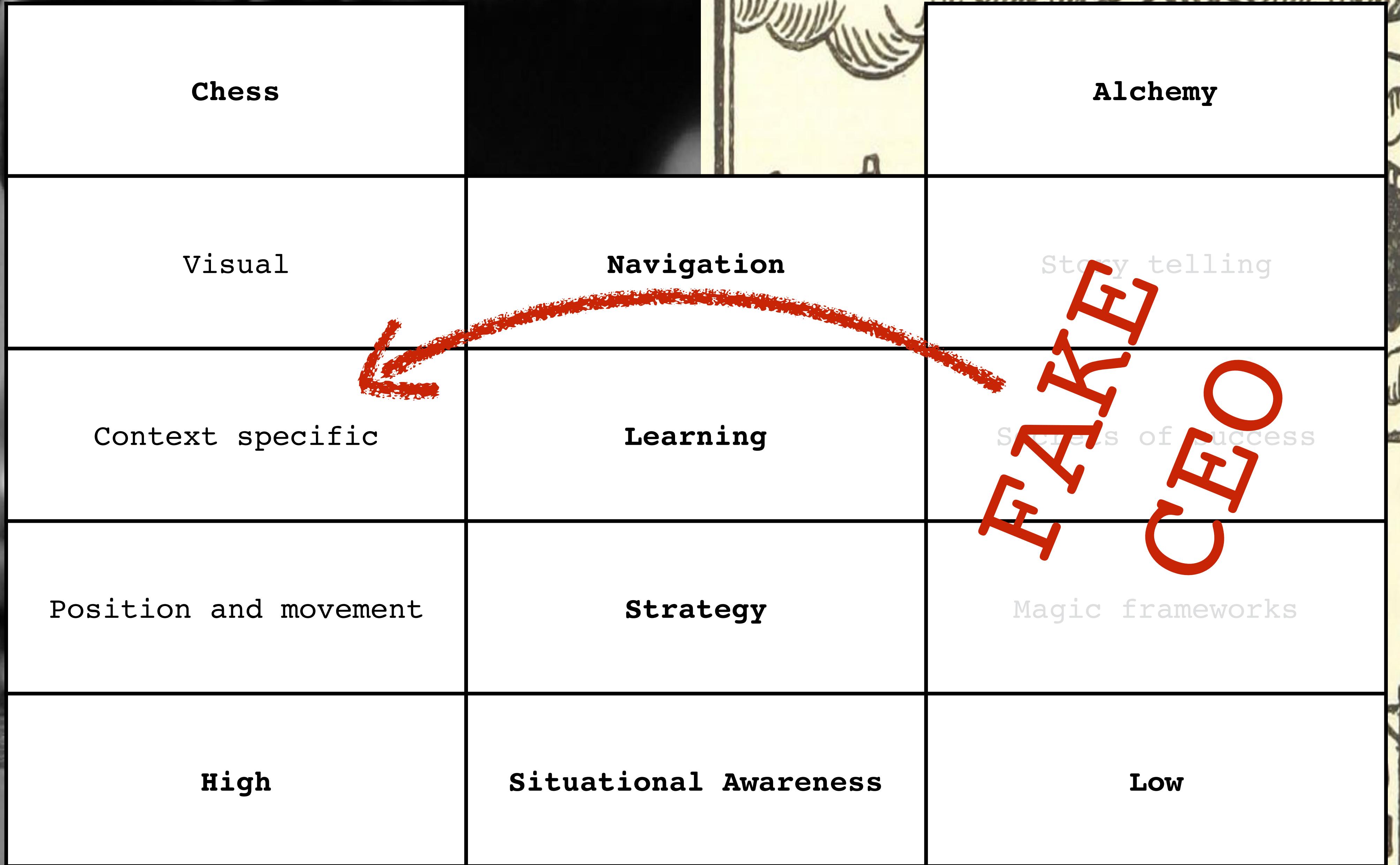
Chess		Alchemy
Visual	Navigation	Story telling
Context specific	Learning	Secrets of success
Position and movement	Strategy	Magic frameworks
High	Situational Awareness	Low

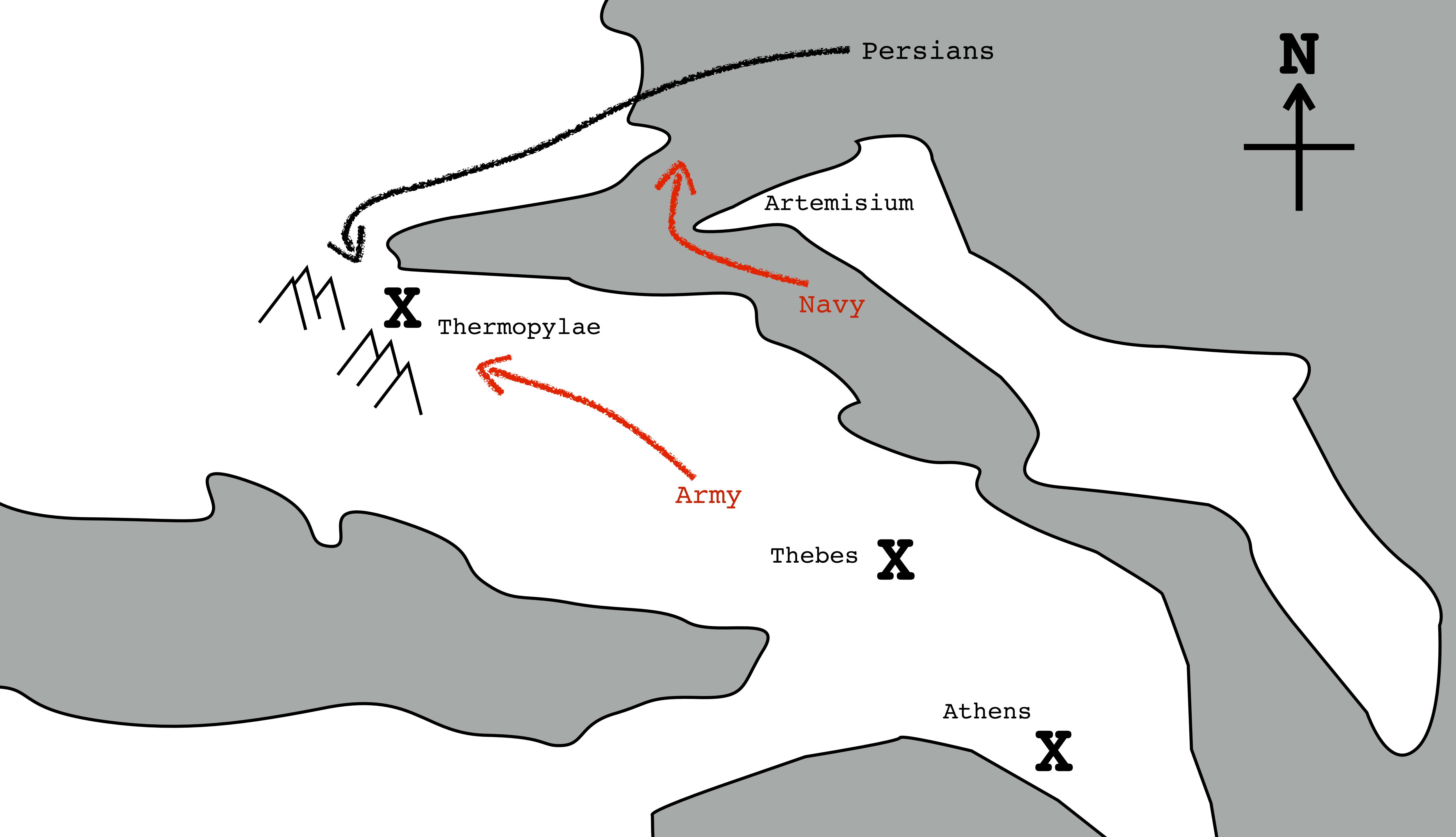


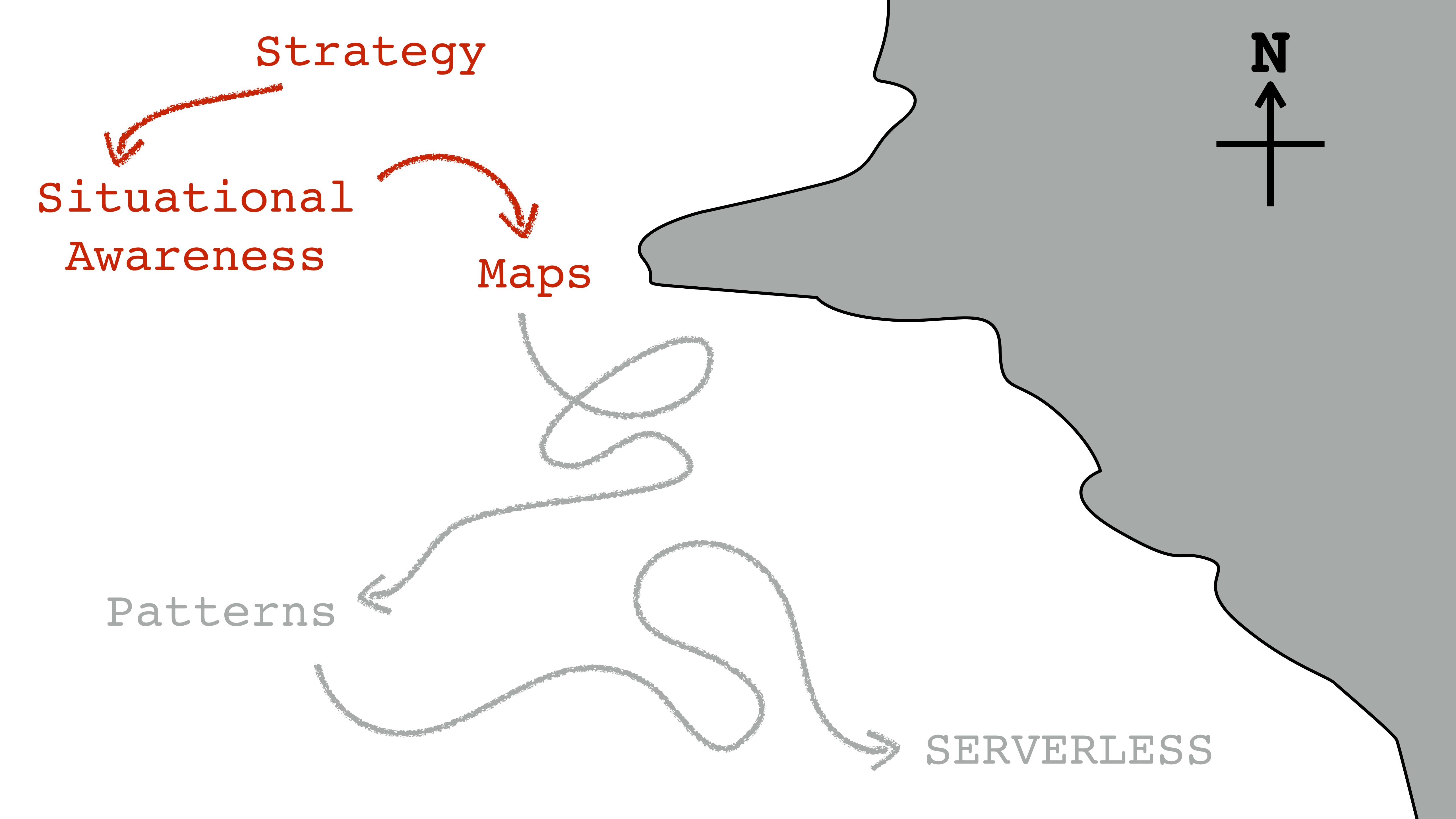
	Chess	
	Visual	Navigation
	Context specific	Learning
	Position and movement	Strategy
	High	Situational Awareness
		Alchemy
		Story telling
		Secrets of success
		Magic frameworks
		Low

FAKE
CEO









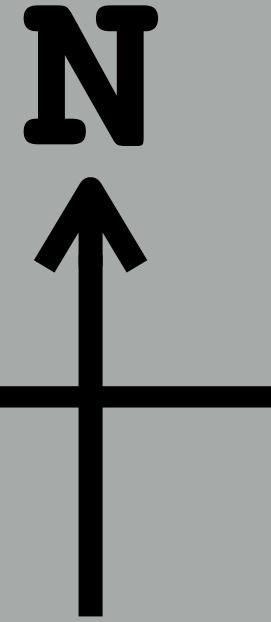
Strategy

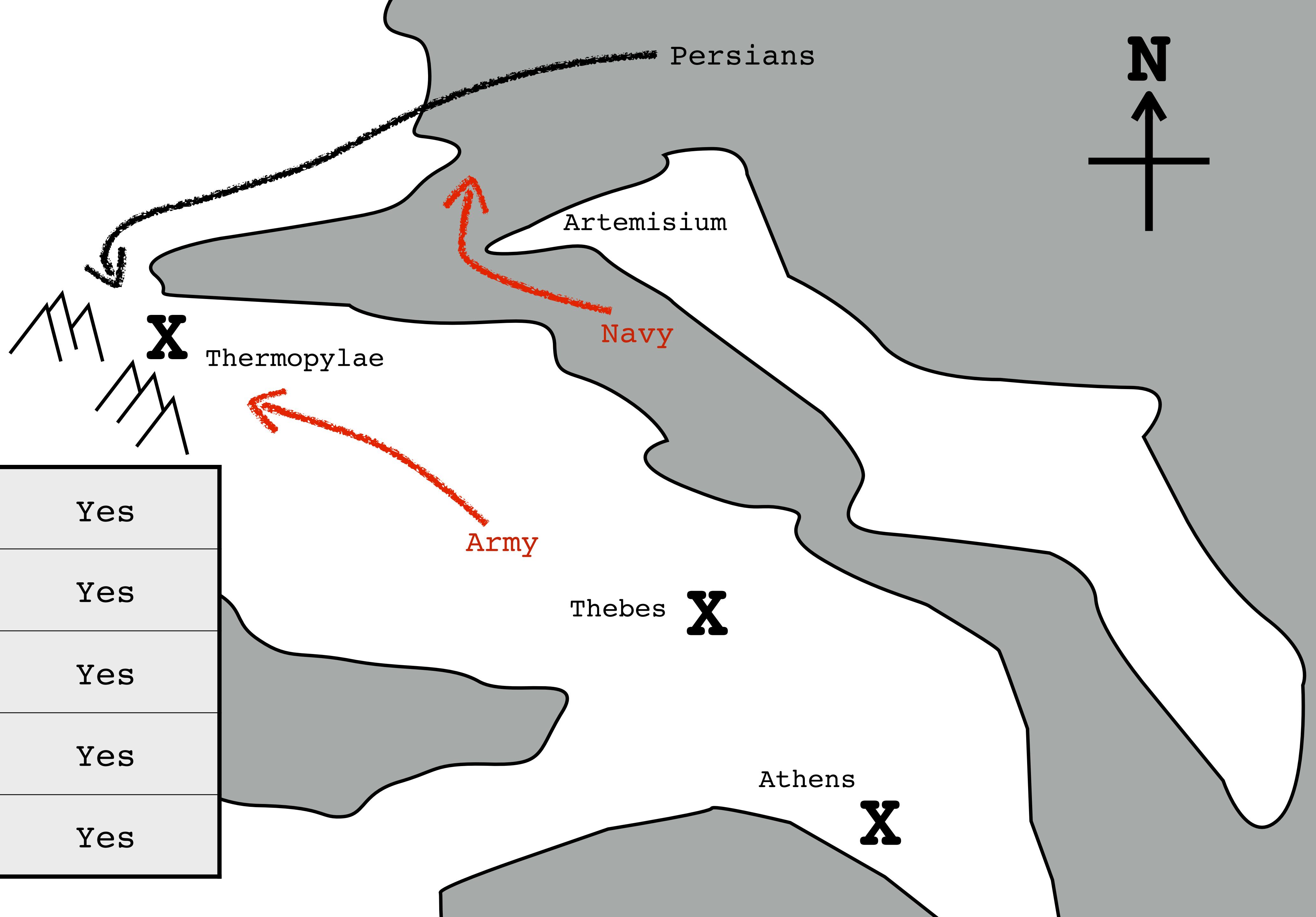
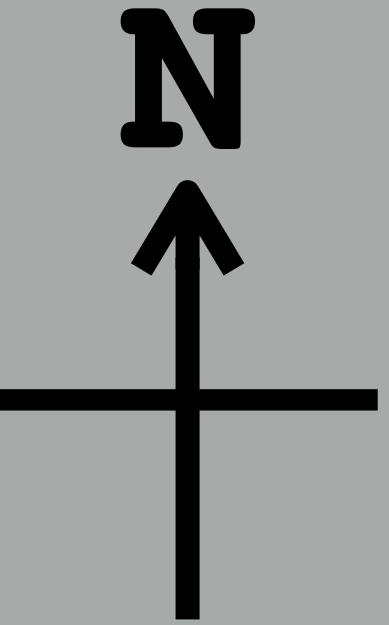
Situational Awareness

Maps

Patterns

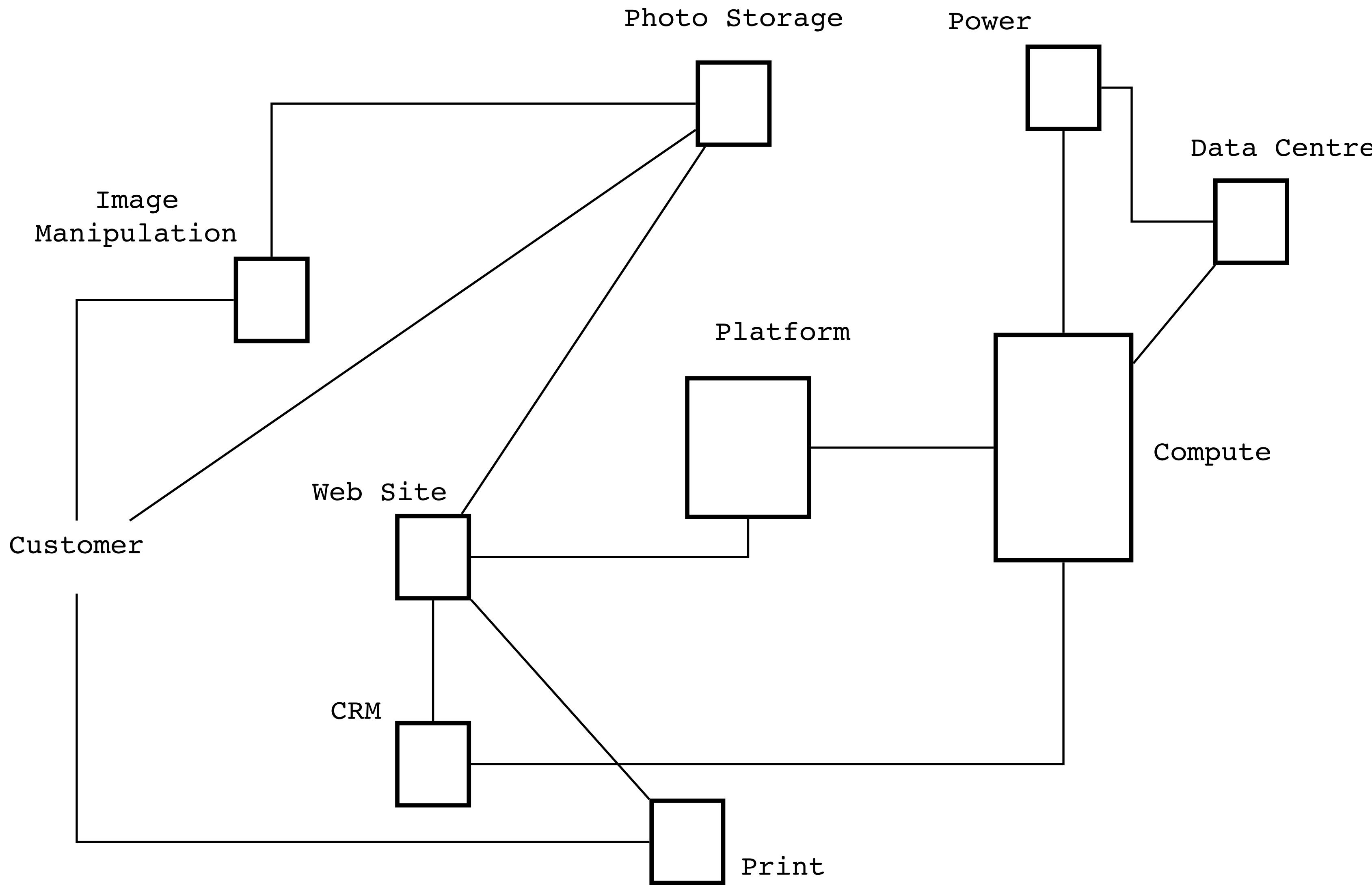
SERVERLESS



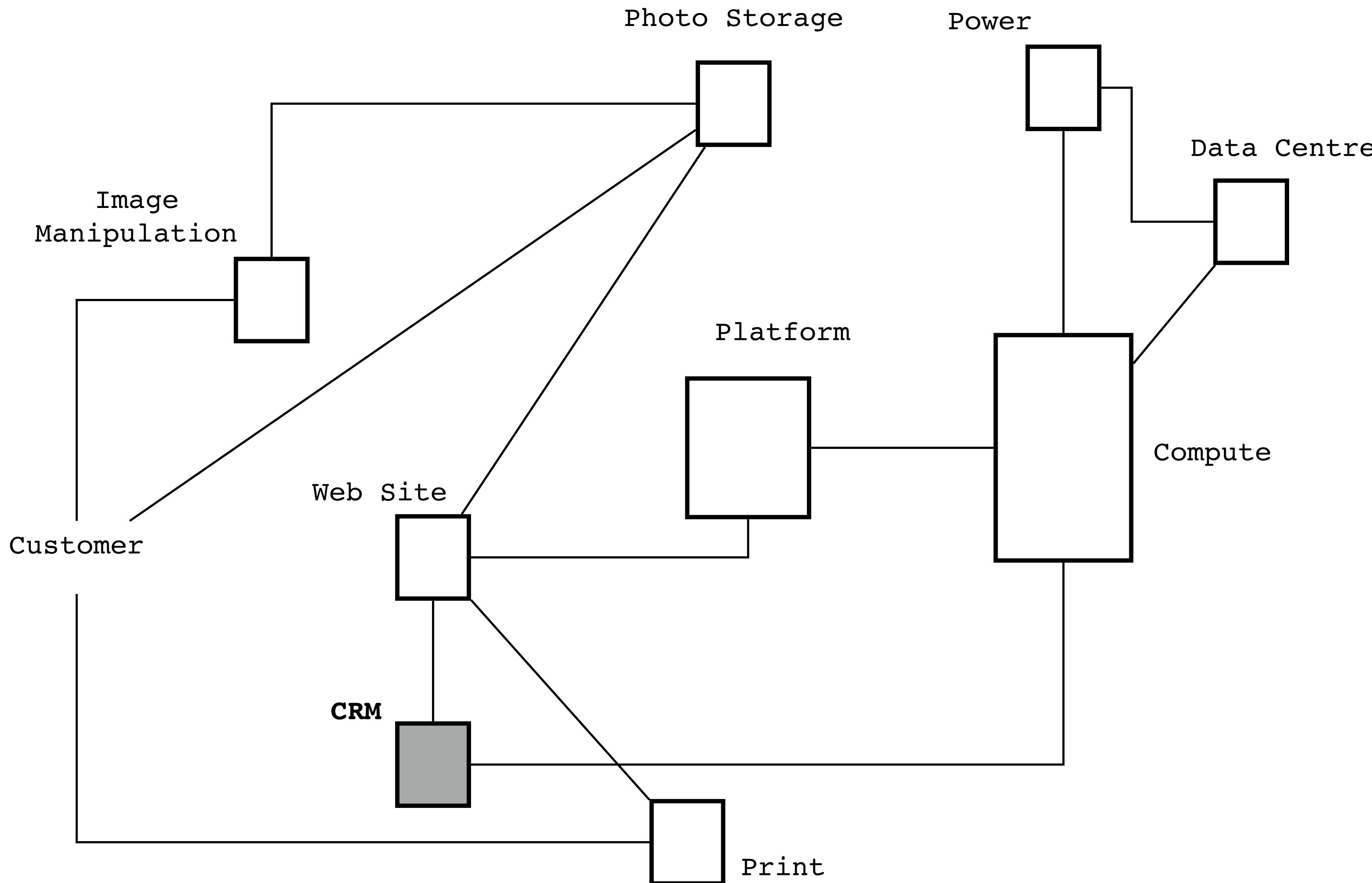


Visual	Yes
Context	Yes
Anchor	Yes
Position	Yes
Movement	Yes

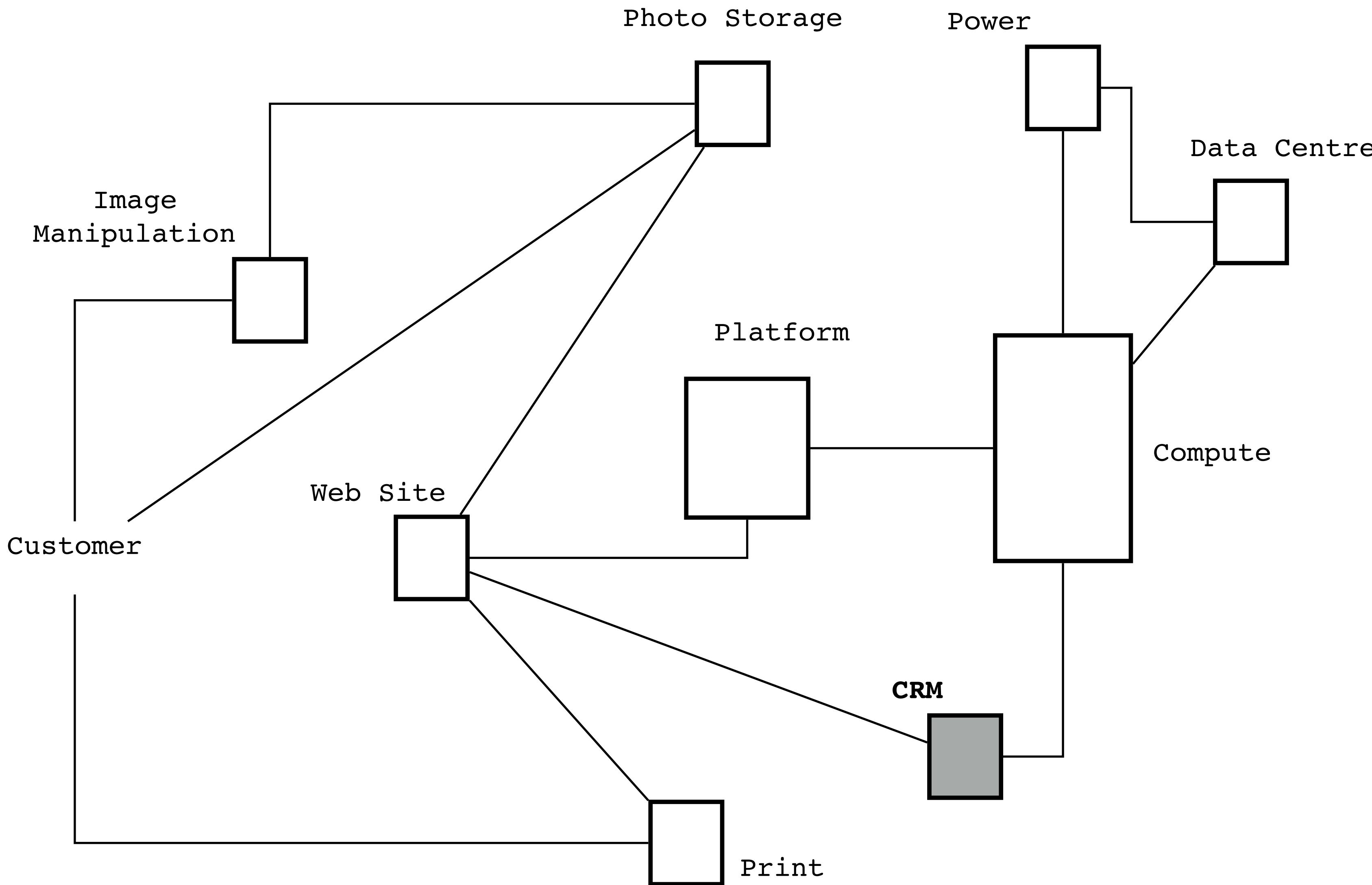
Systems Map



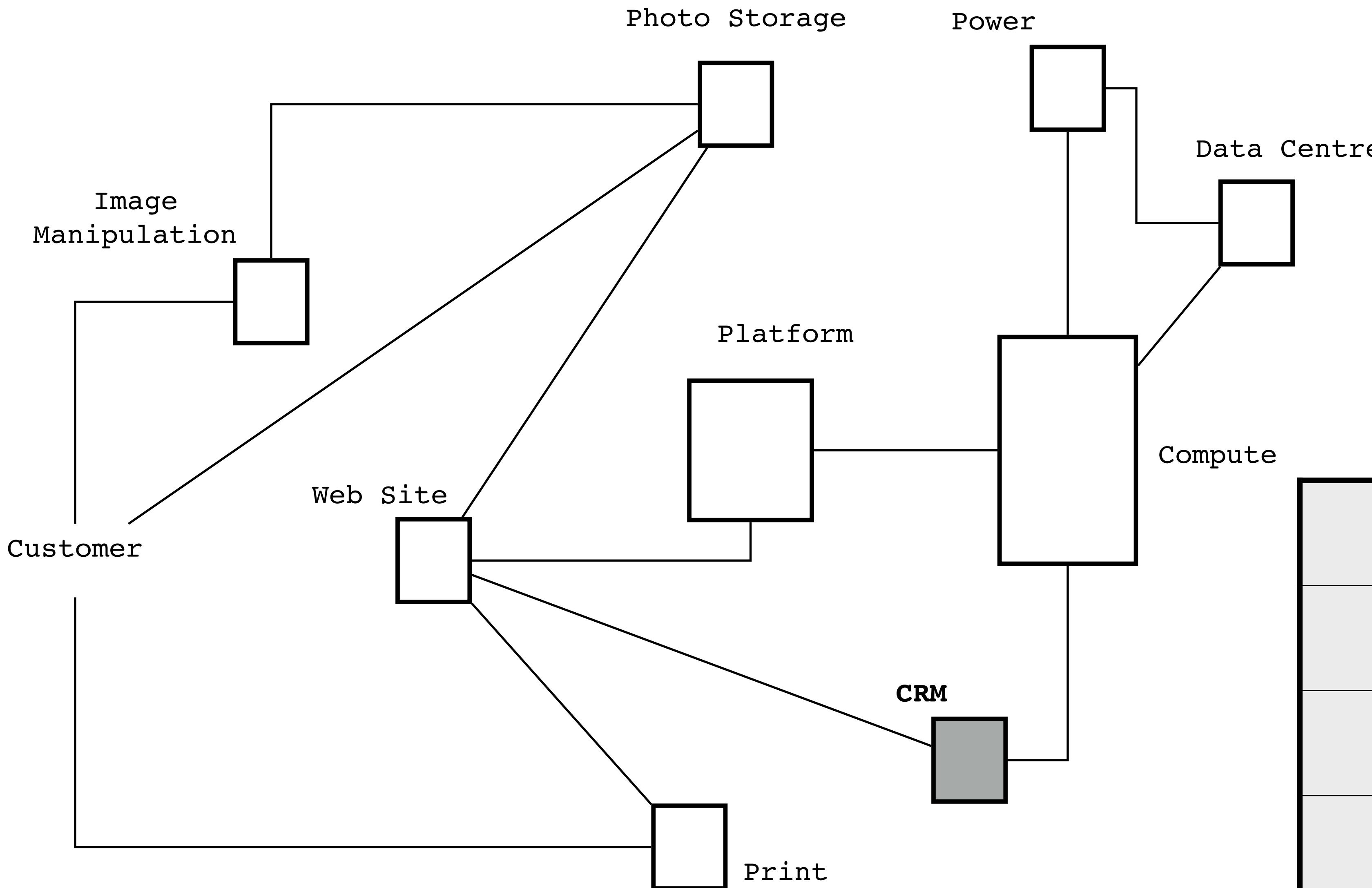
Systems Map



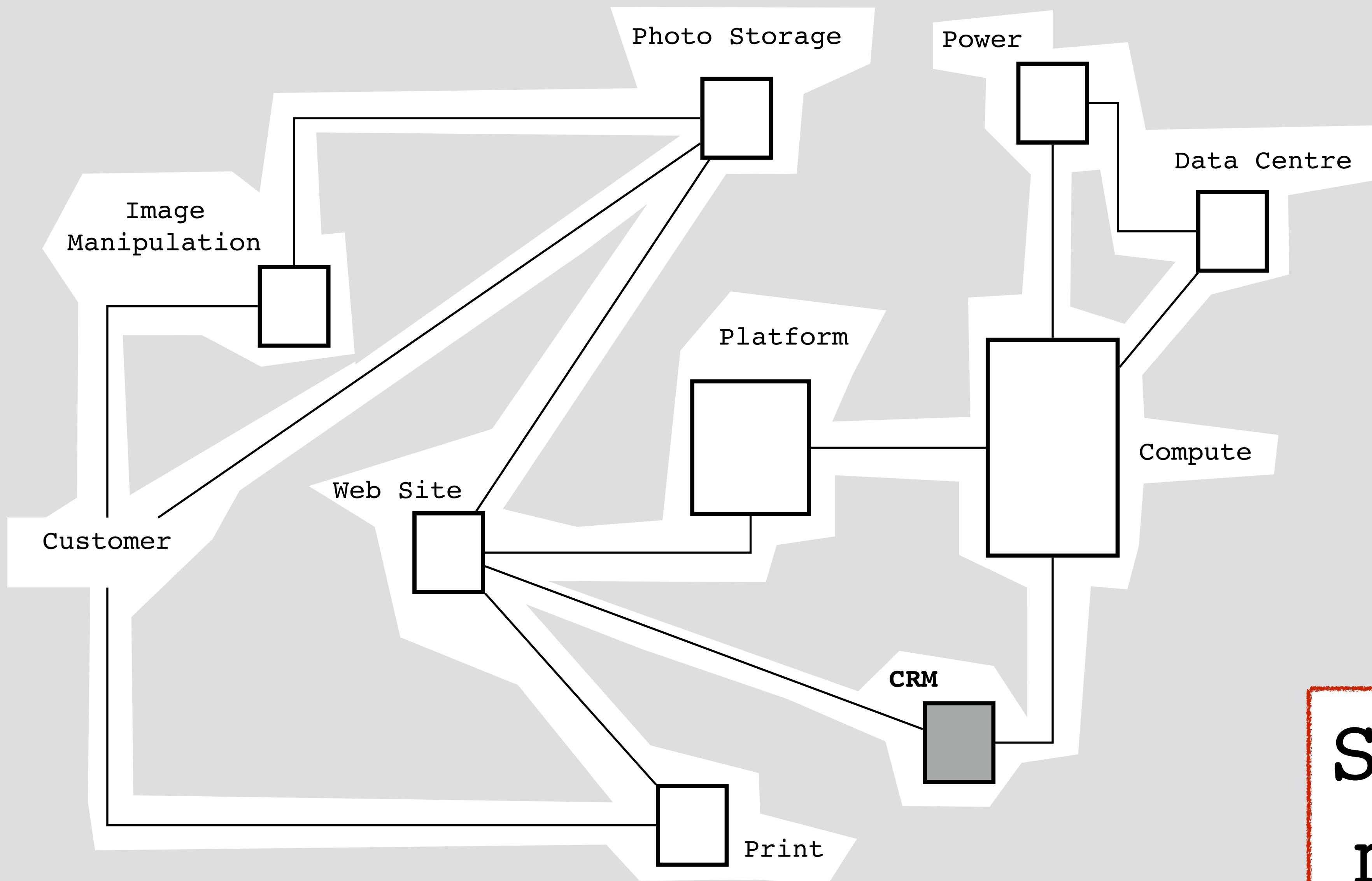
Systems Map



Systems Map



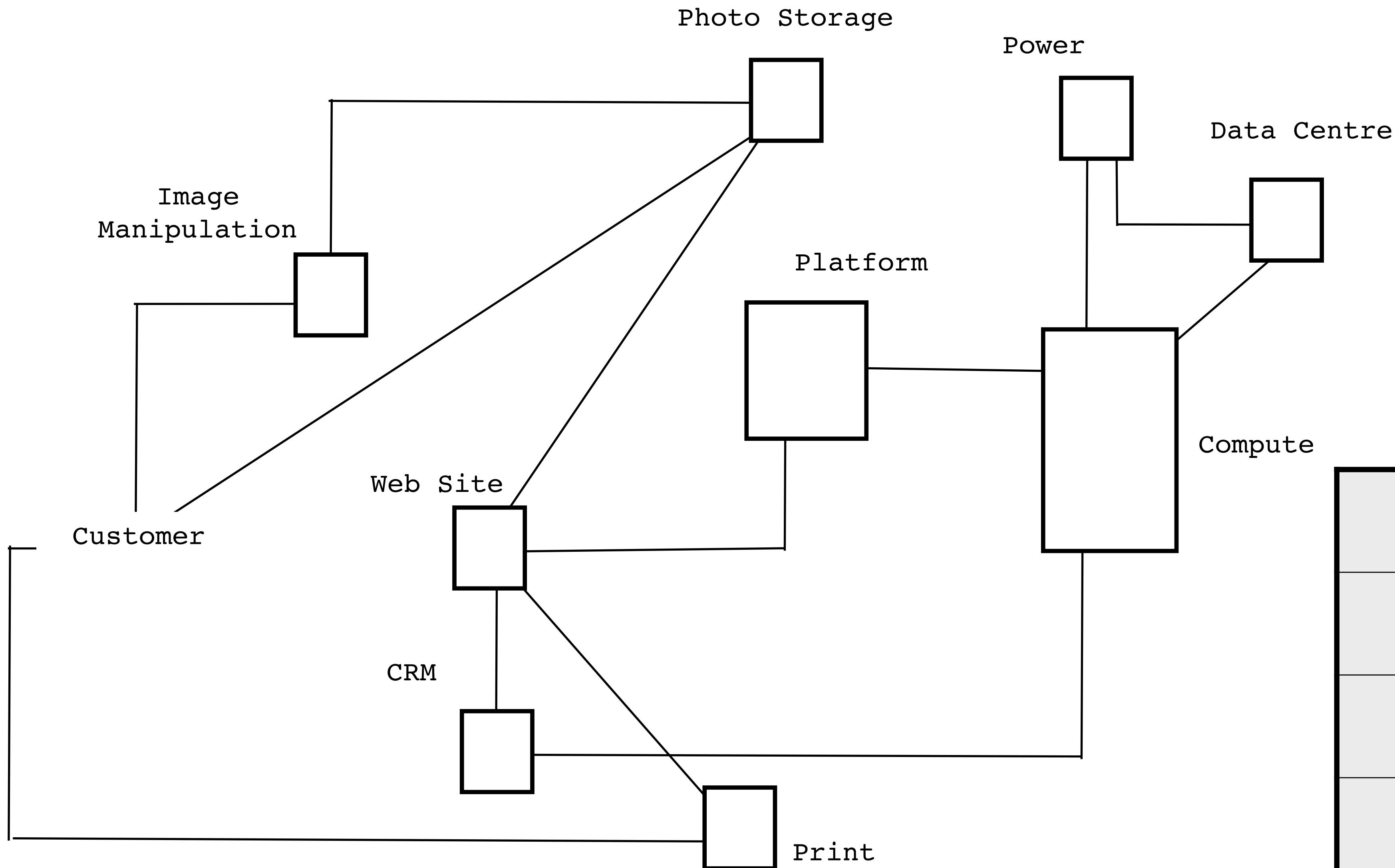
Visual	Yes
Context	Yes
Anchor	NO
Position	NO
Movement	NO



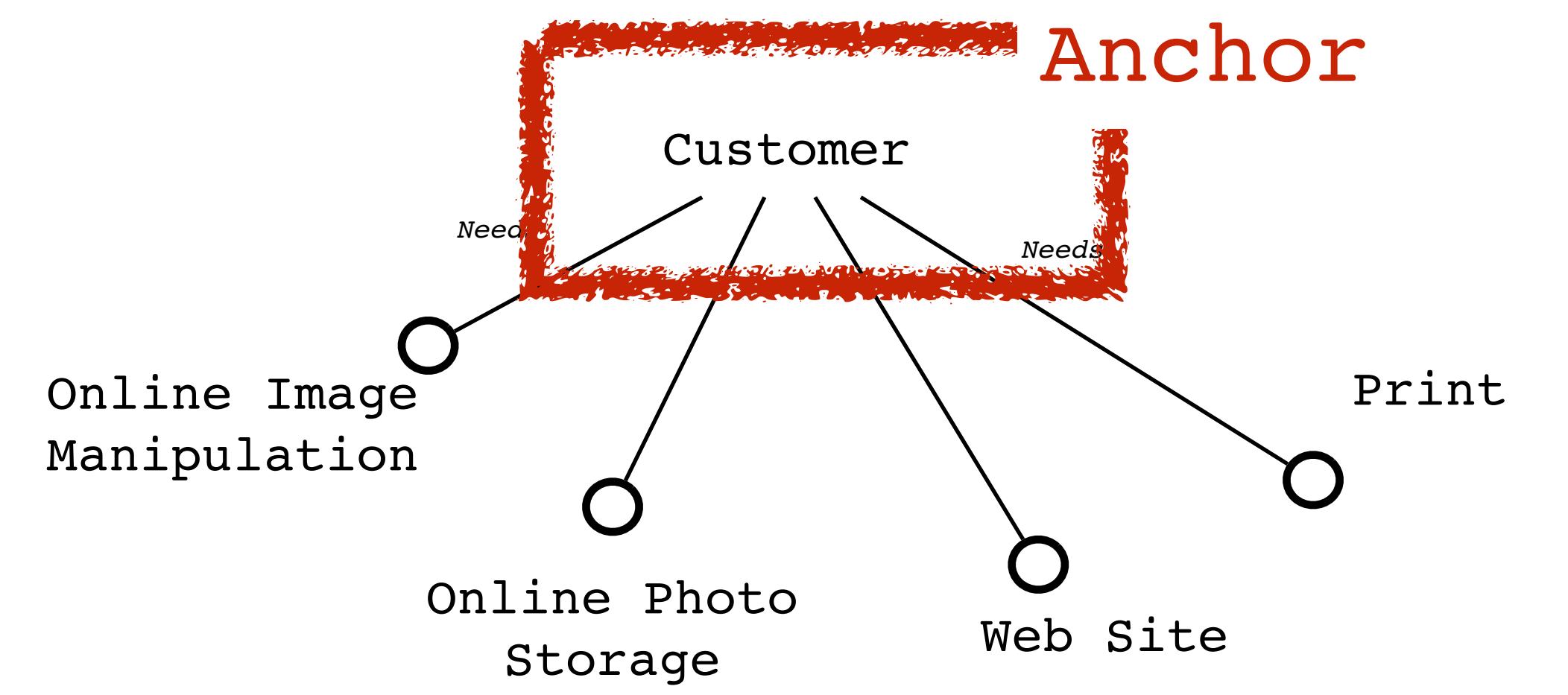
Space has
meaning!

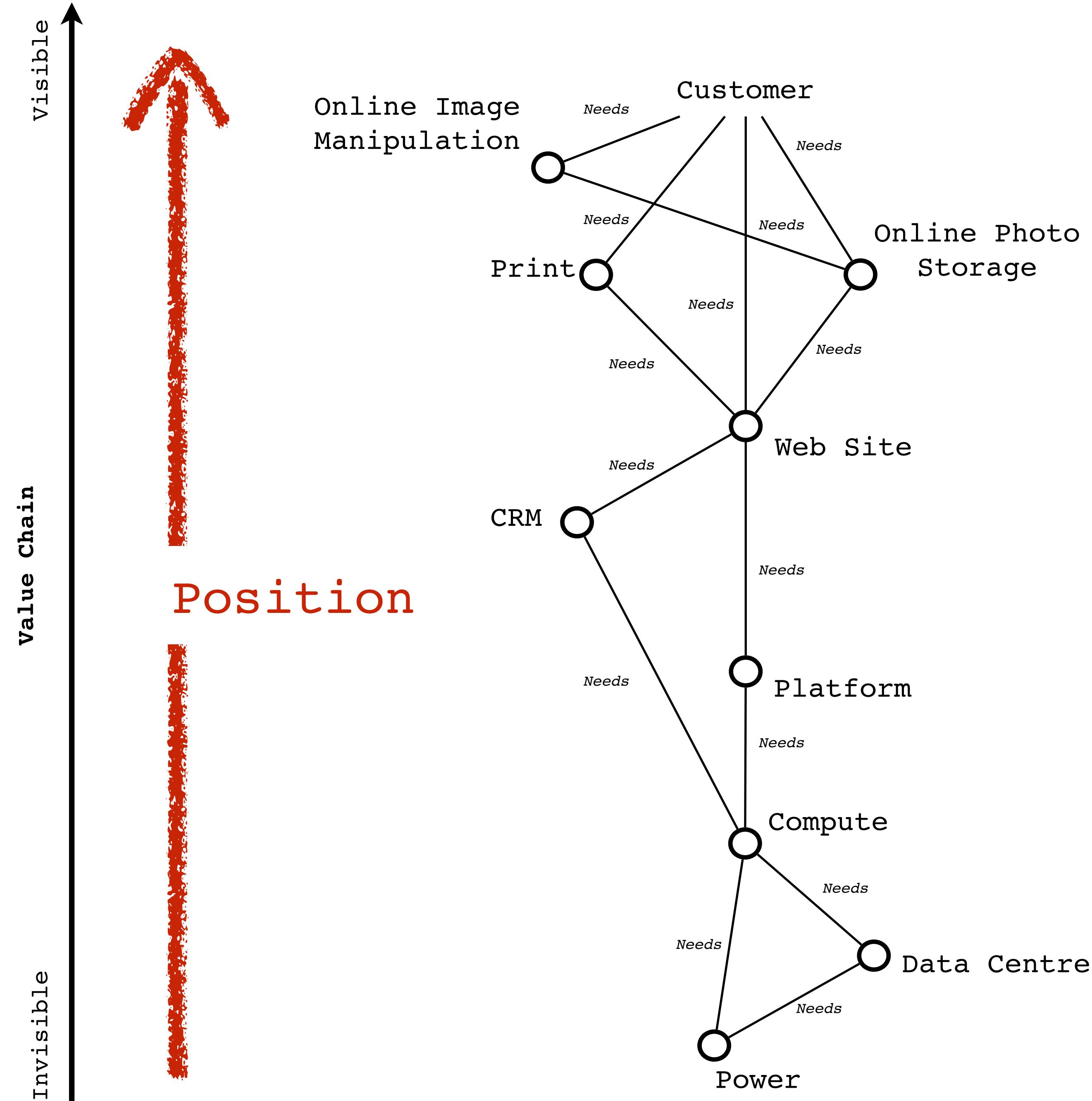


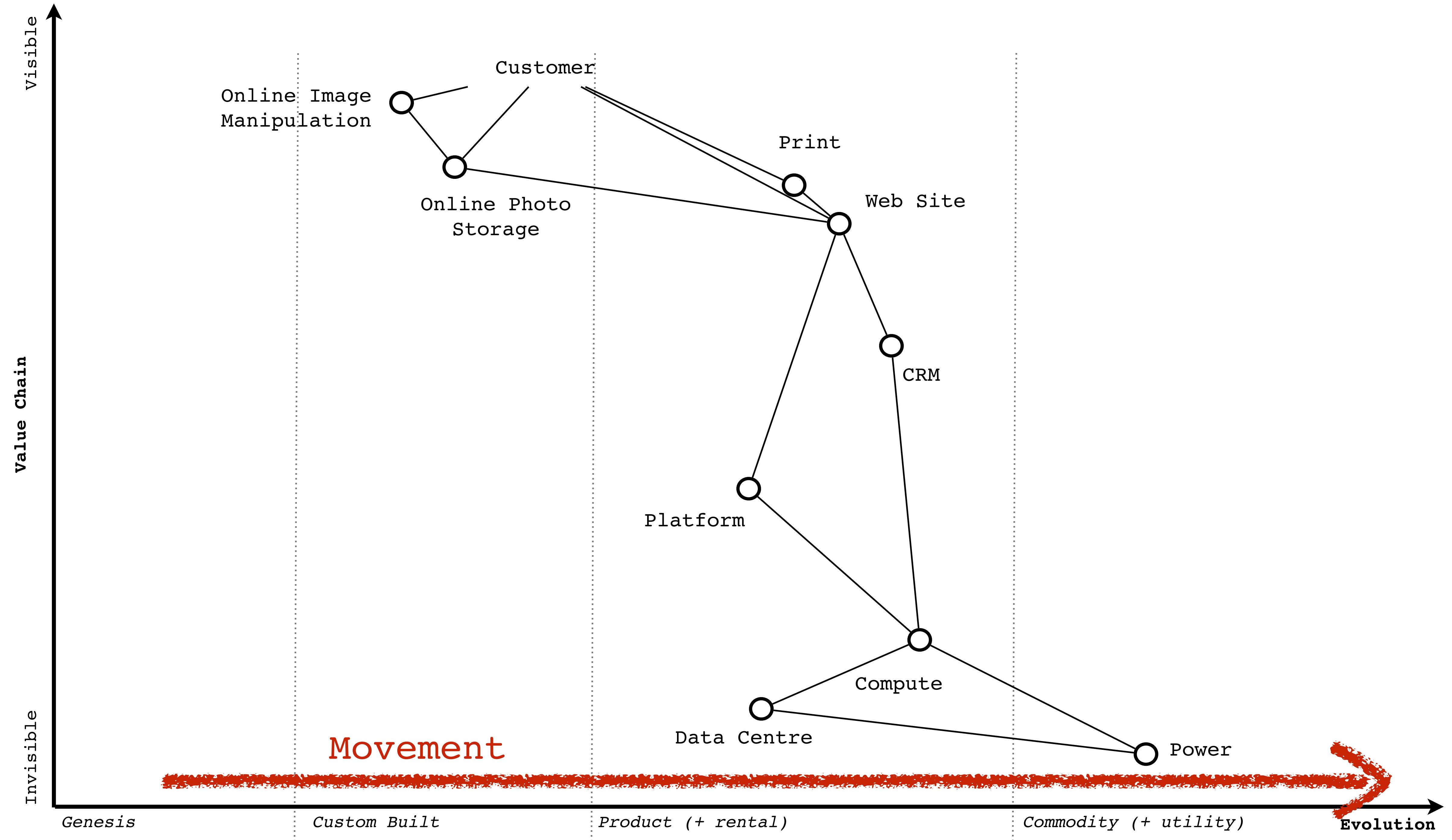
HOW TO MAP?

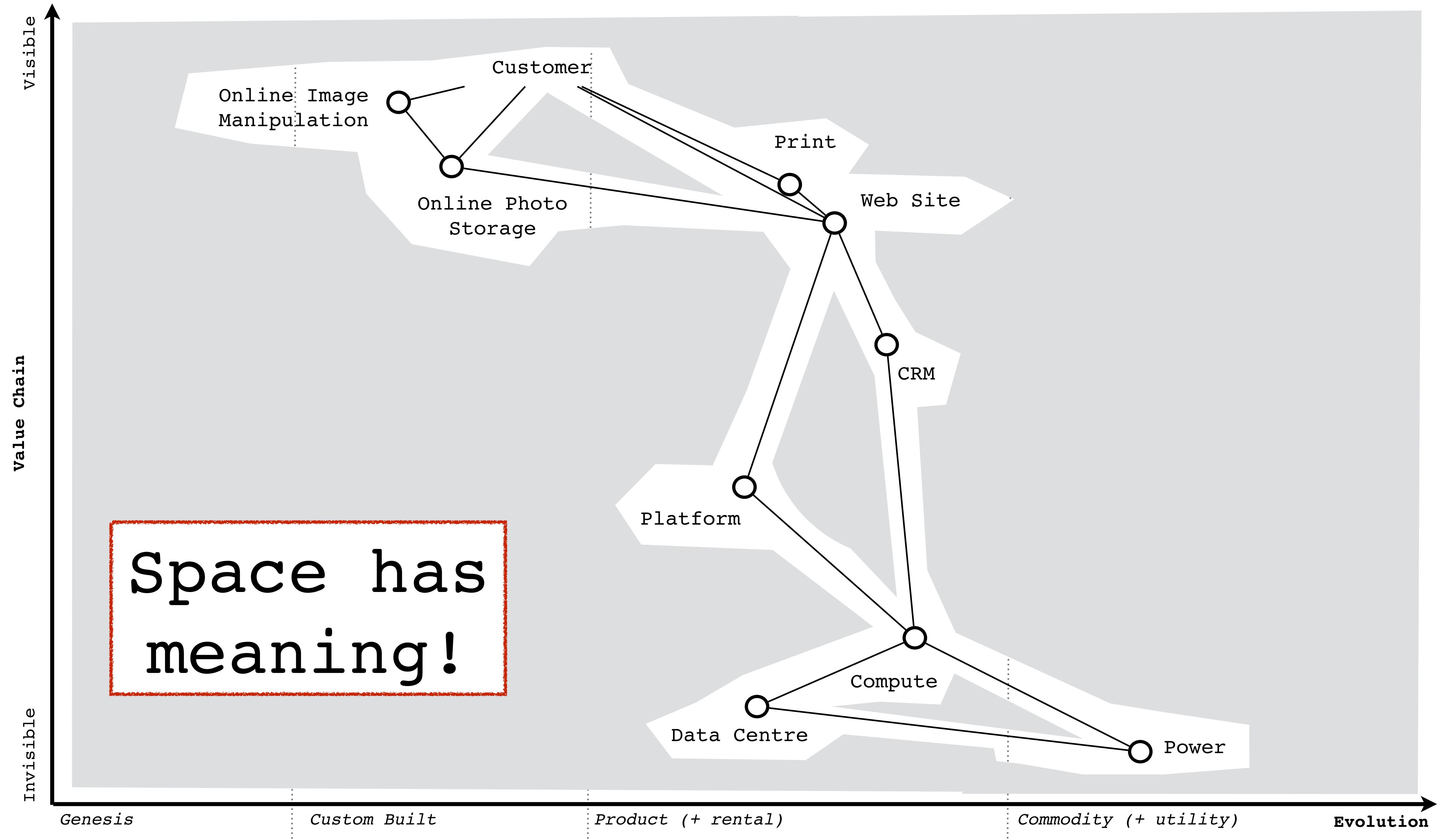


Visual	Yes
Context	Yes
Anchor	NO
Position	NO
Movement	NO









SO WHAT?

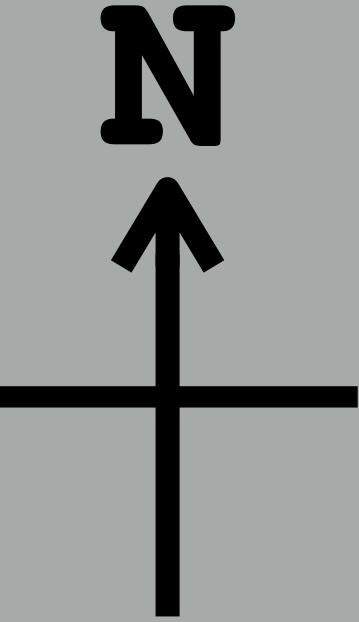
Strategy

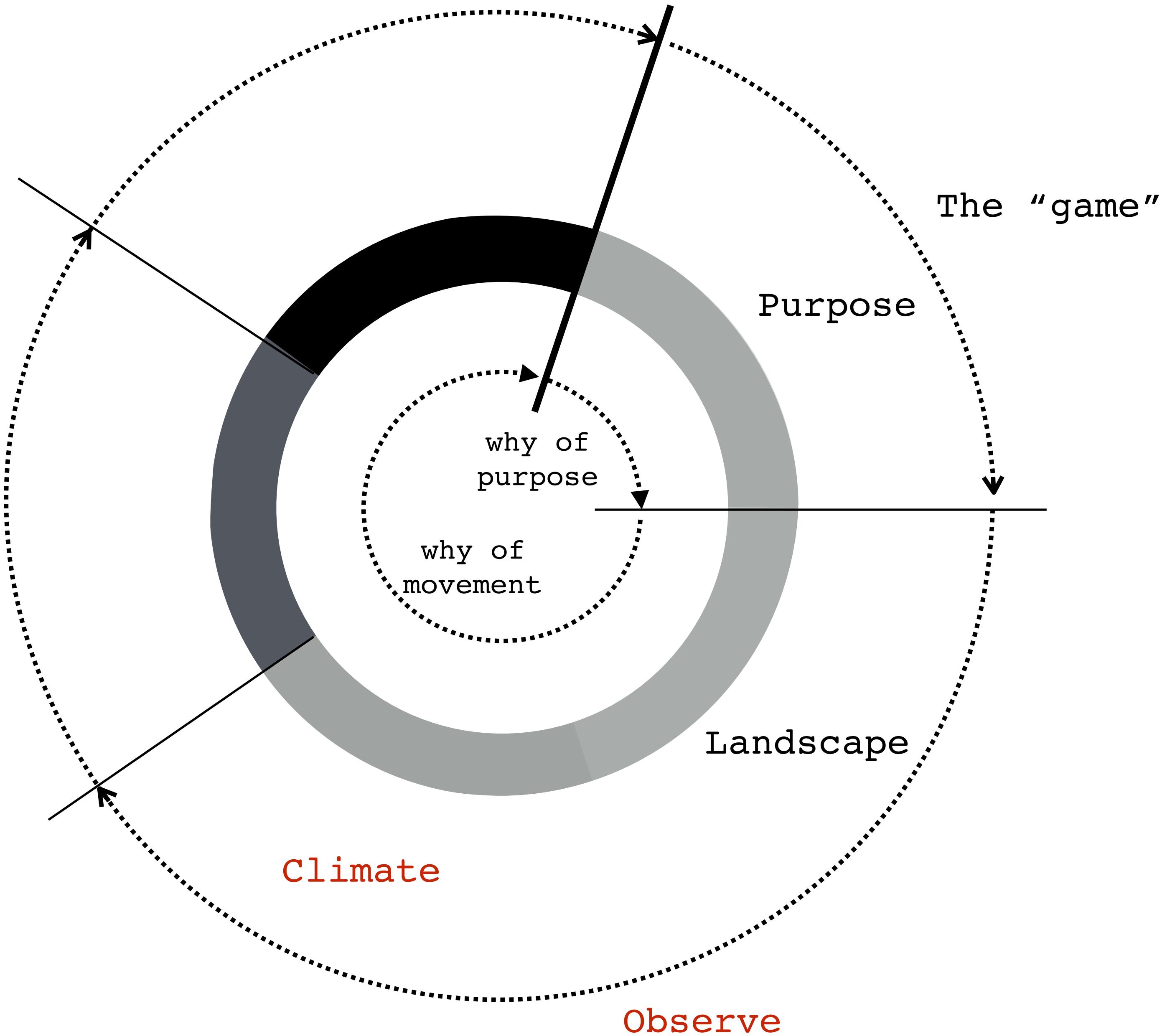
Situational Awareness

Maps

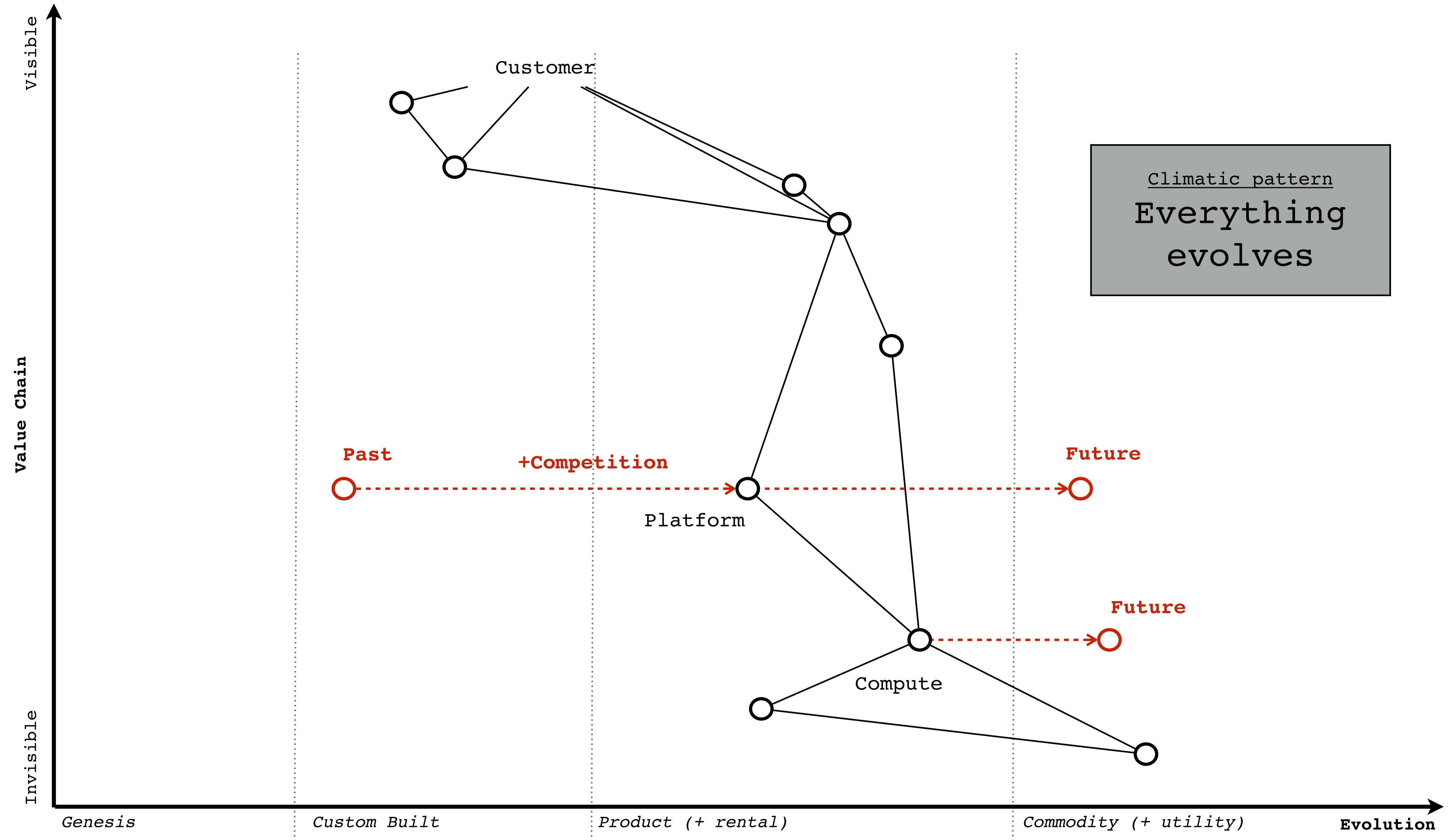
Patterns

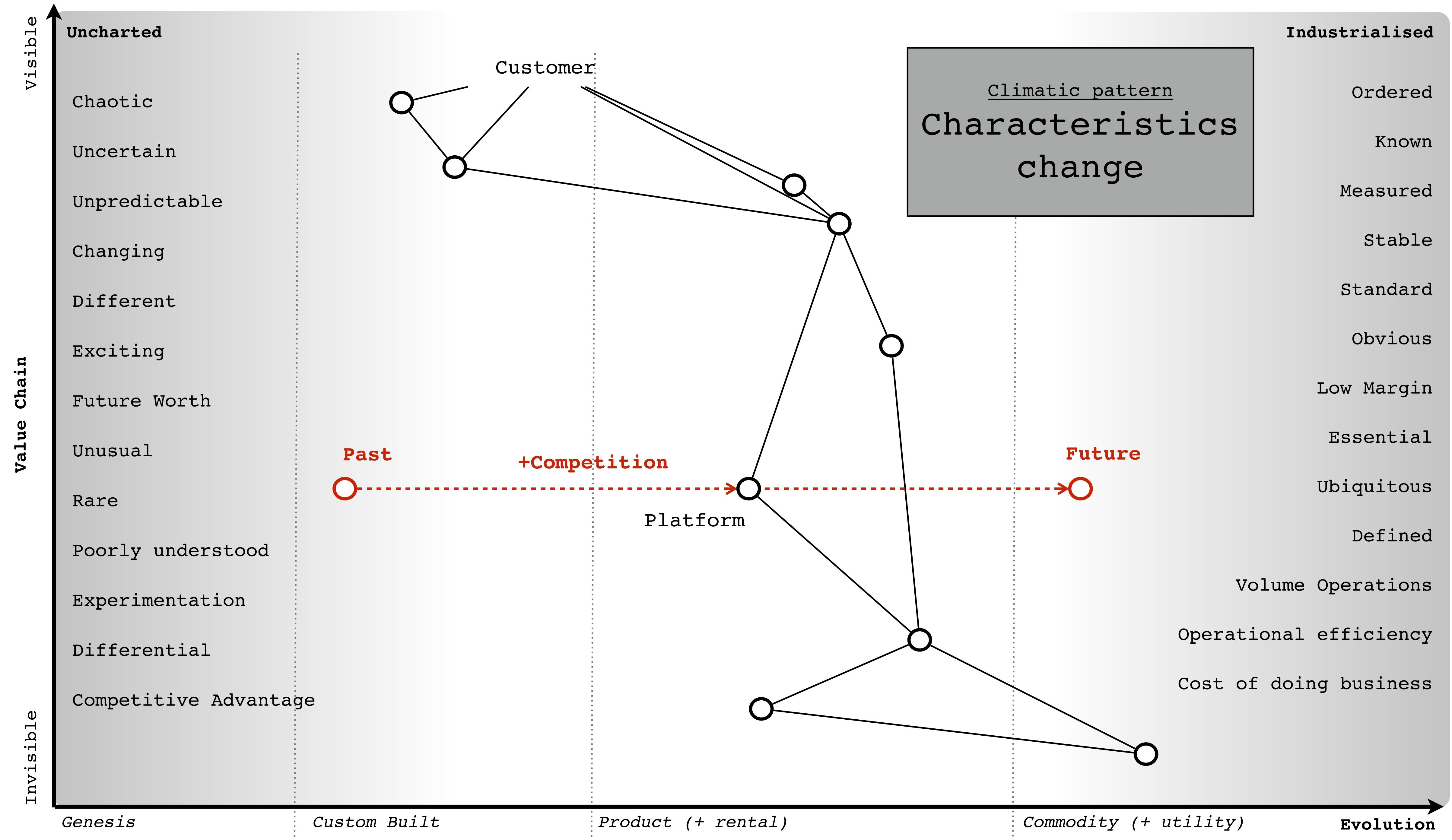
SERVERLESS



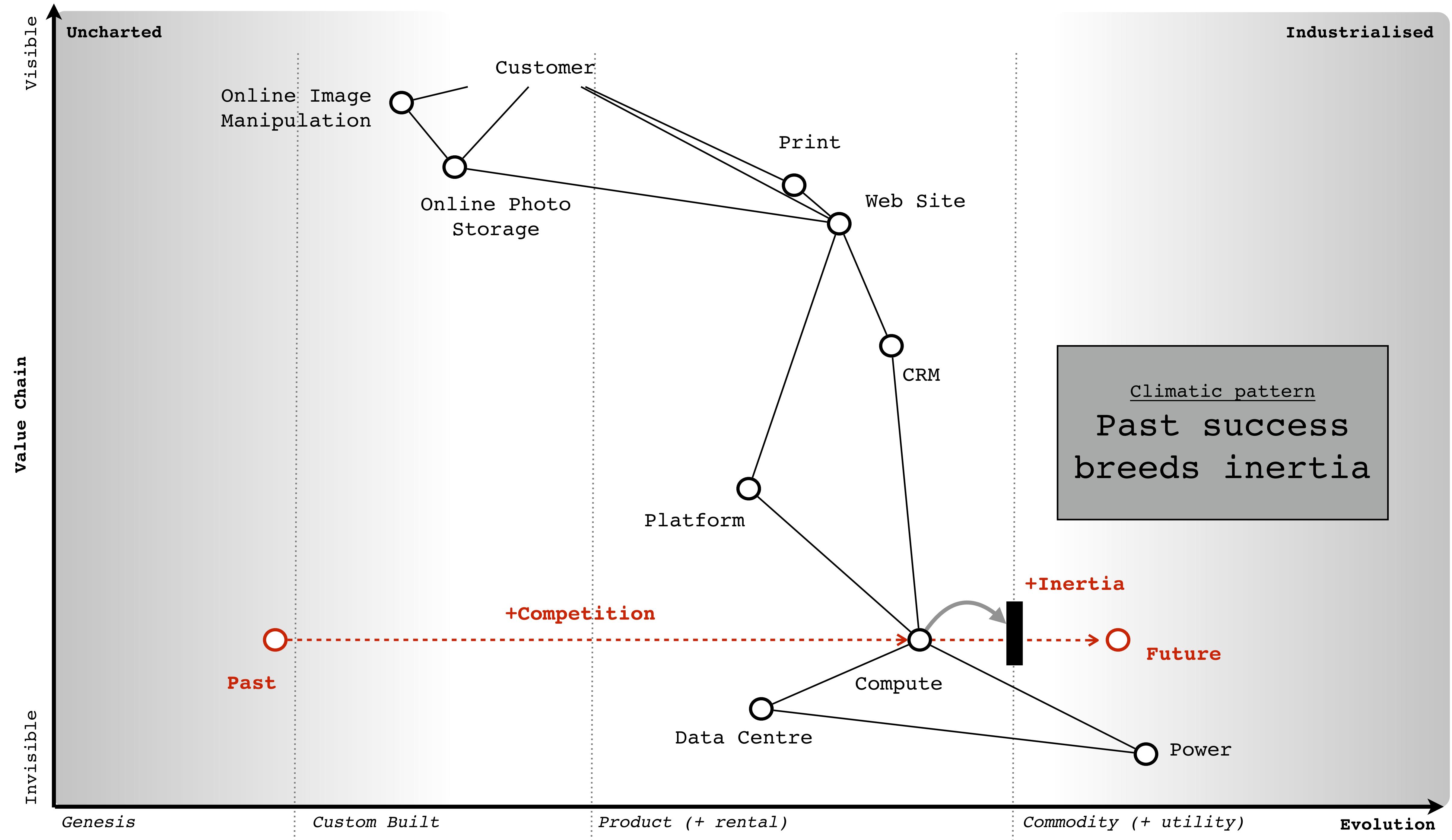


climate
Rules that influence
the game









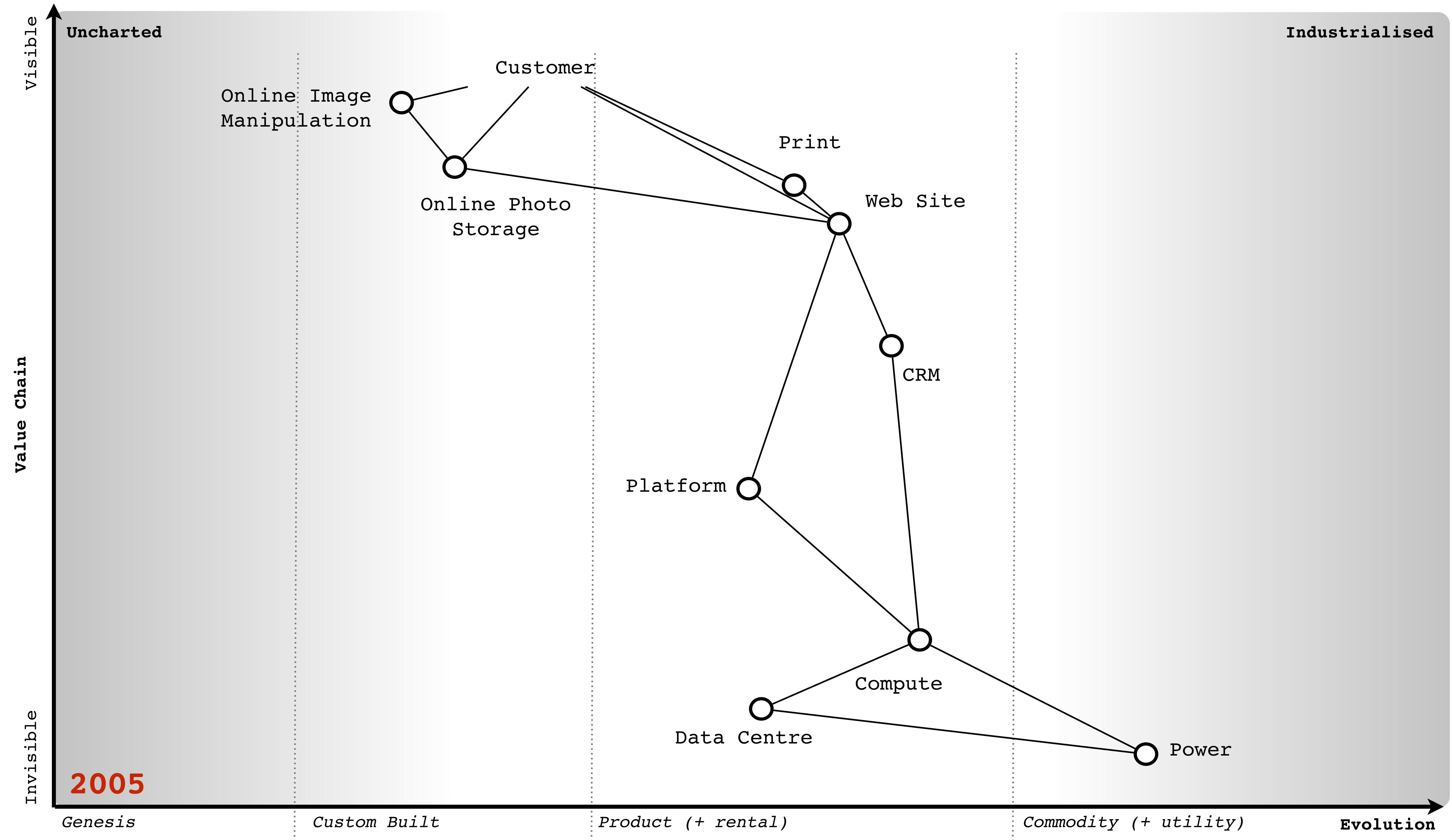


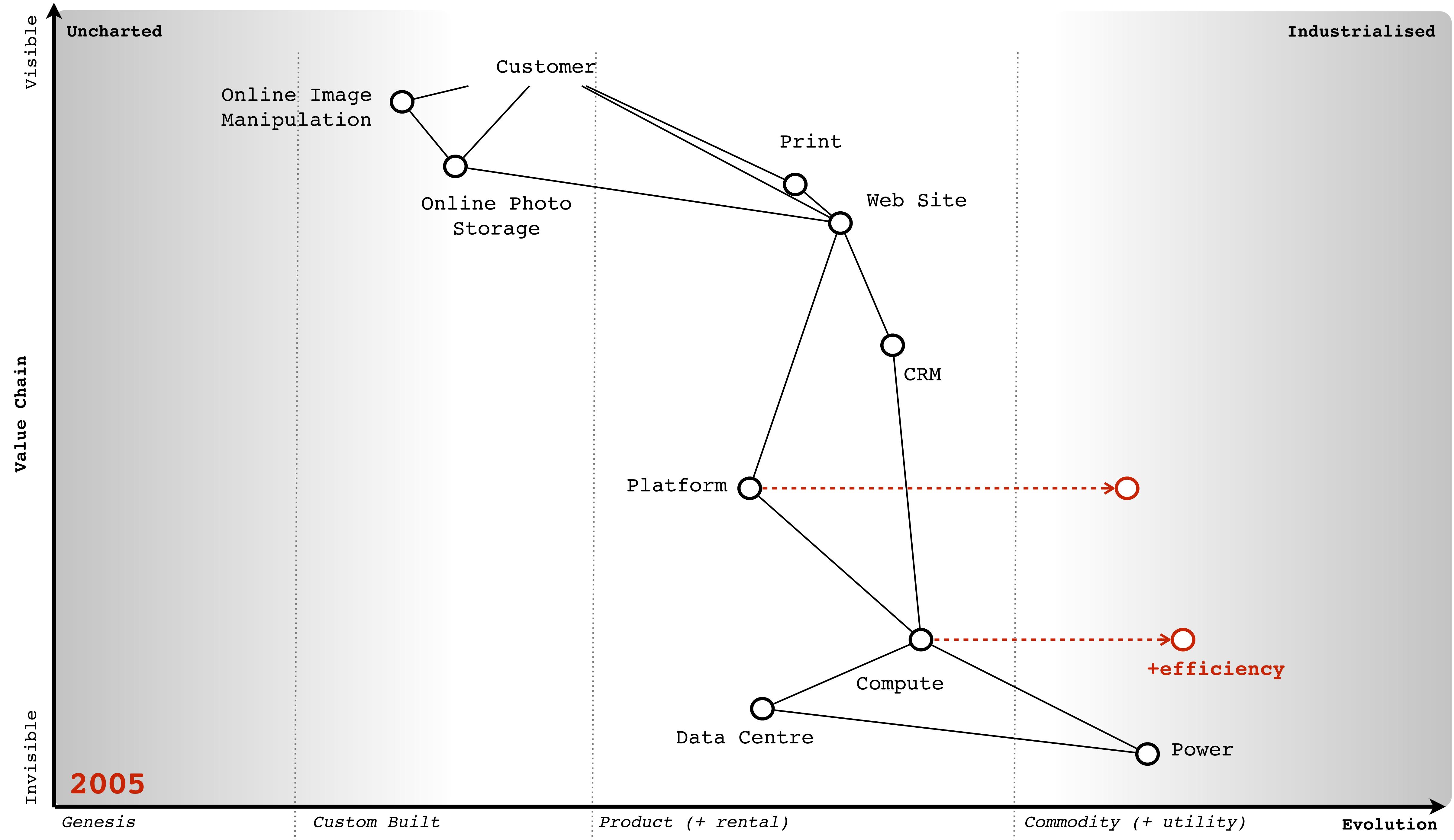
BLOCKBUSTER

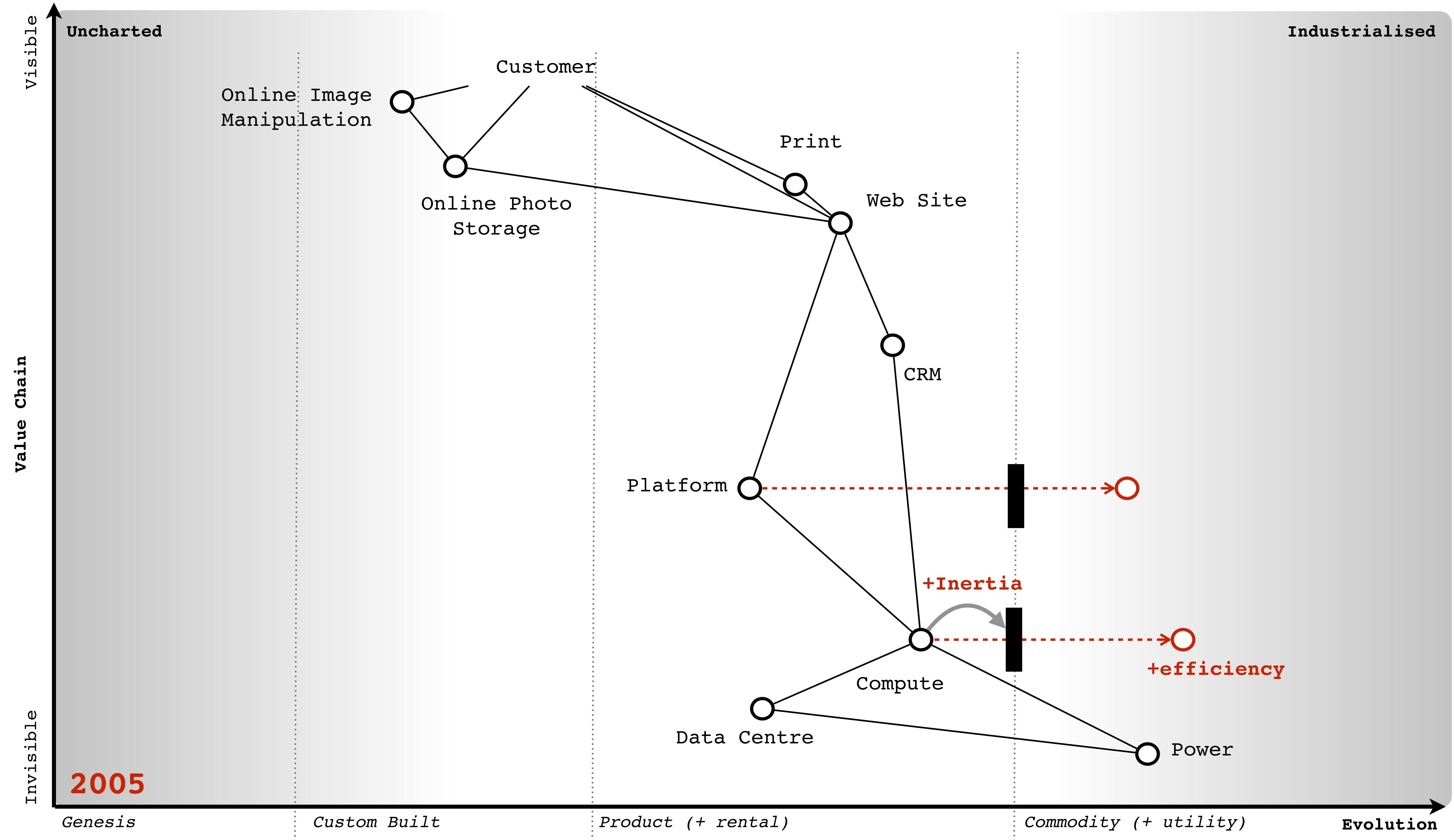


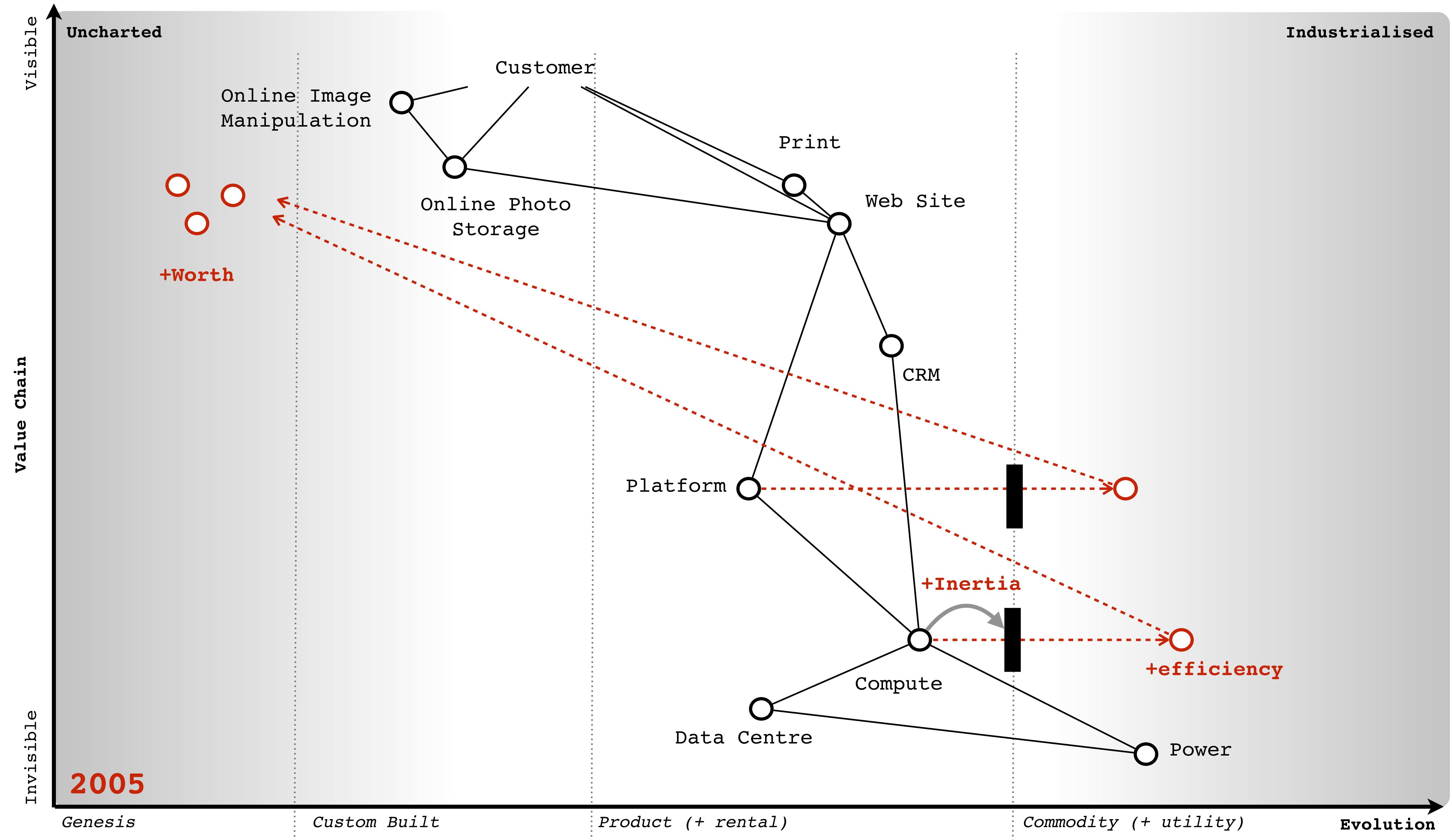
NETFLIX®

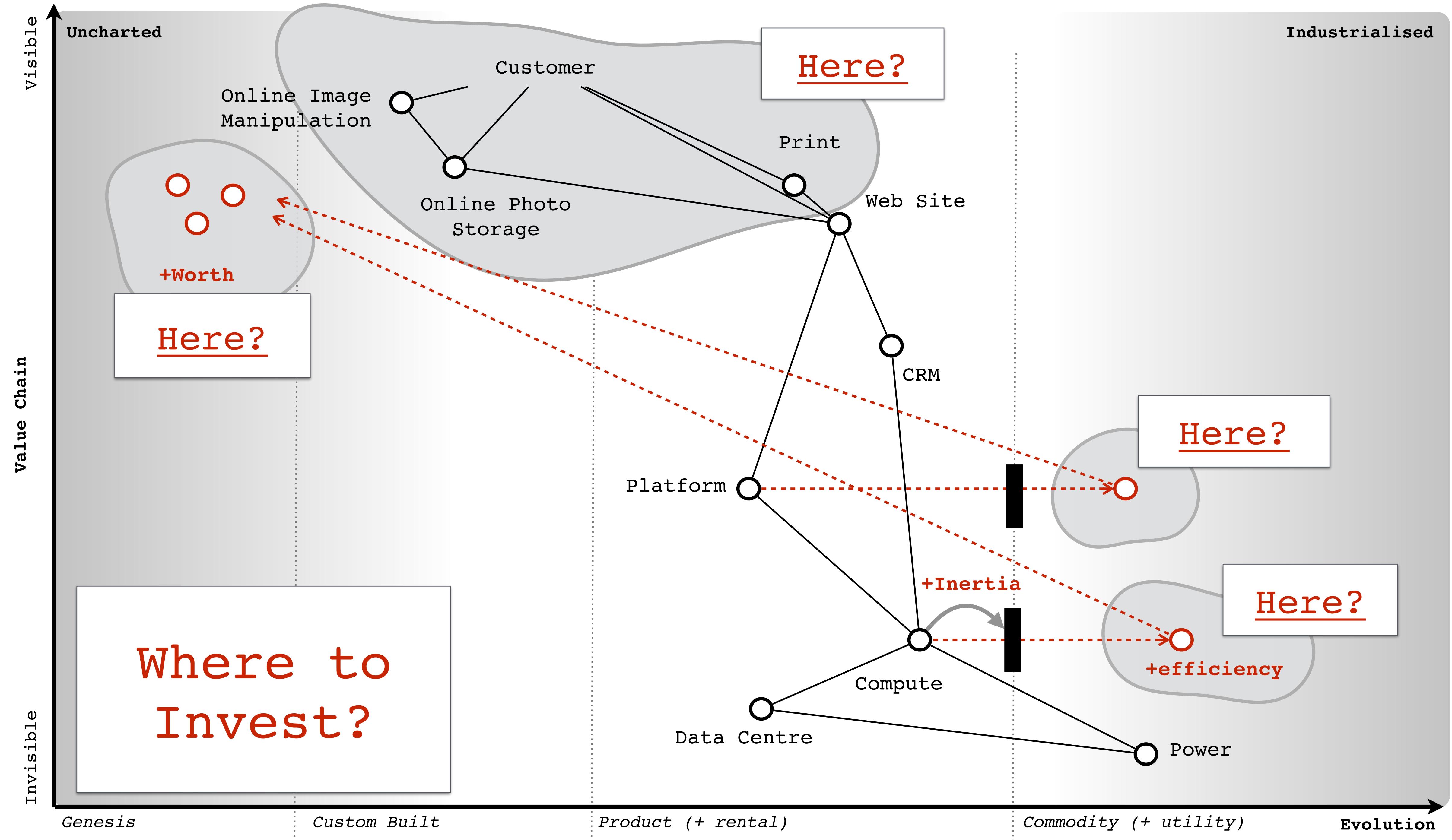


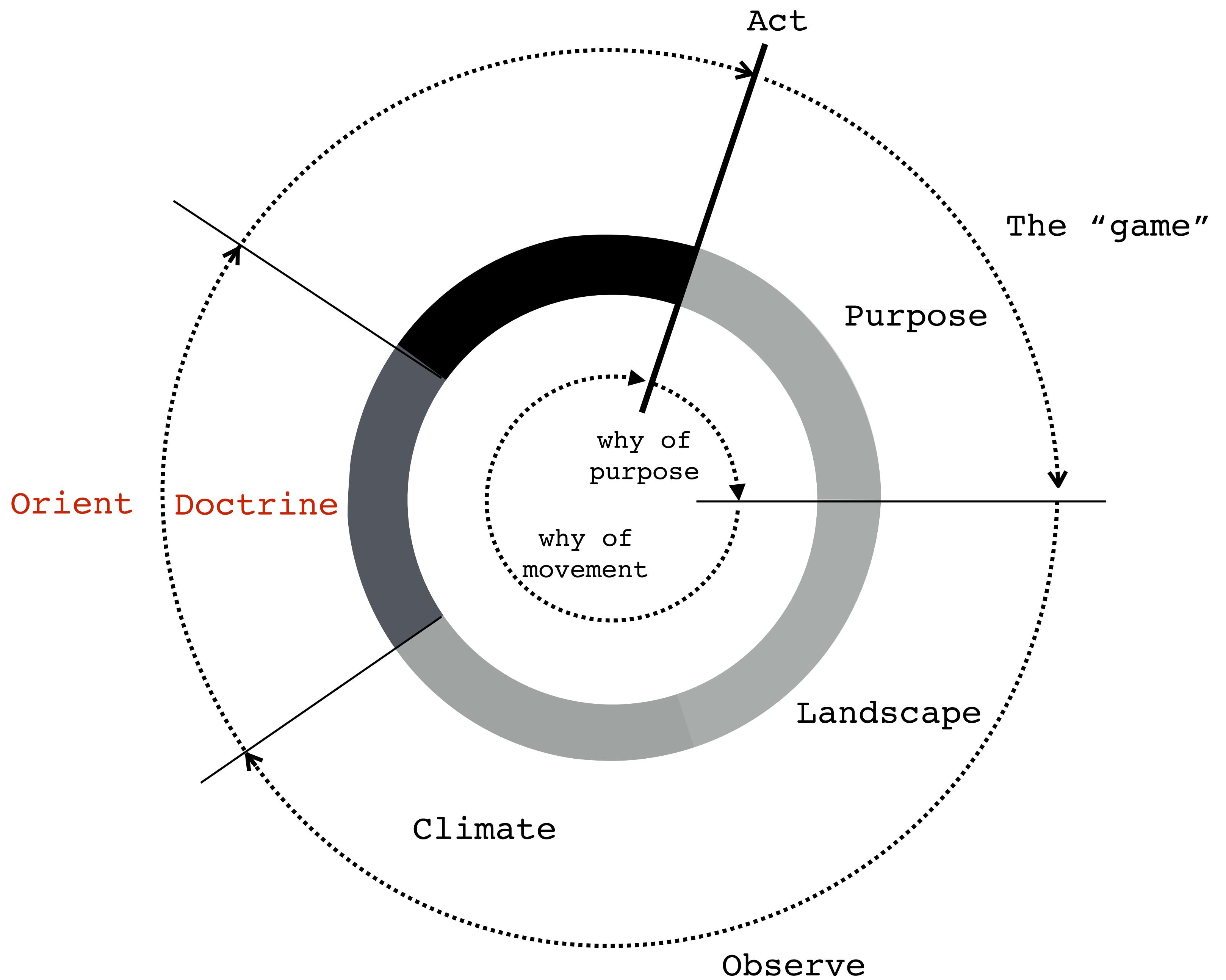


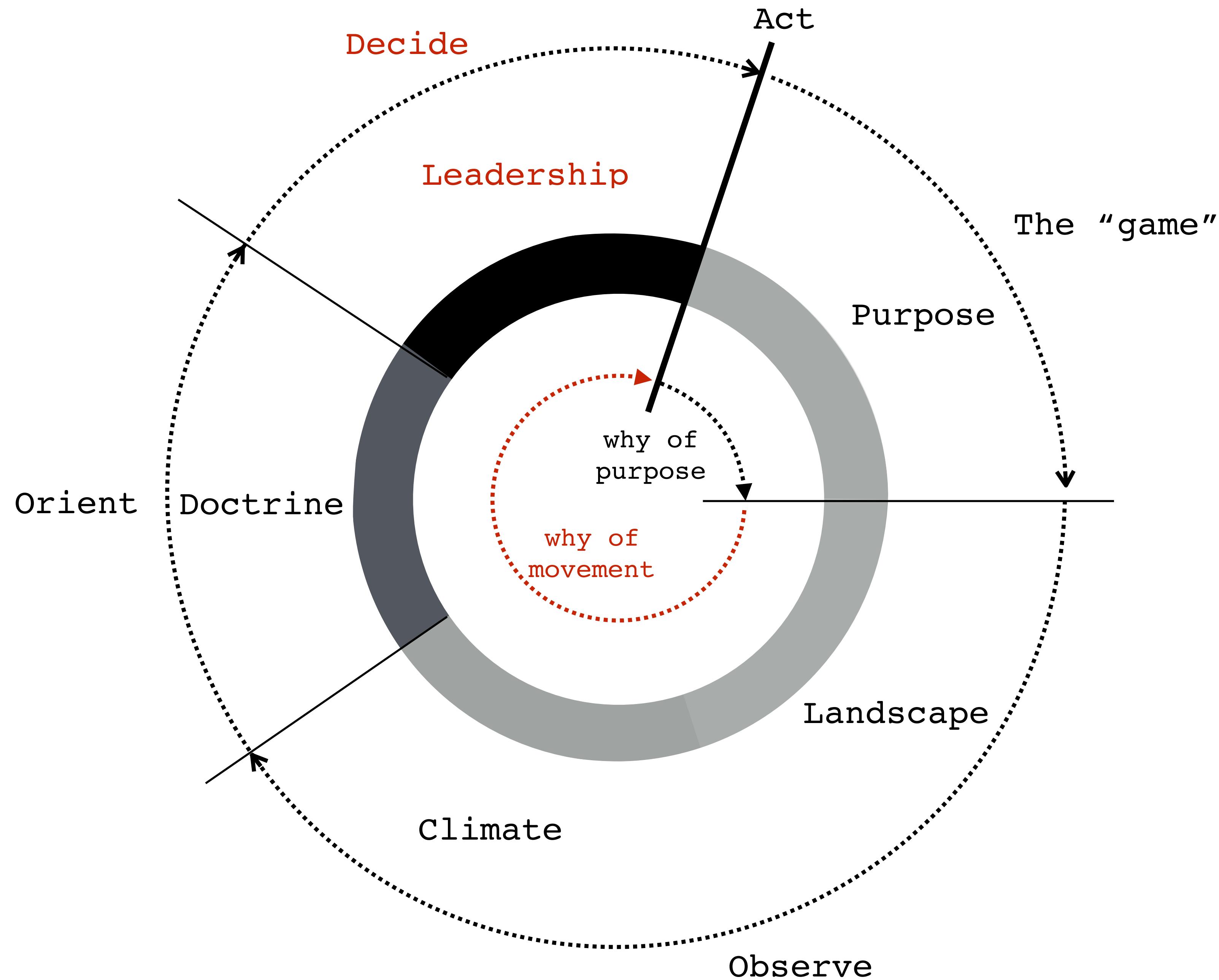






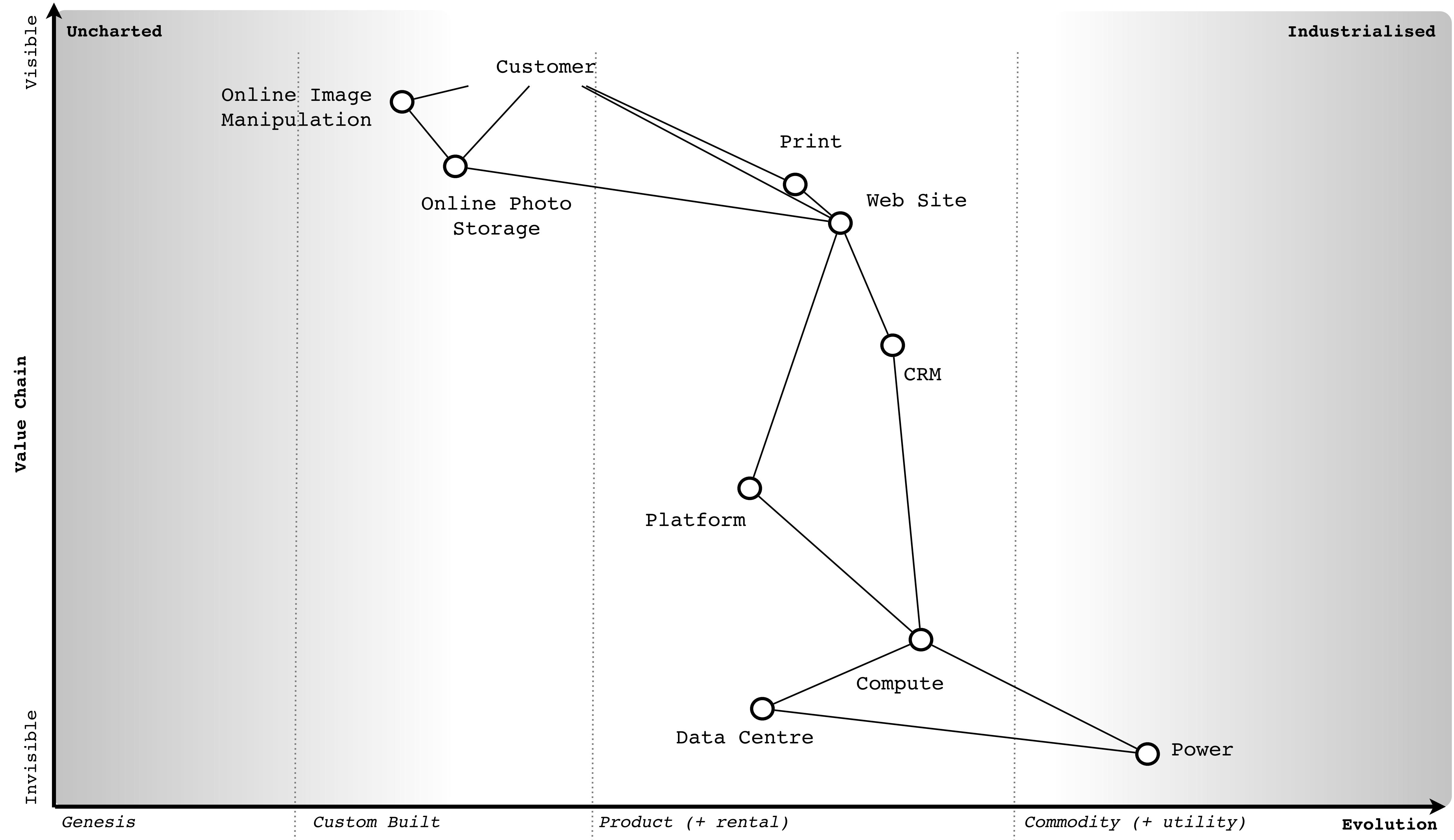


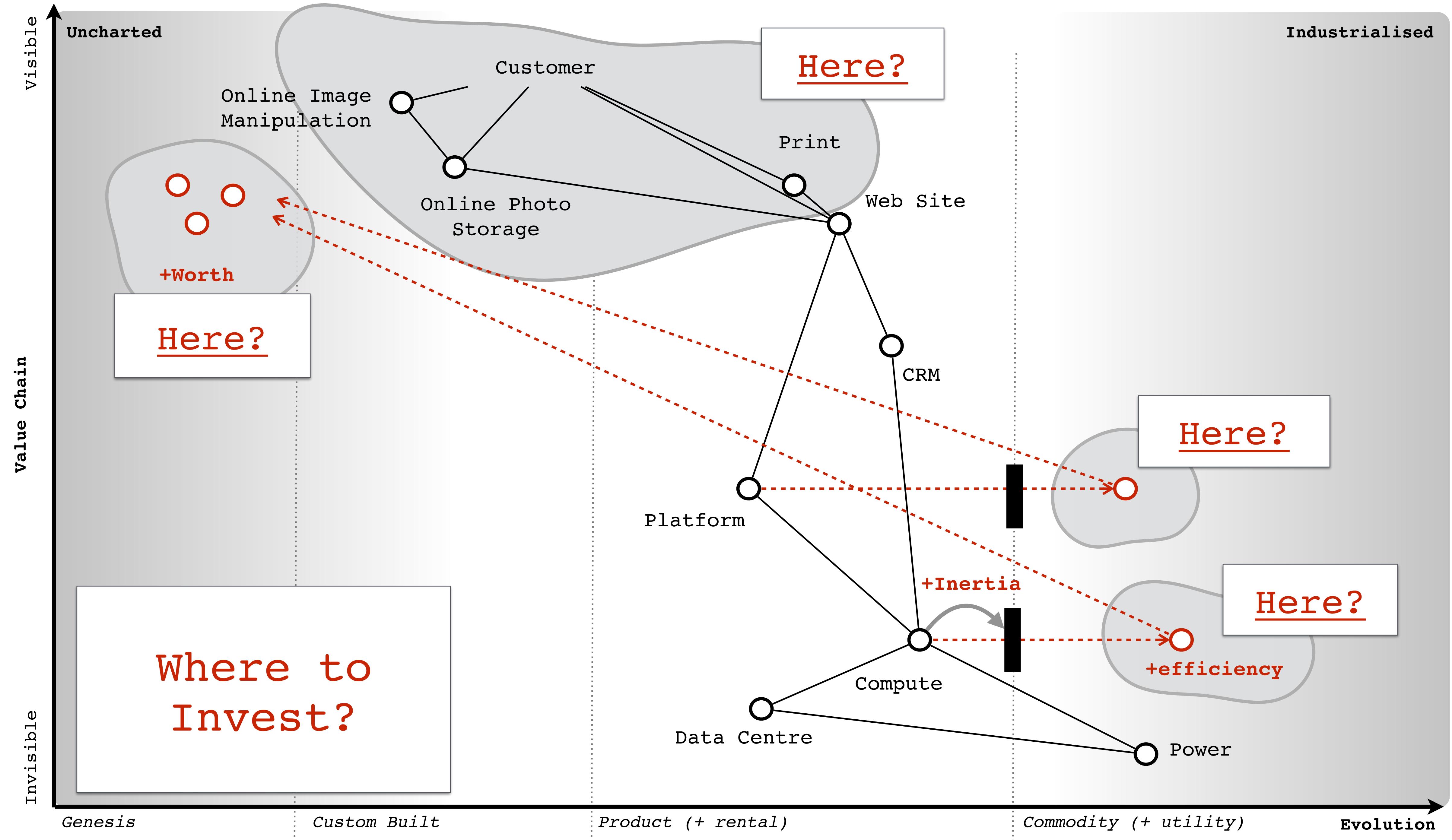


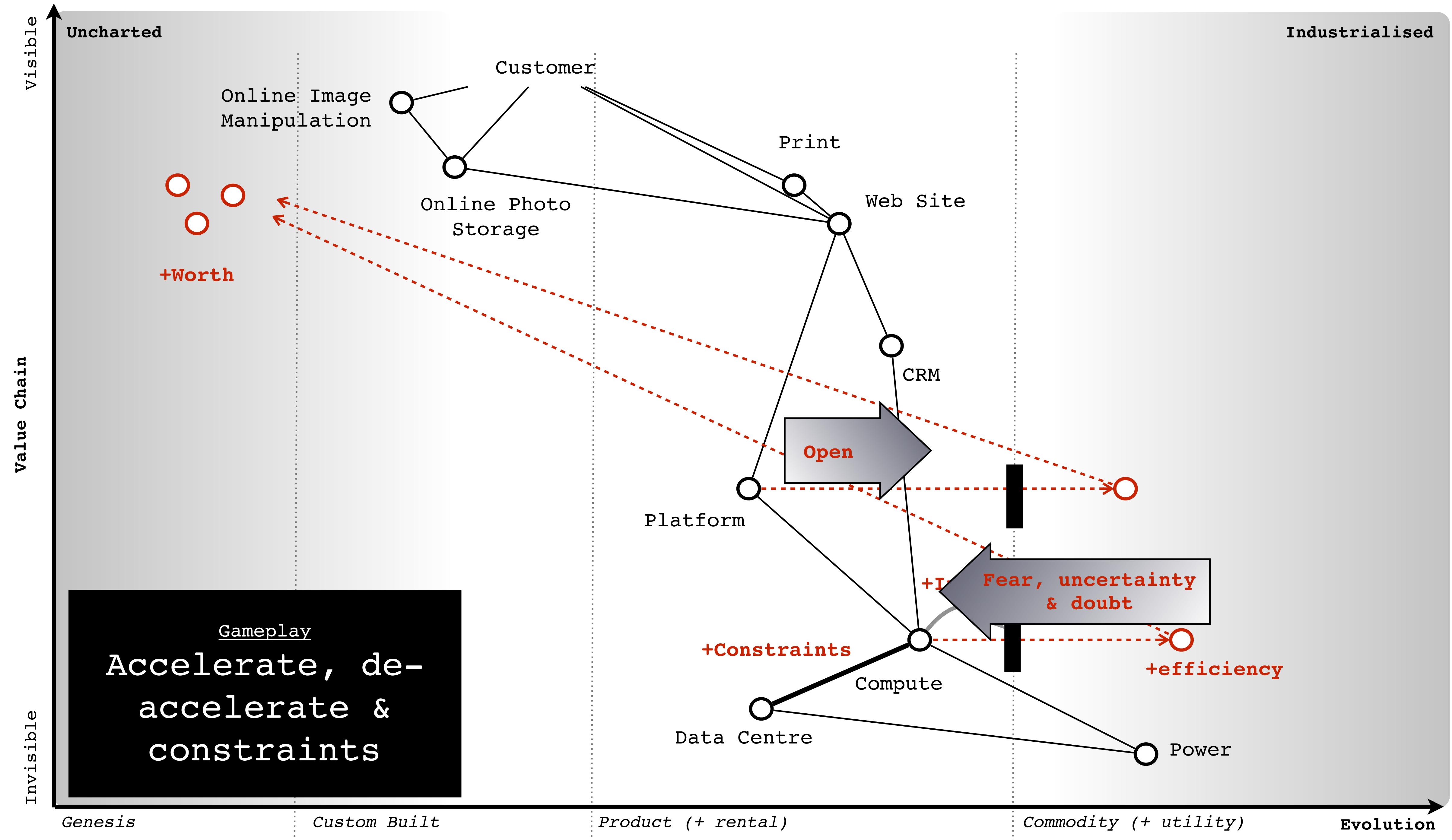


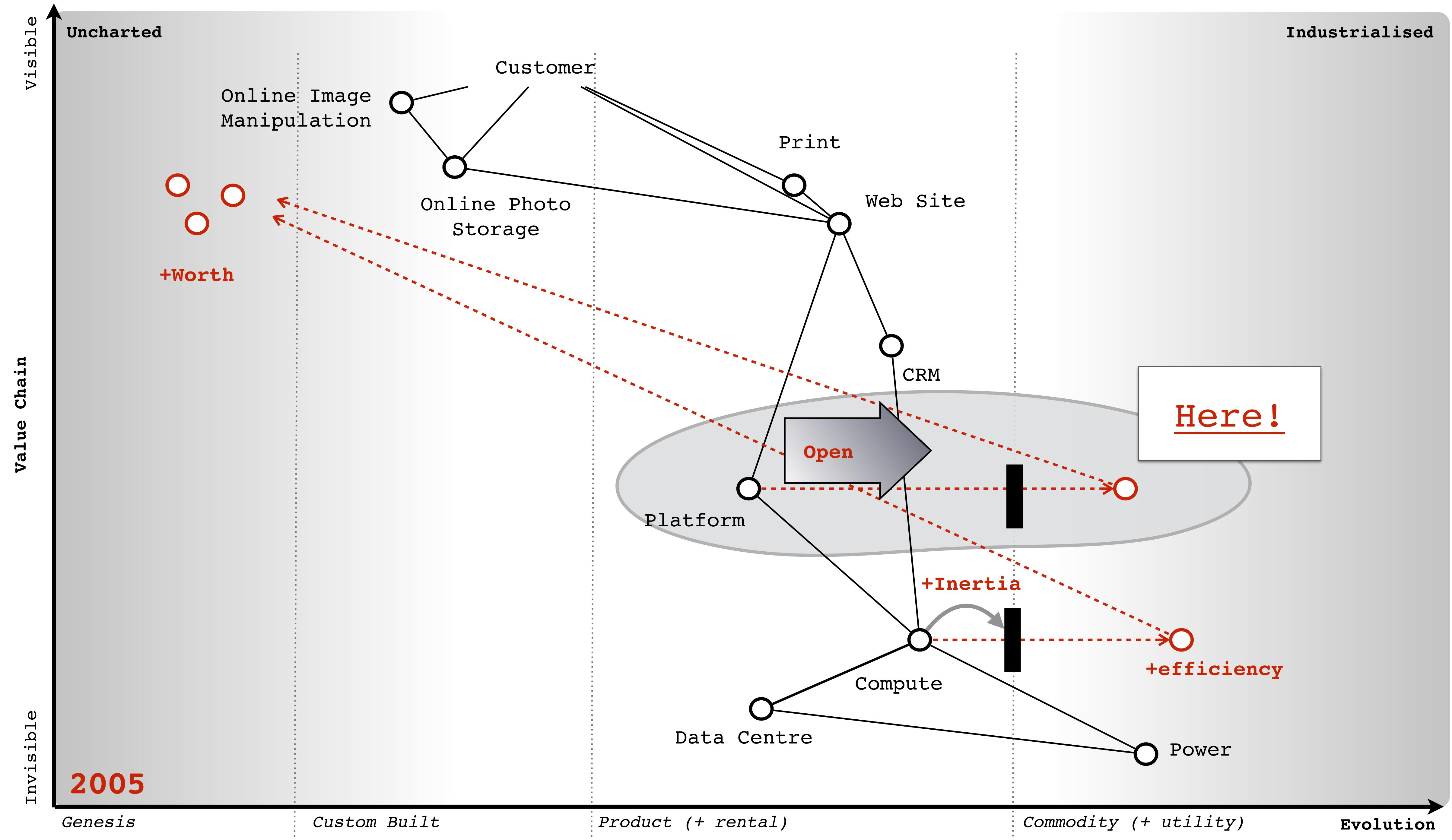
Strategy

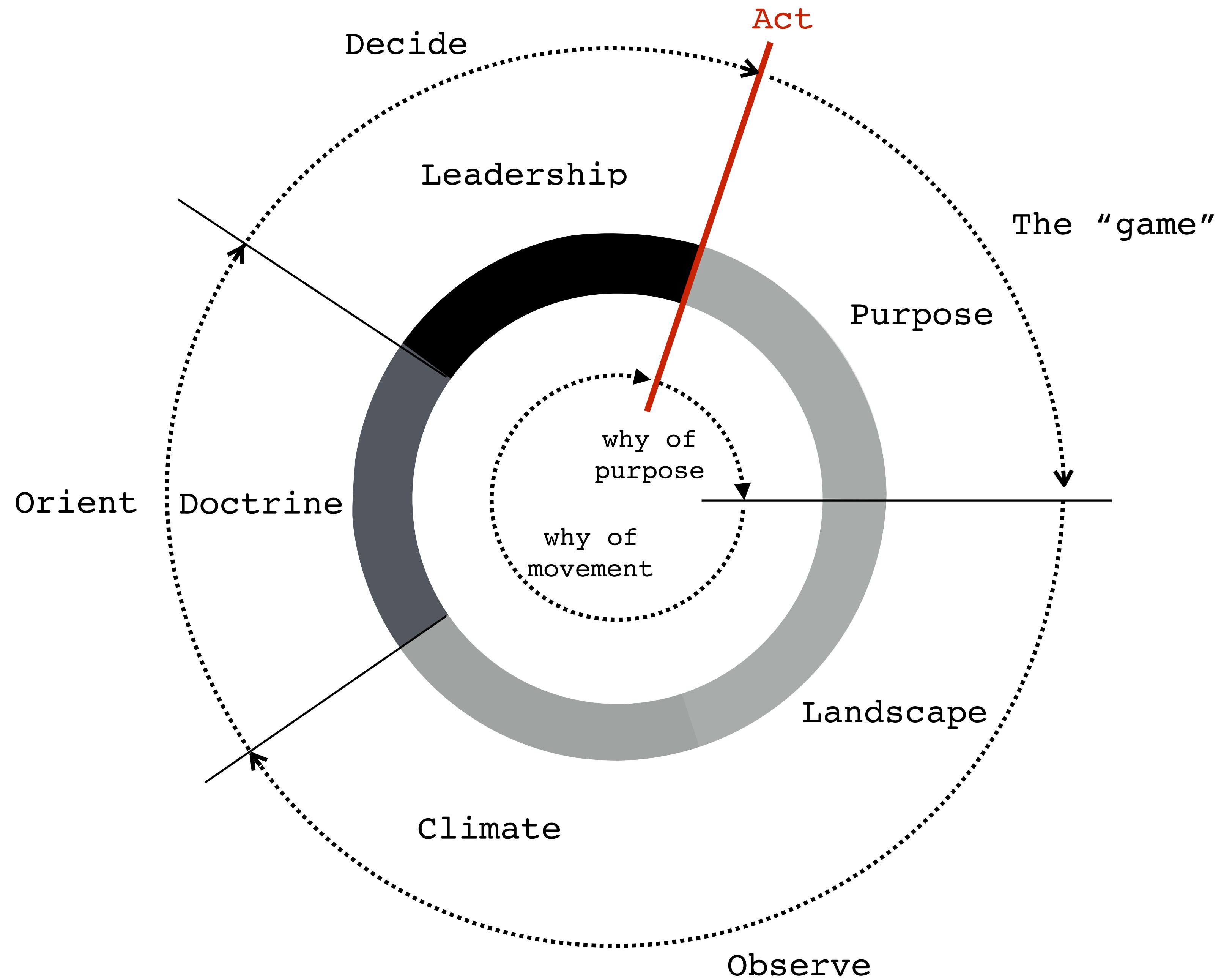
Context specific forms
of gameplay





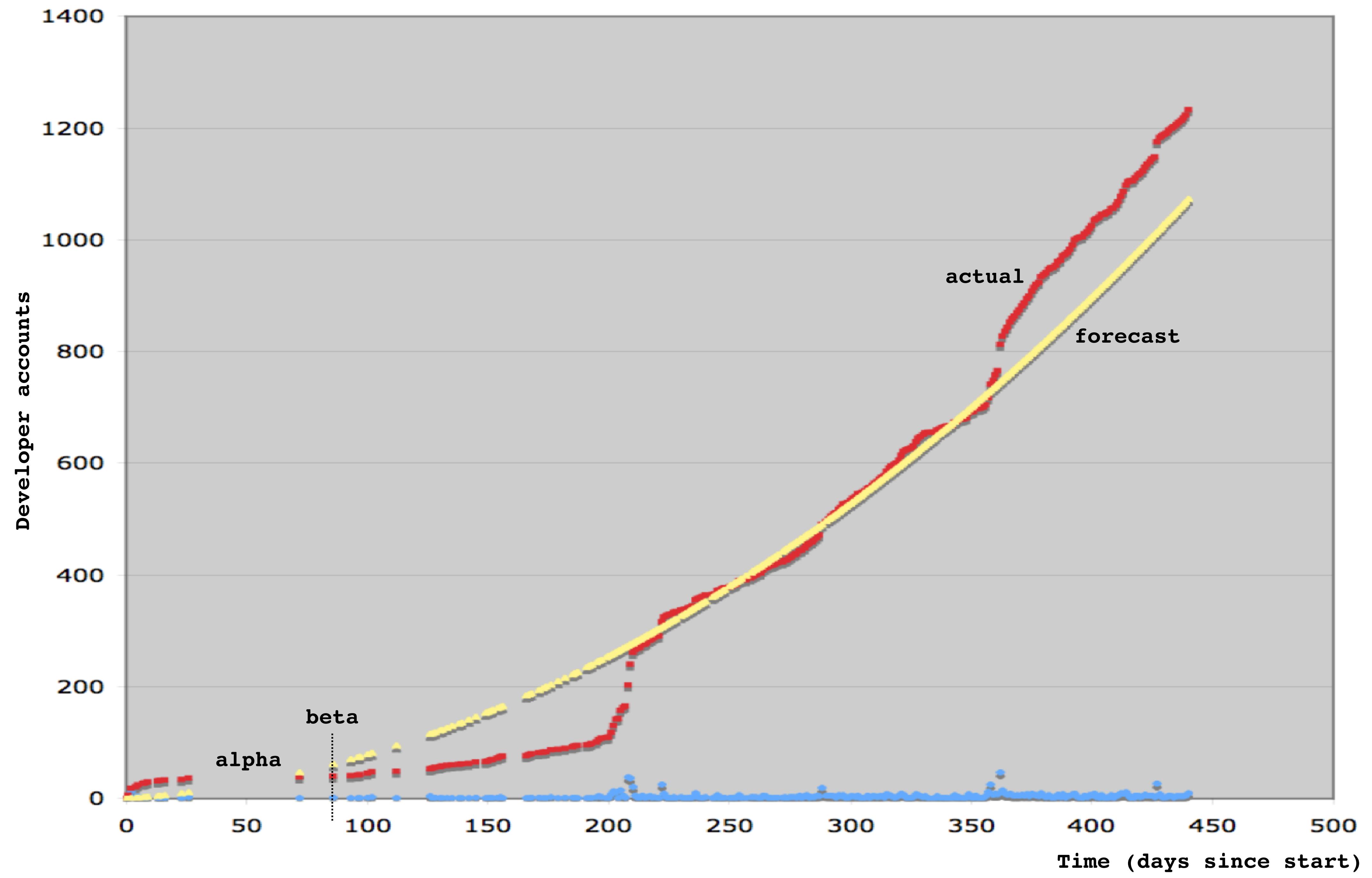








Anita Hart, April 2007, CC BY-NC-ND 2.0
<https://www.flickr.com/photos/anitakhart/472099476>



How ~~3D TVs~~ Can Signify Leadership Potential

by **Carl Senior, Robin Martin, Michael West, and Rowena M. Yeats**

FROM THE NOVEMBER 2011 ISSUE



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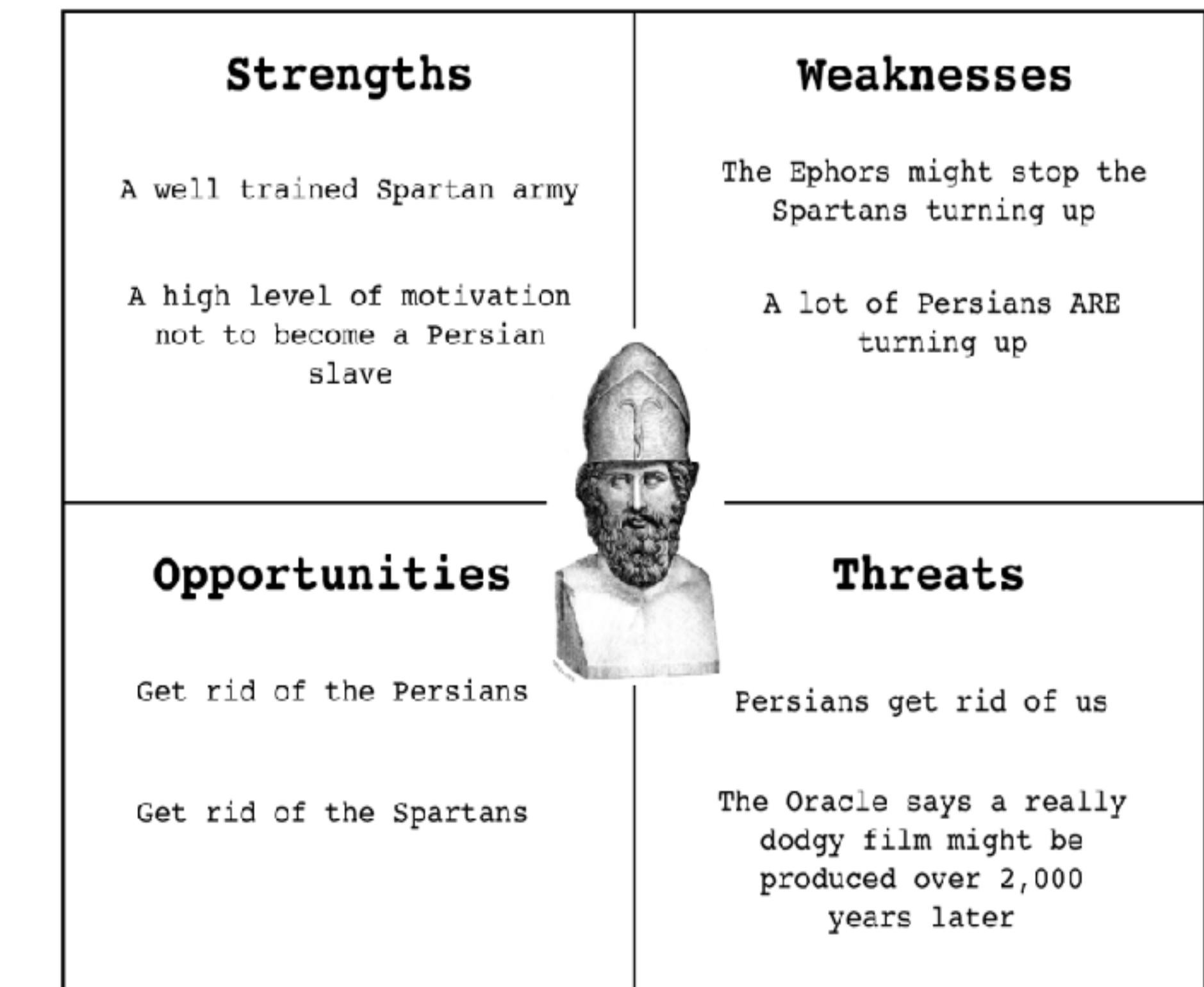
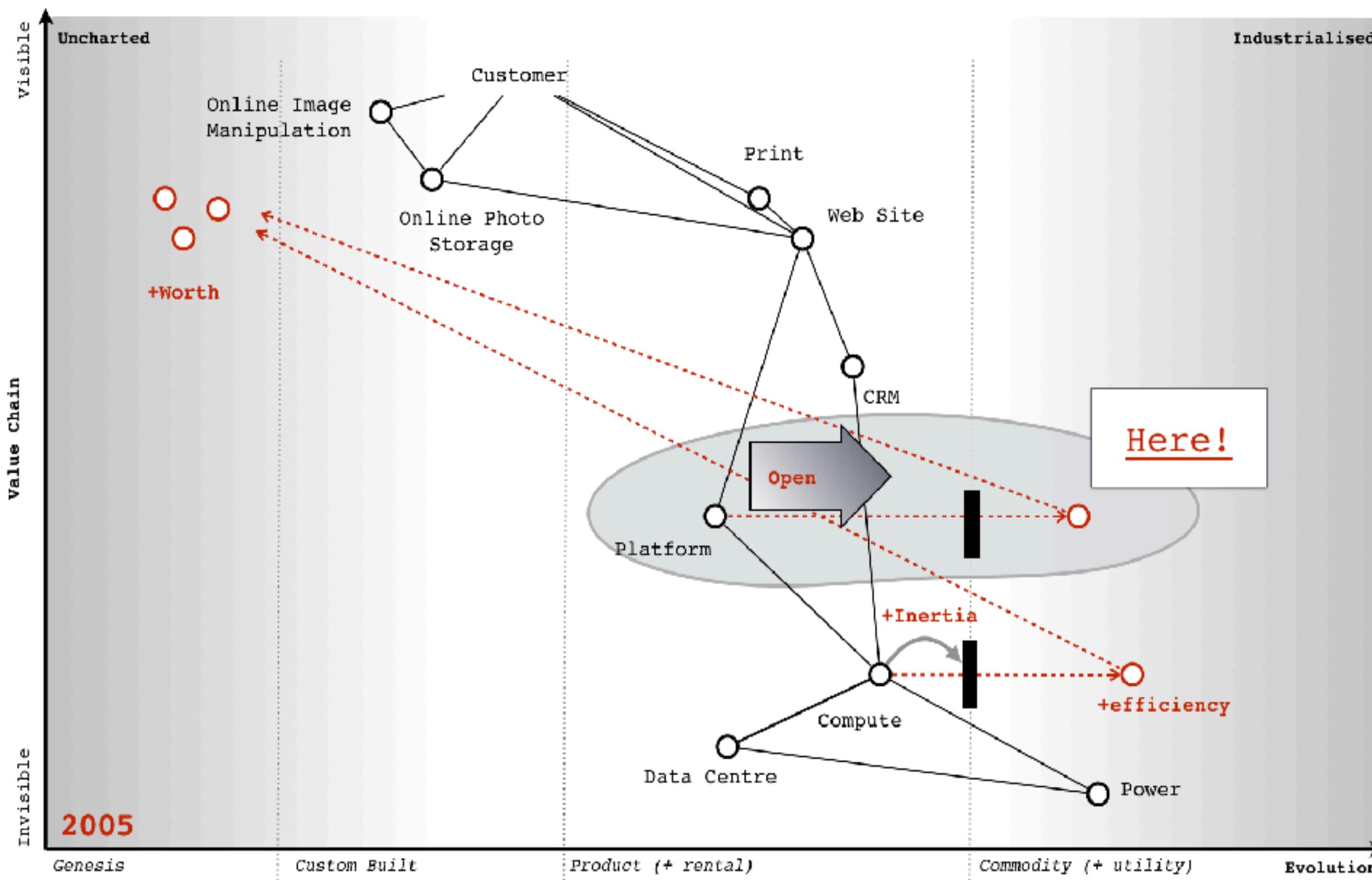


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Evolutionary biologists have learned that people with greater “genetic fitness,” as manifested by a high degree of left-right body symmetry, are not just considered better looking but also tend to be healthier, more intelligent, and more dominant than others. They’re the classic alphas who rise to the top of rigidly hierarchical organizations such as the military.

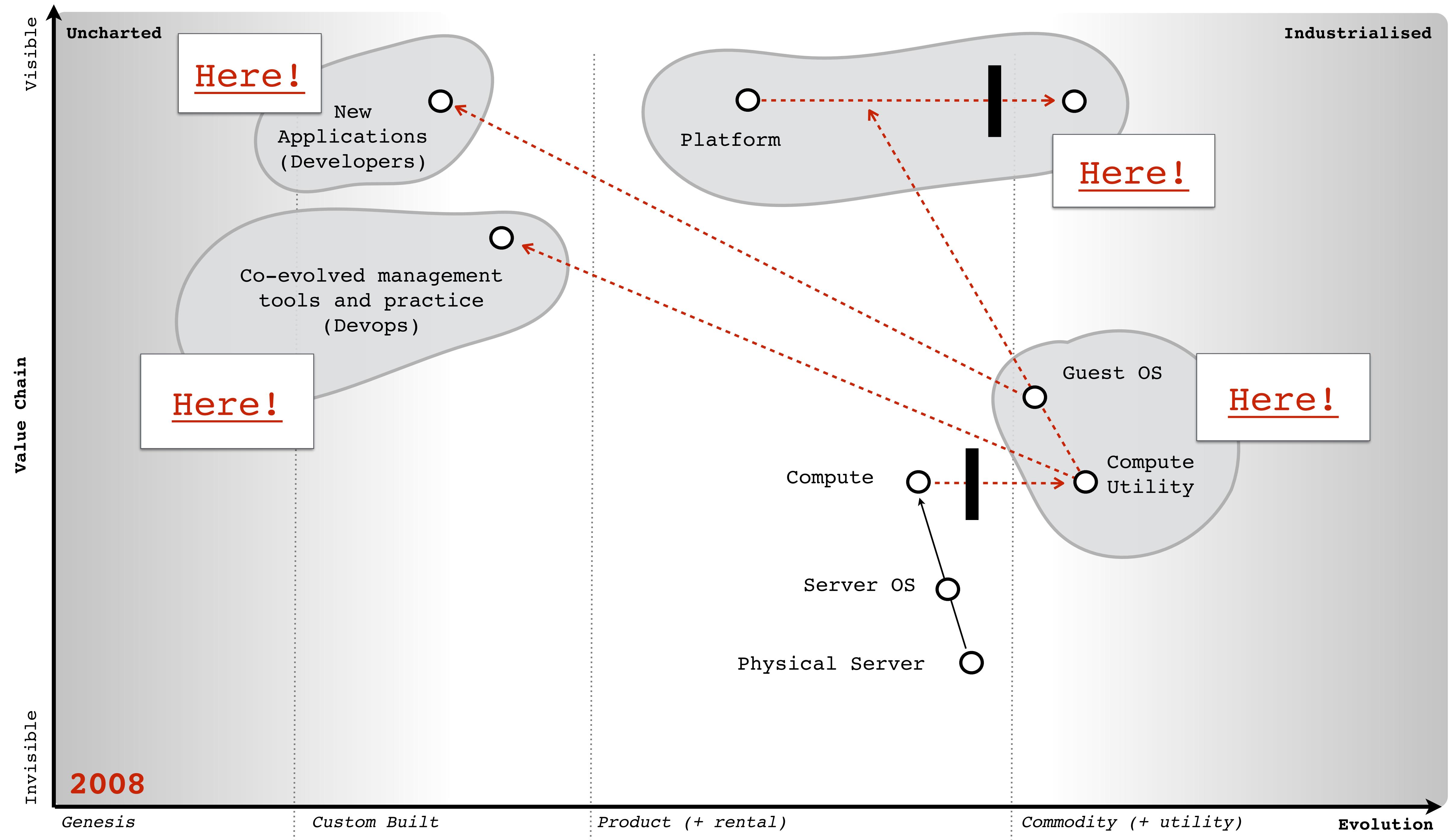
But **our research** shows that people with subtle asymmetries—for example, imbalances in ear or finger length—are often better “transformational” leaders, able to inspire followers to put self-interest aside for the good of the group. Furthermore, teams they lead outperform teams whose leaders have more-symmetrical bodies.

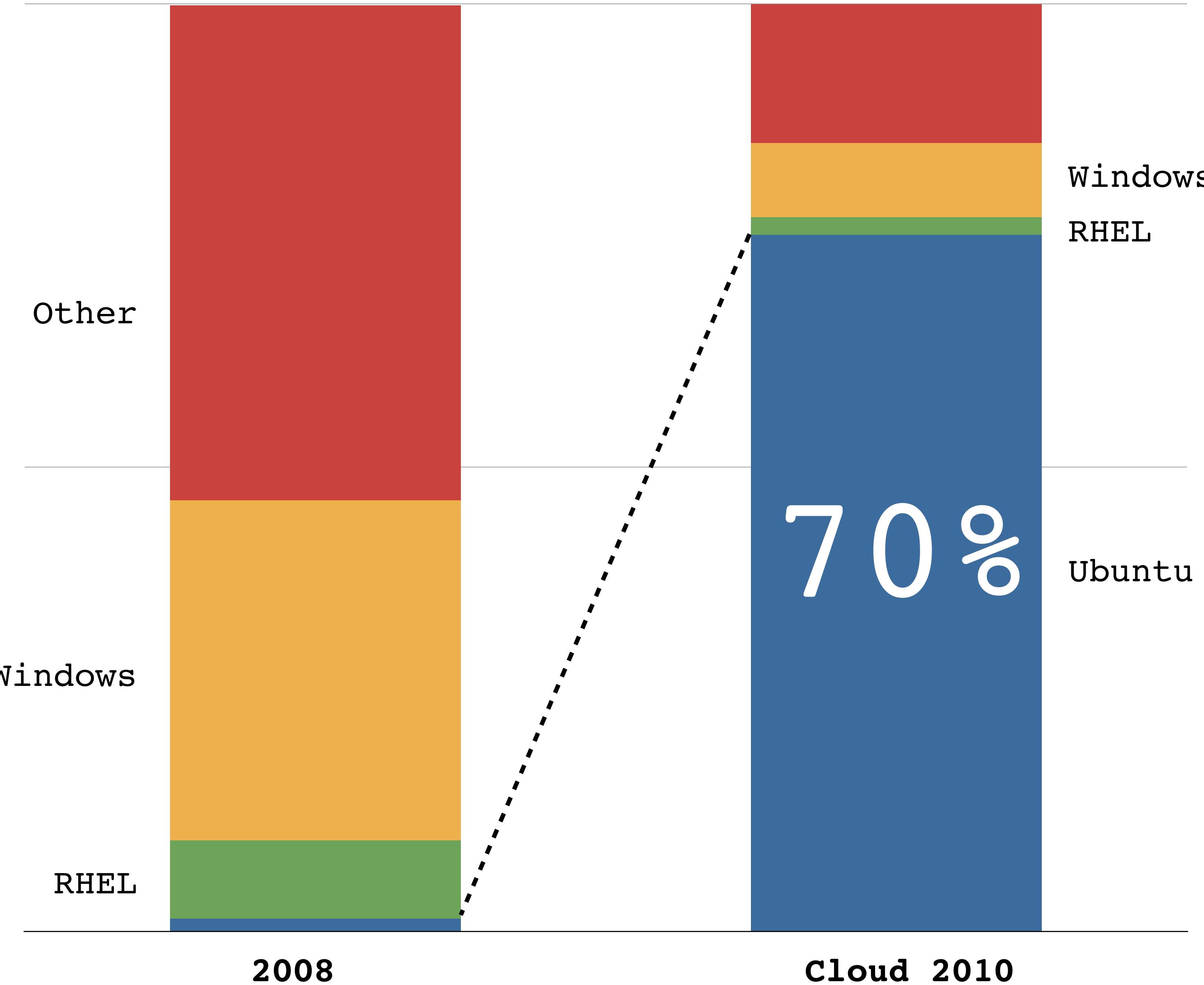
How many times have you ever learned from a past ...





Ubuntu Logo,
<https://www.ubuntu.com/legal/terms-and-policies/intellectual-property-policy>







the network for the post-bureaucratic age

“Better for Less”

How to make Government IT deliver savings.

Liam Maxwell

with contributions from

Jerry Fishenden

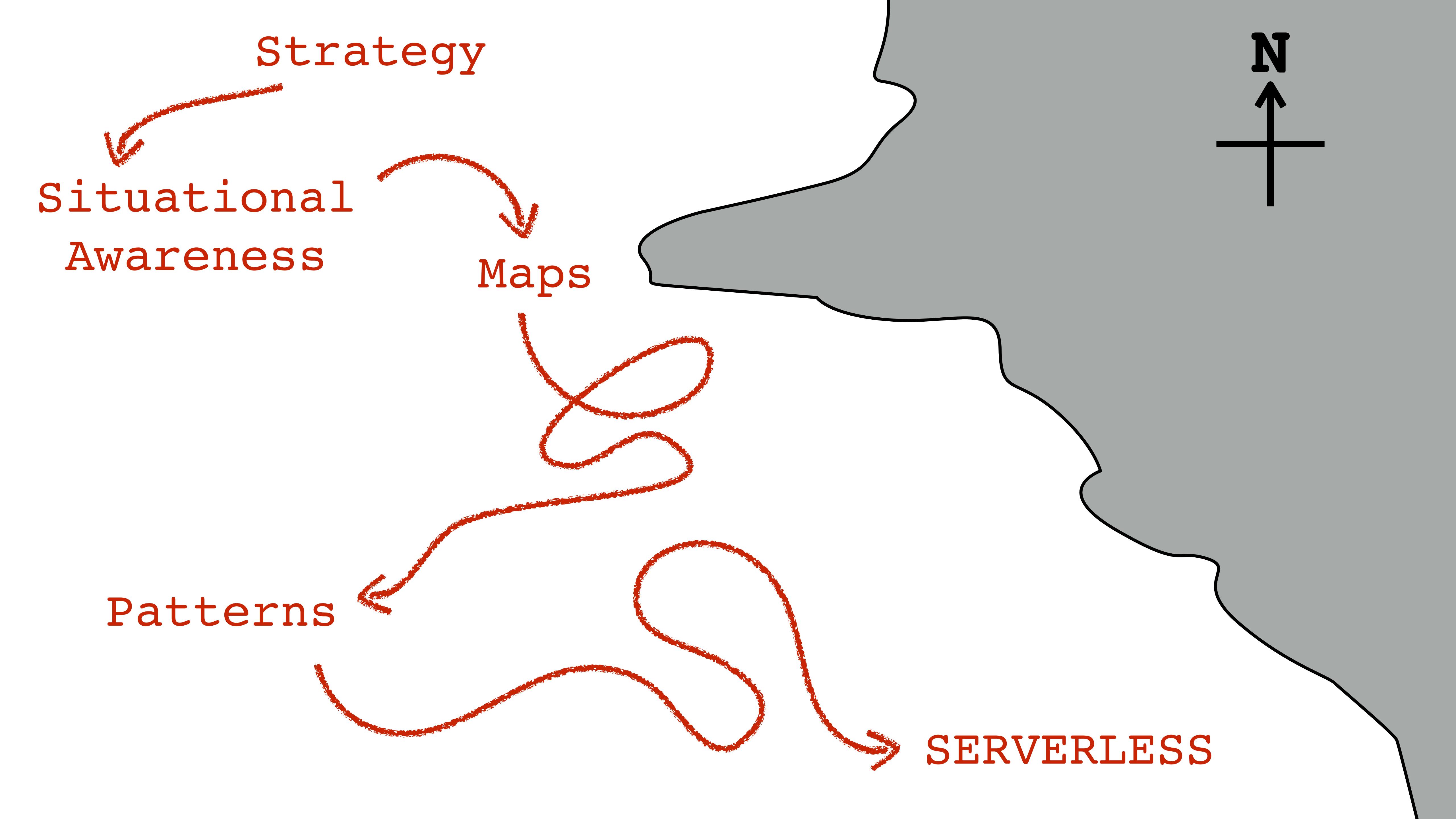
William Heath

Jonathan Sowler

Peter Rowlins

Mark Thompson

Simon Wardley.



Strategy

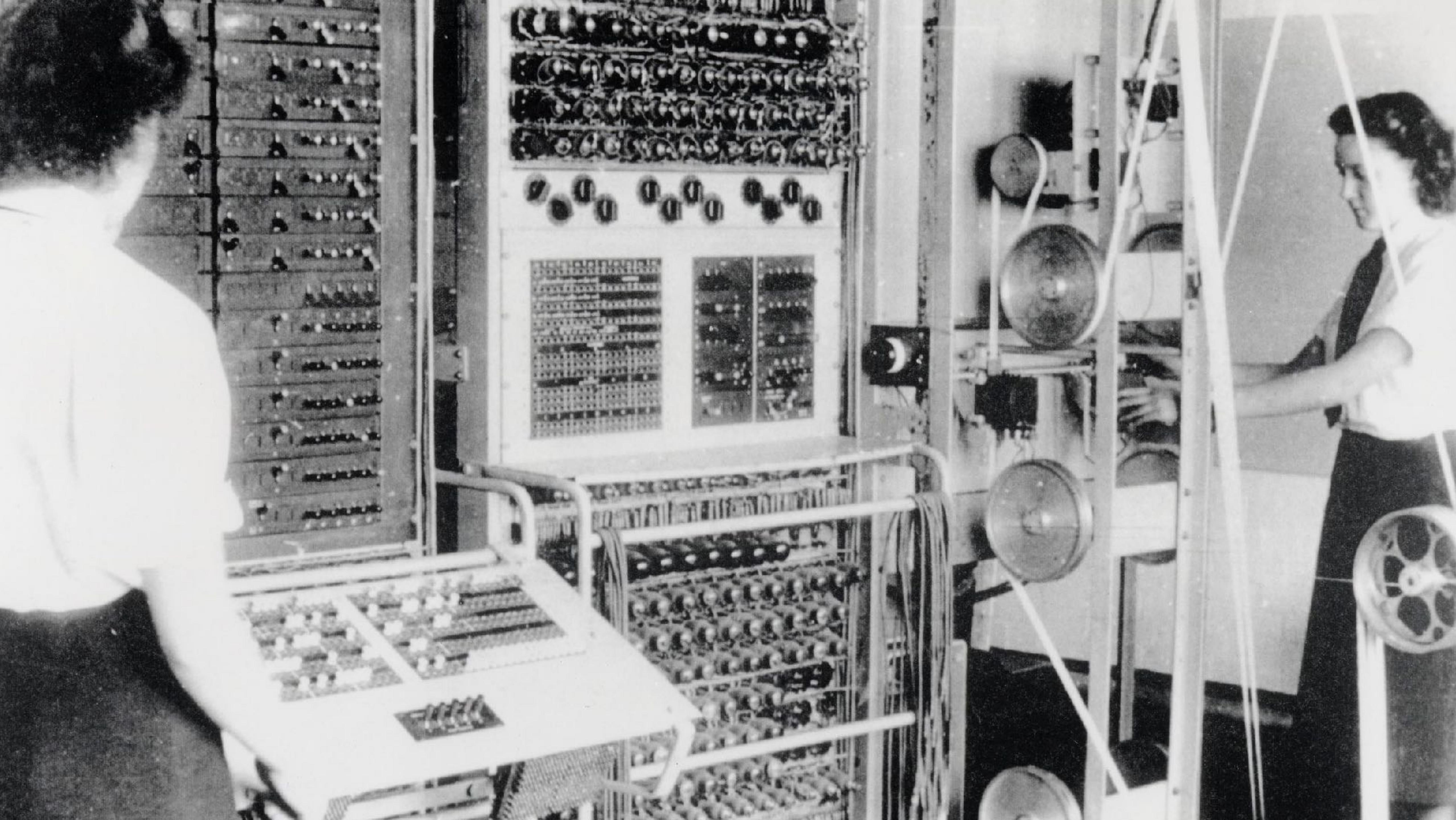
Situational Awareness

Maps

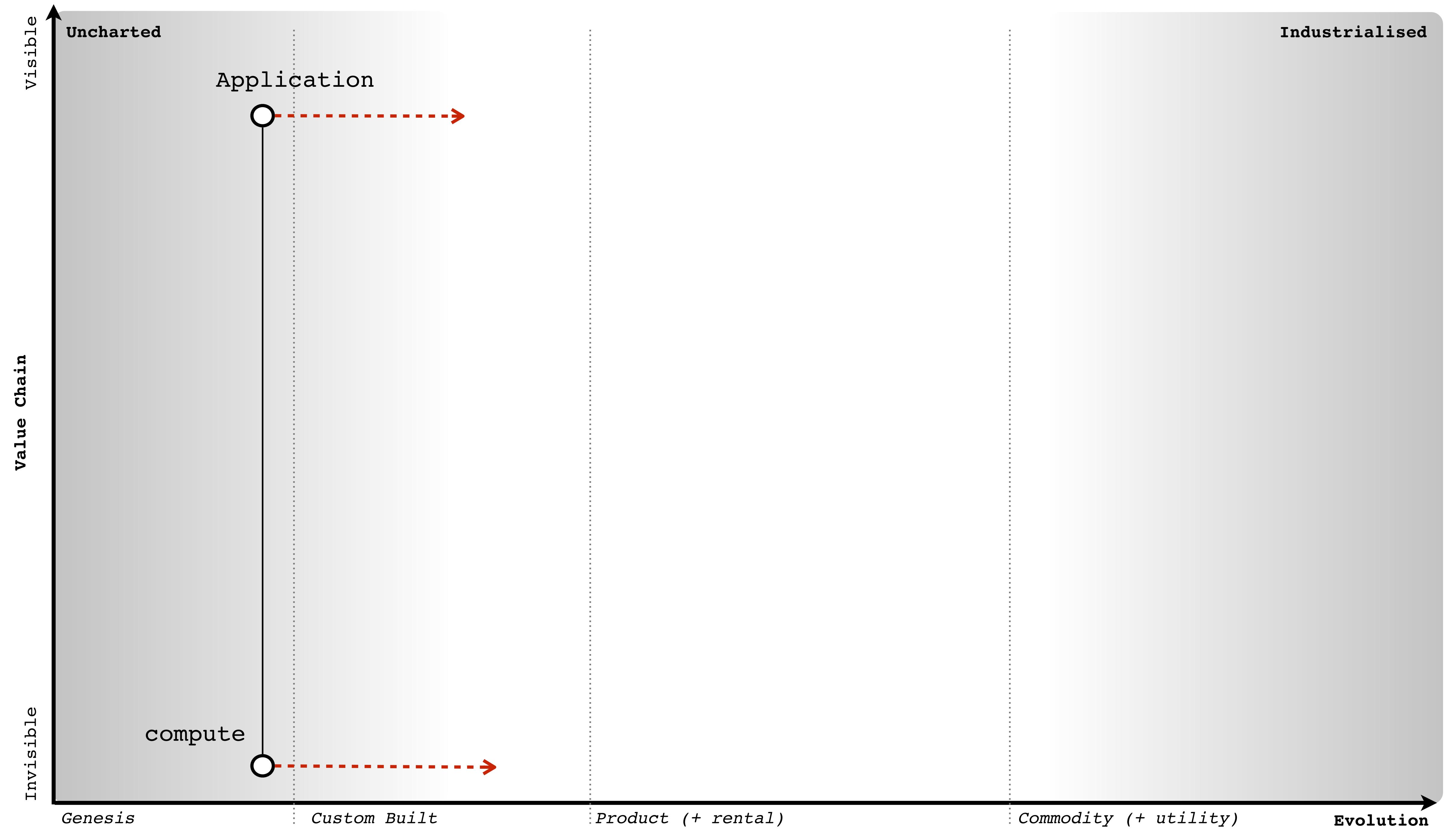
Patterns

SERVERLESS

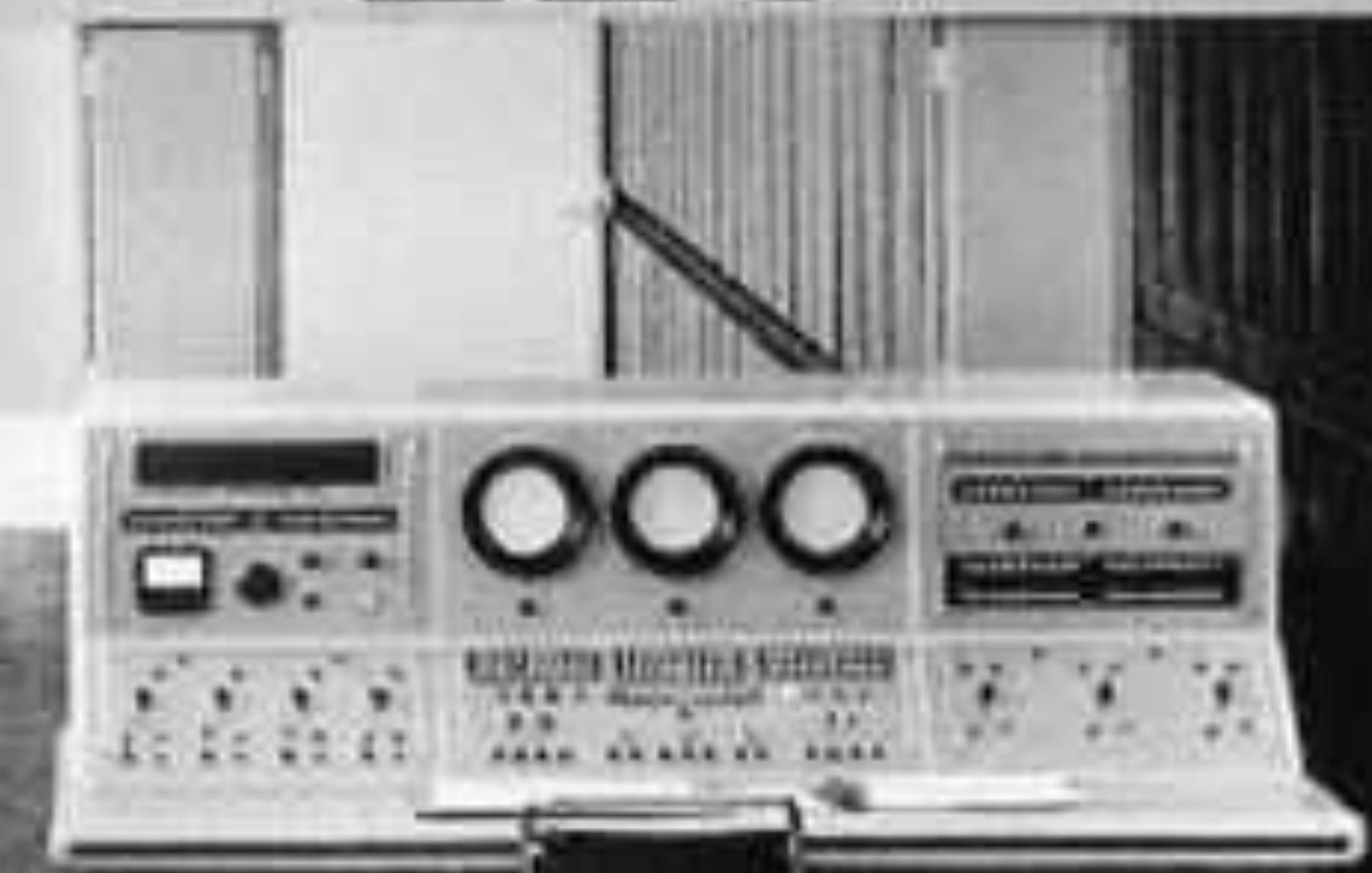
N

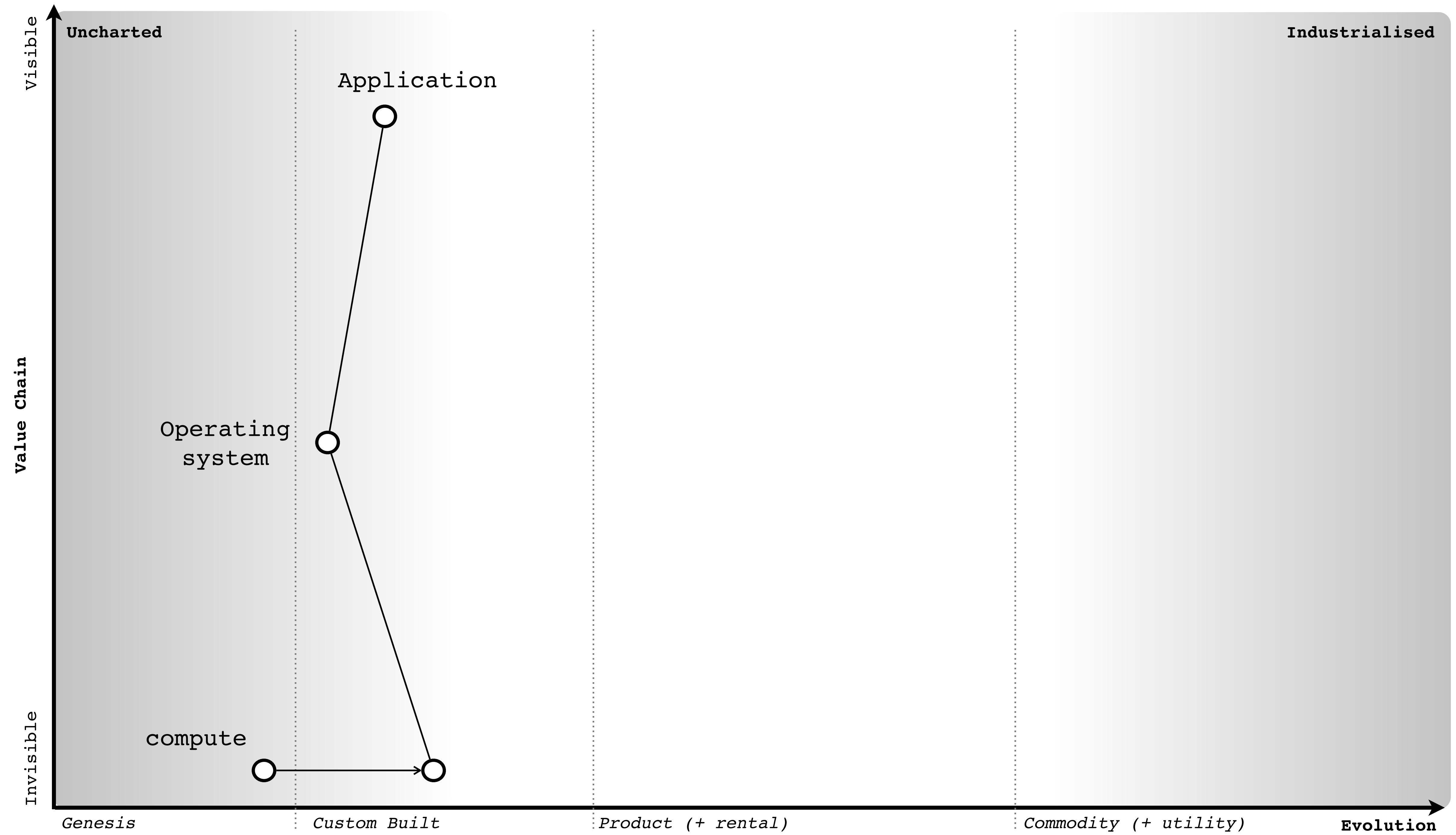


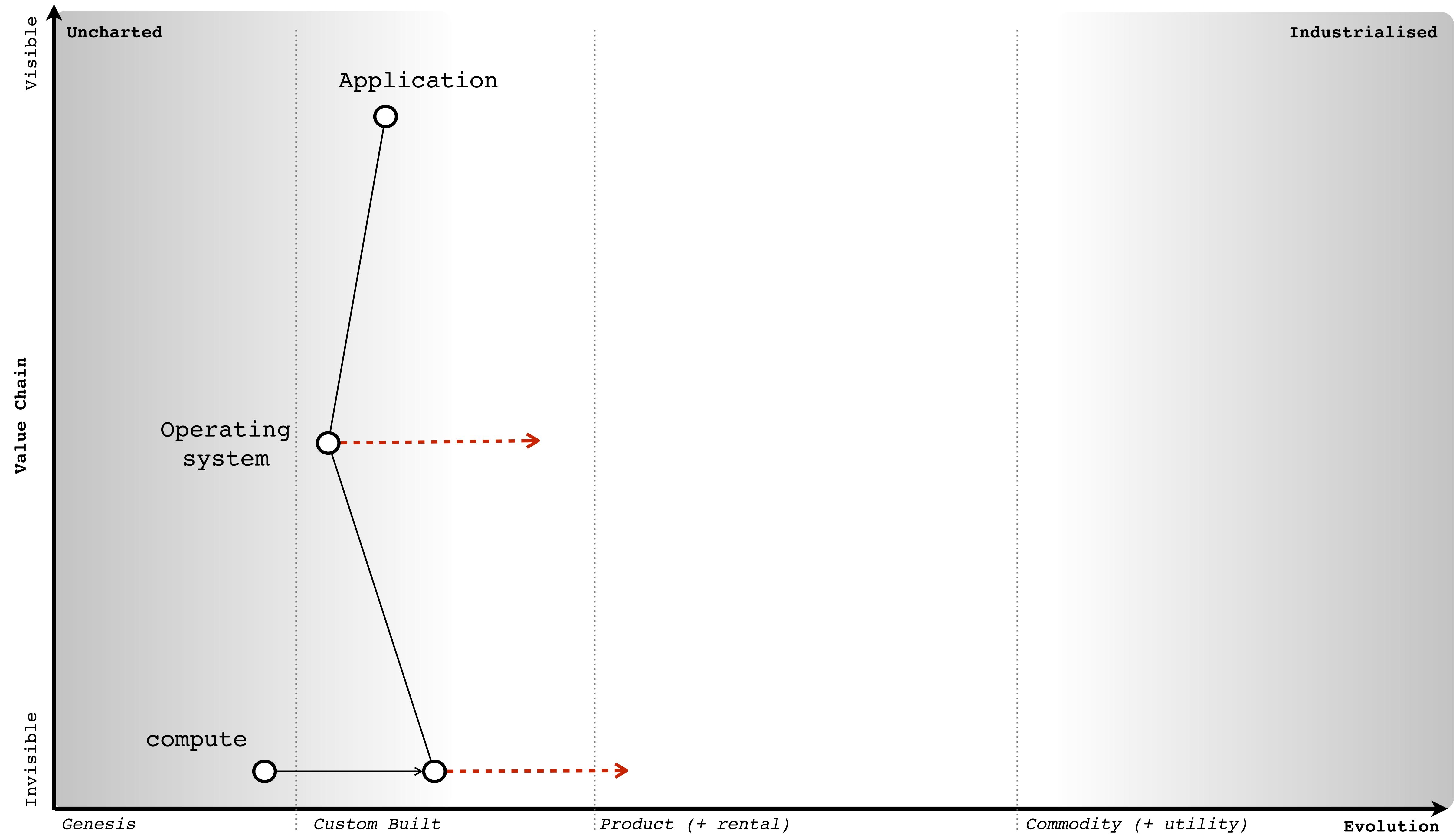




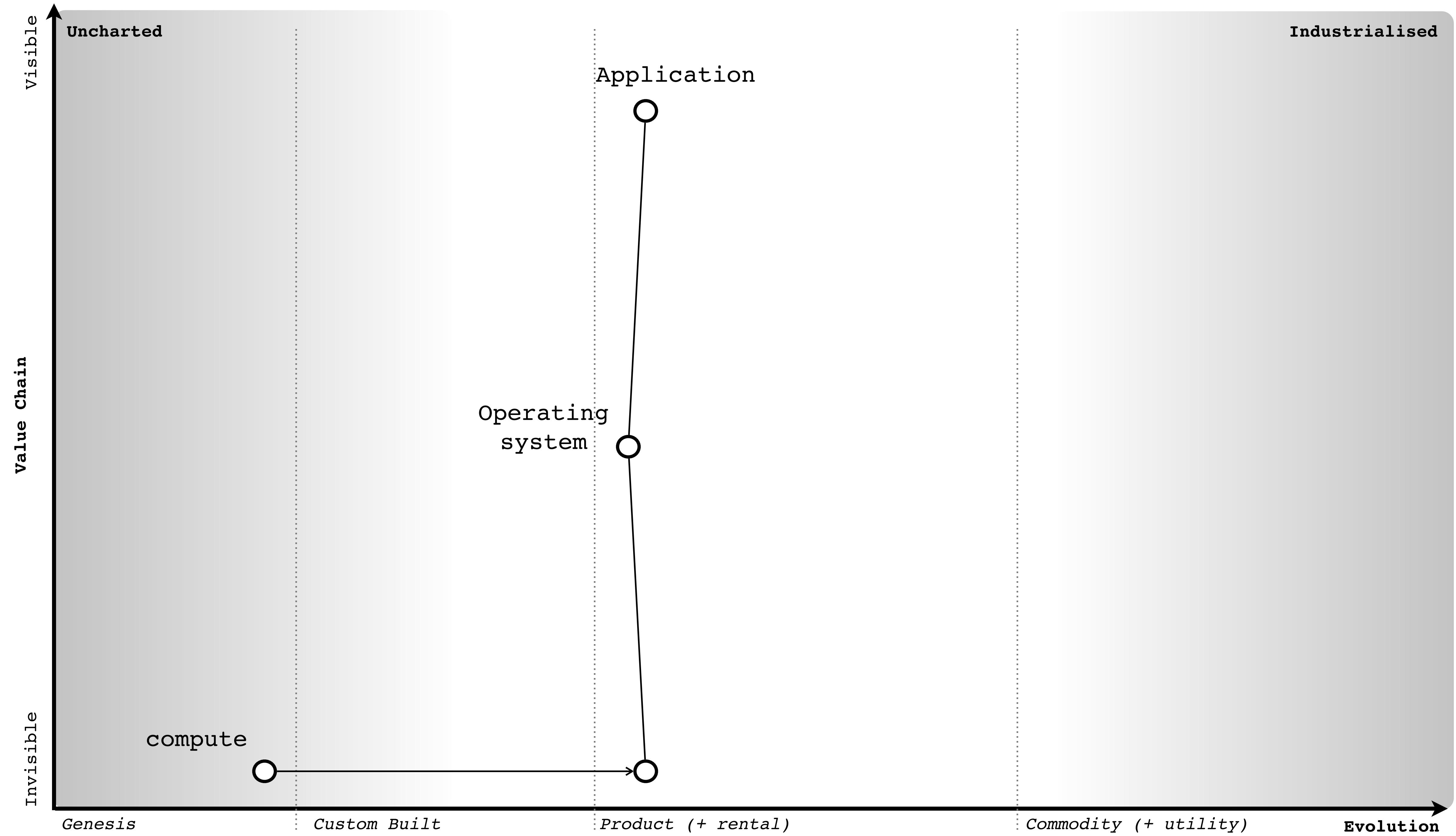
LEO

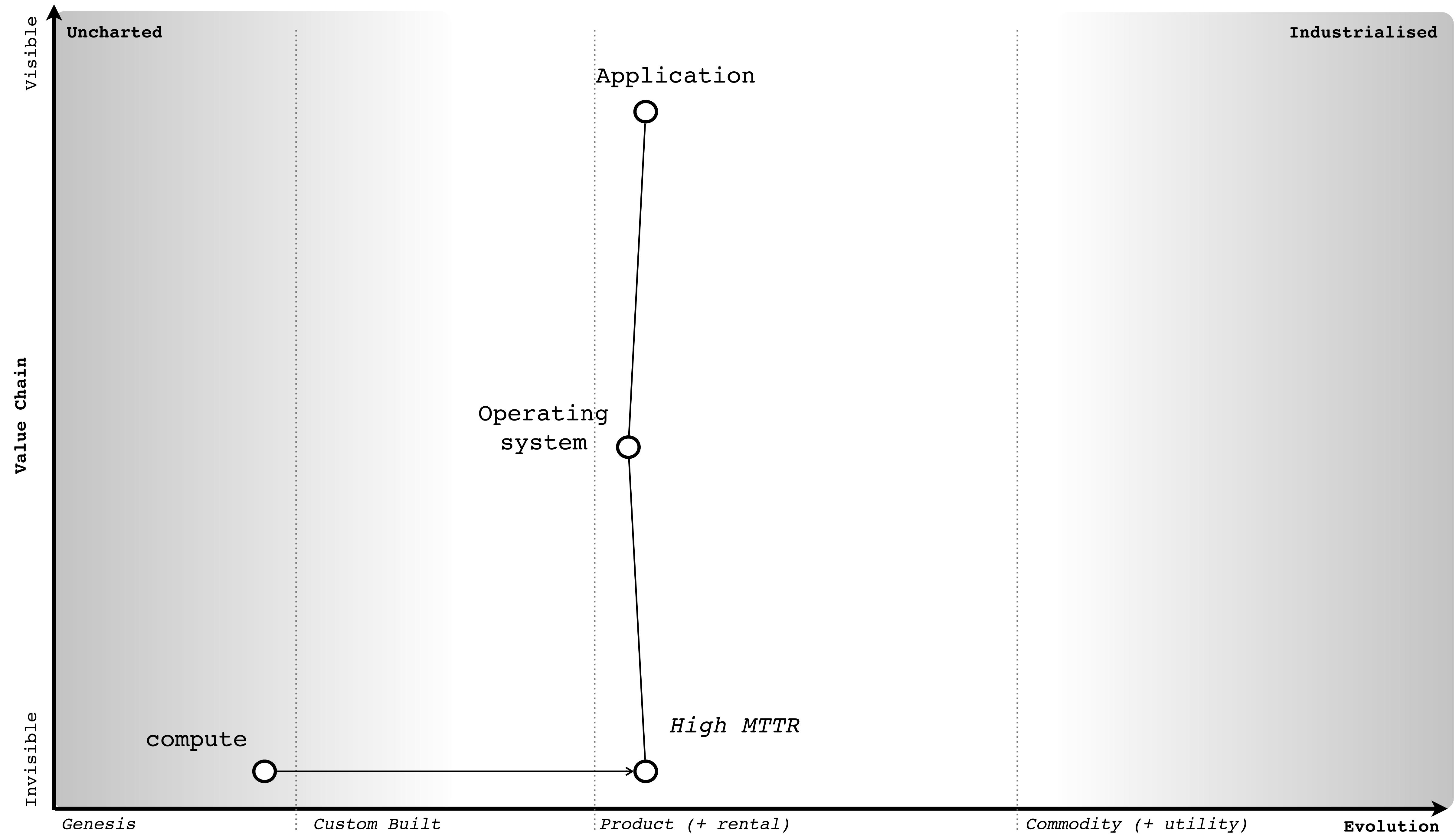


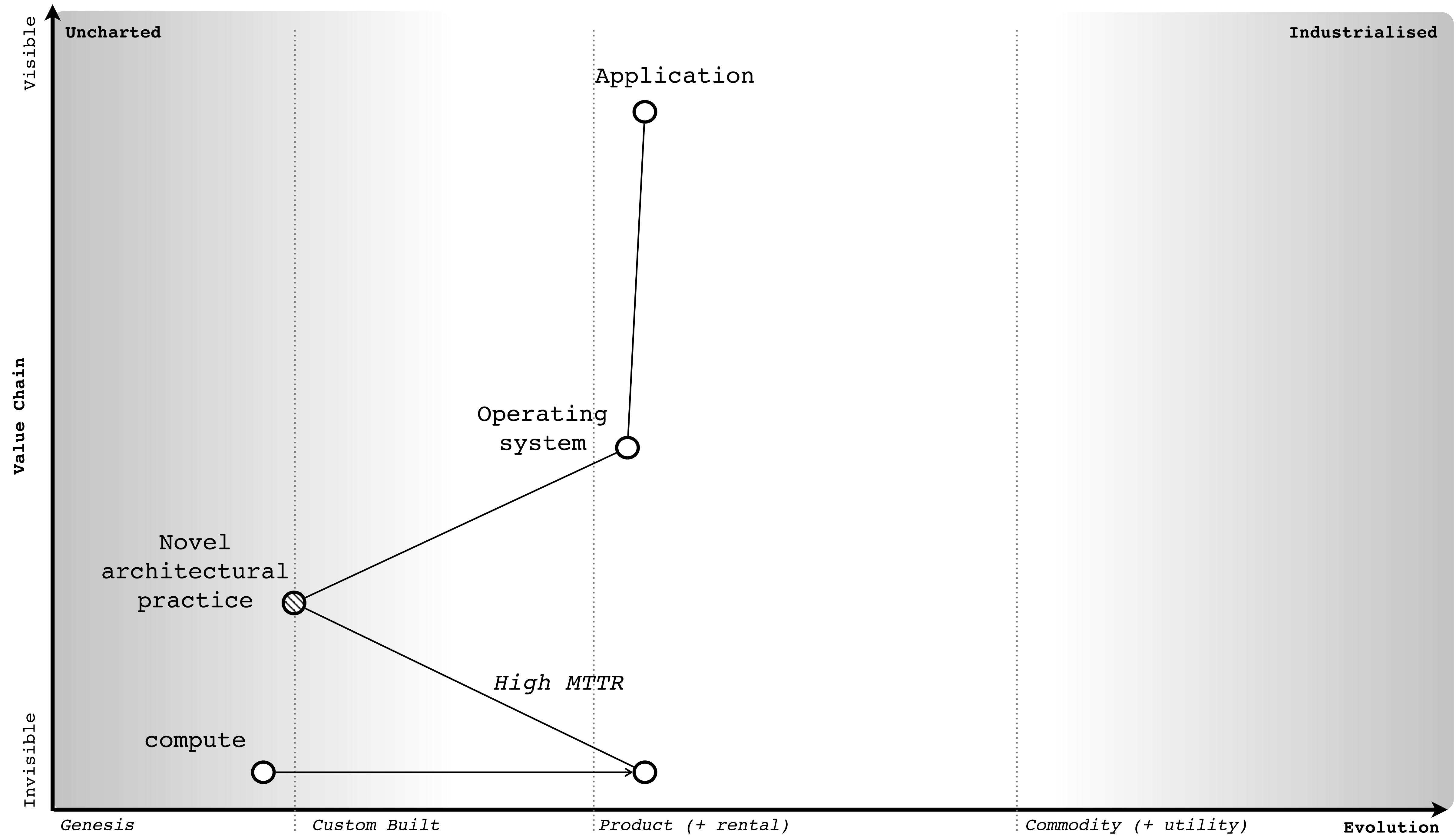


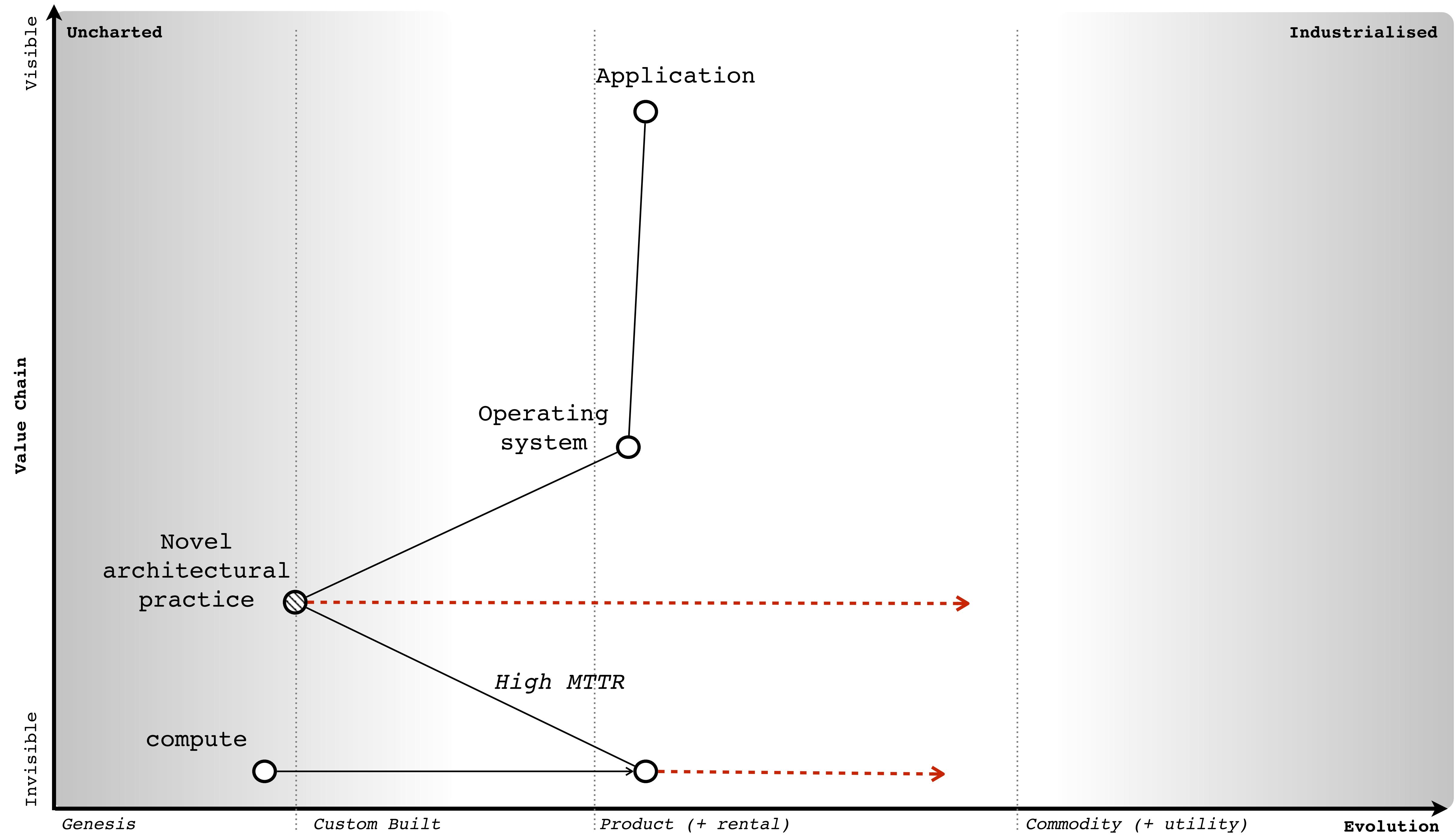


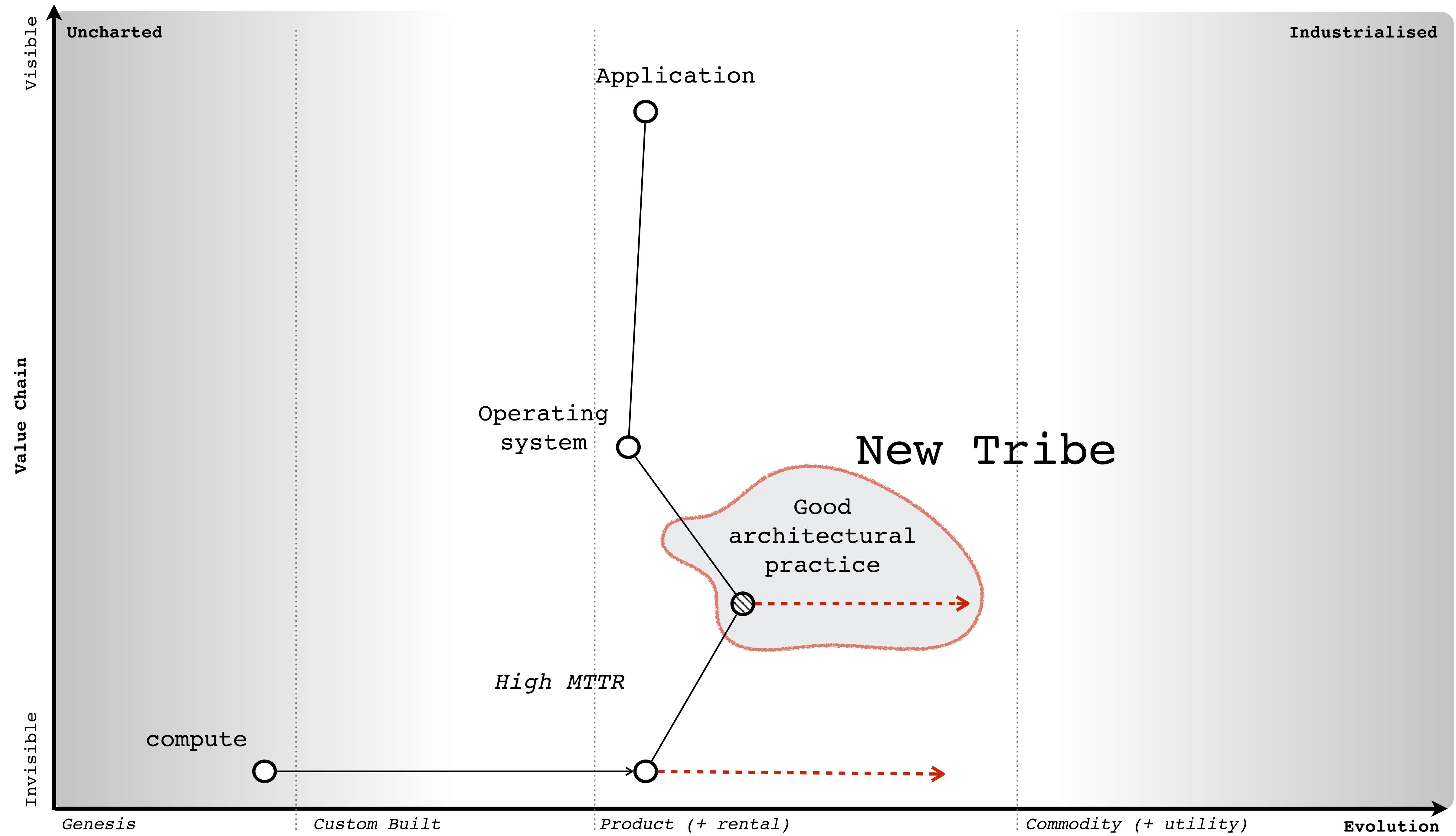








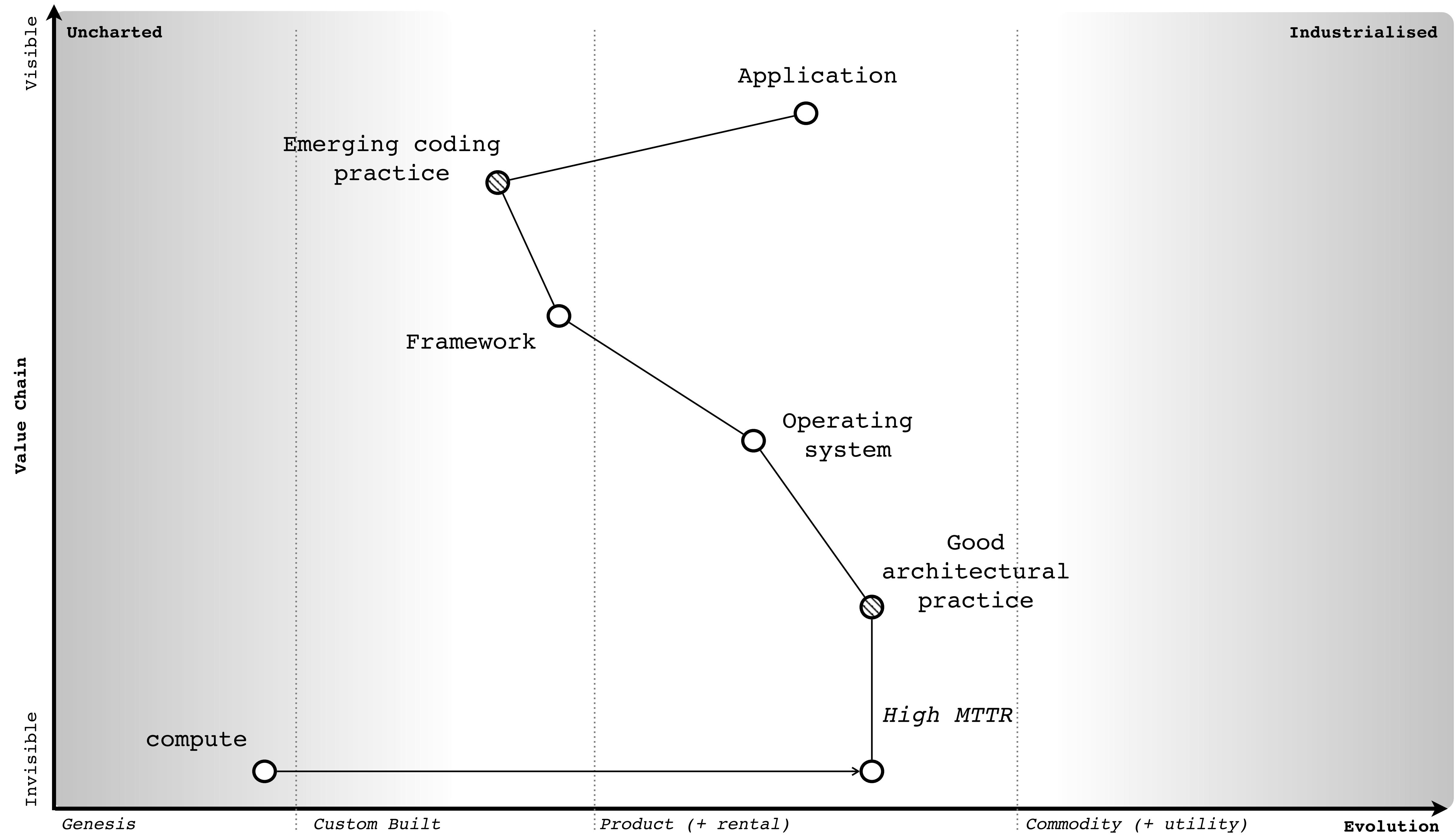


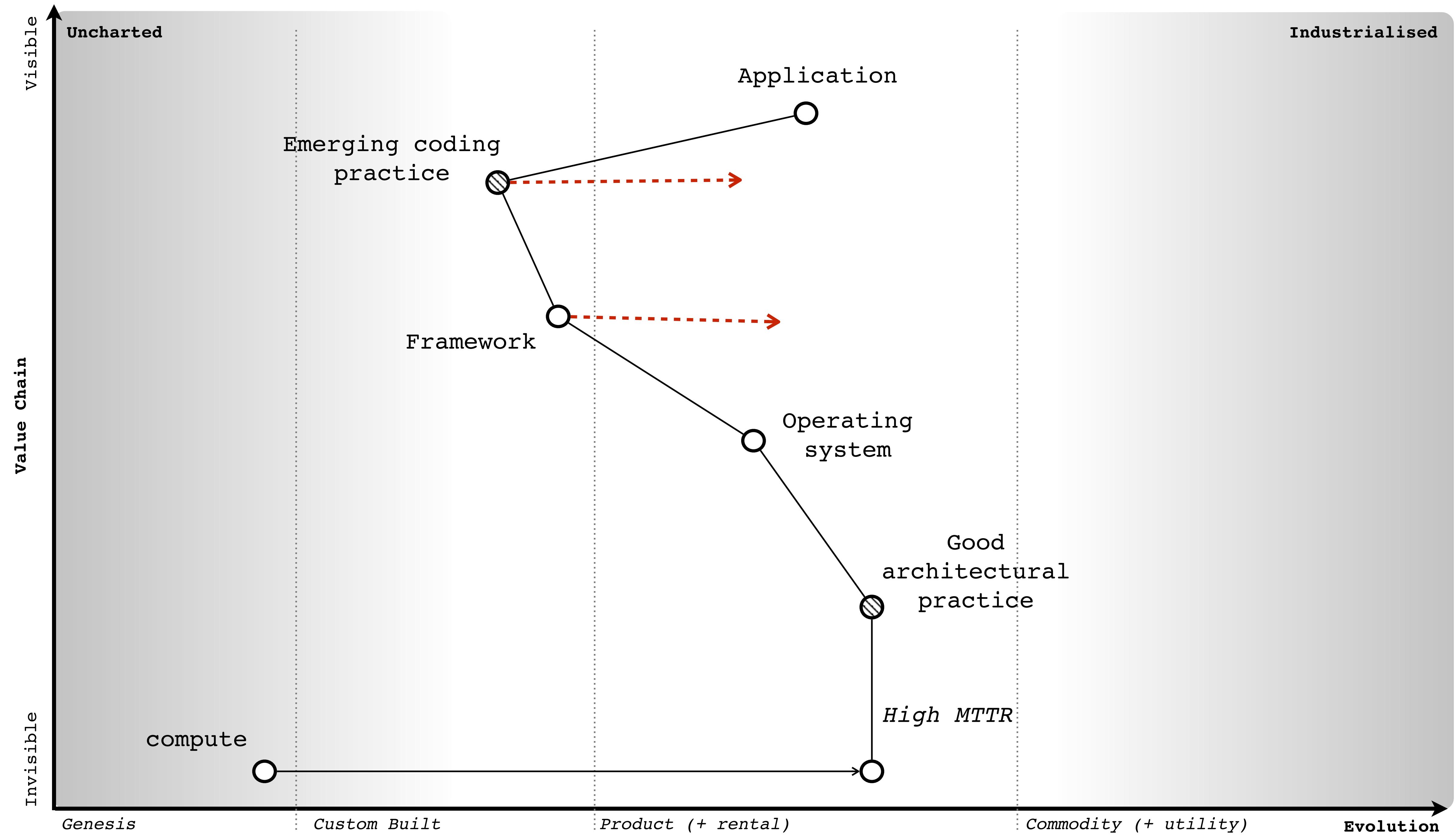


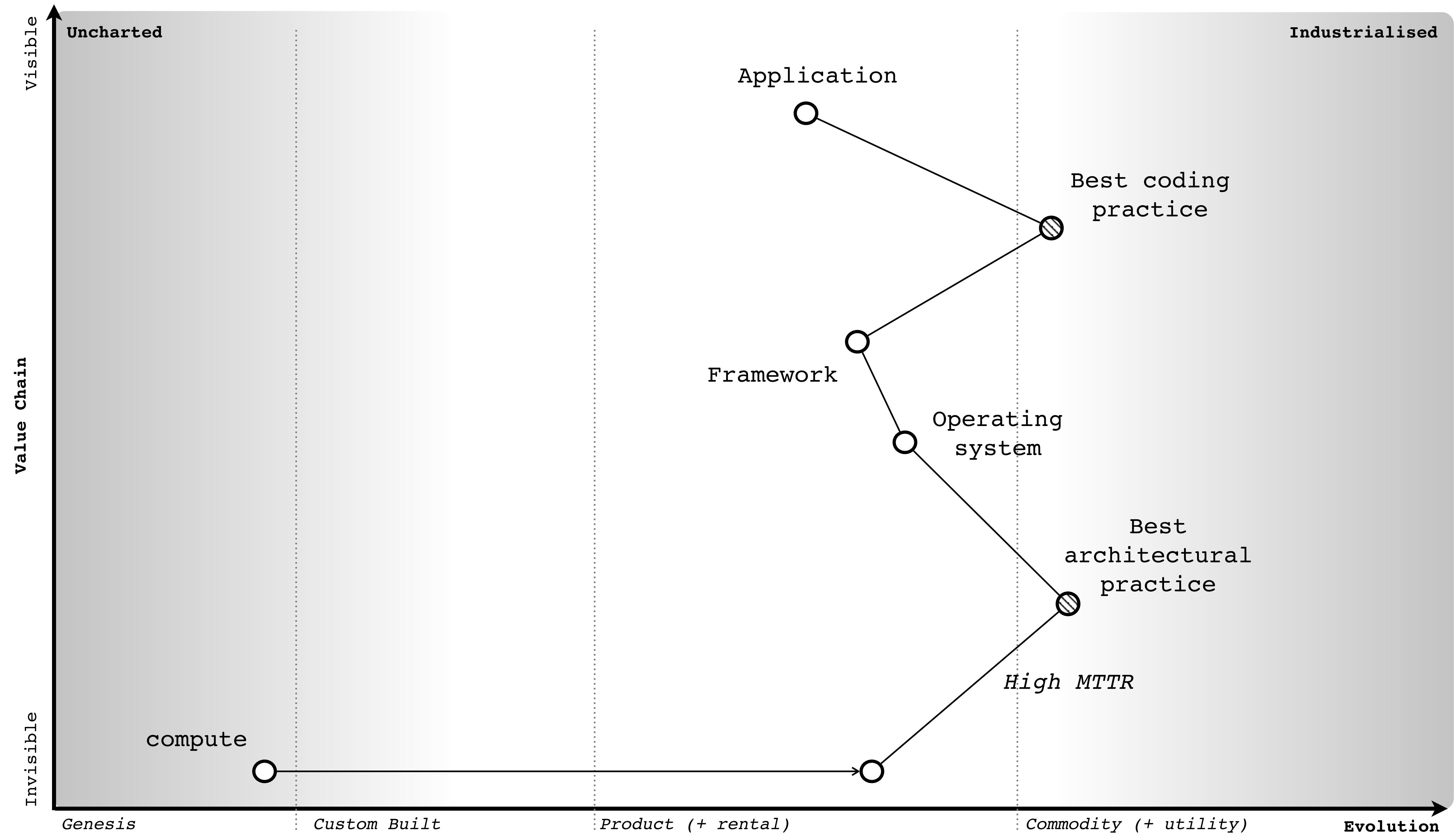


LOLs, no
capacity
planning!

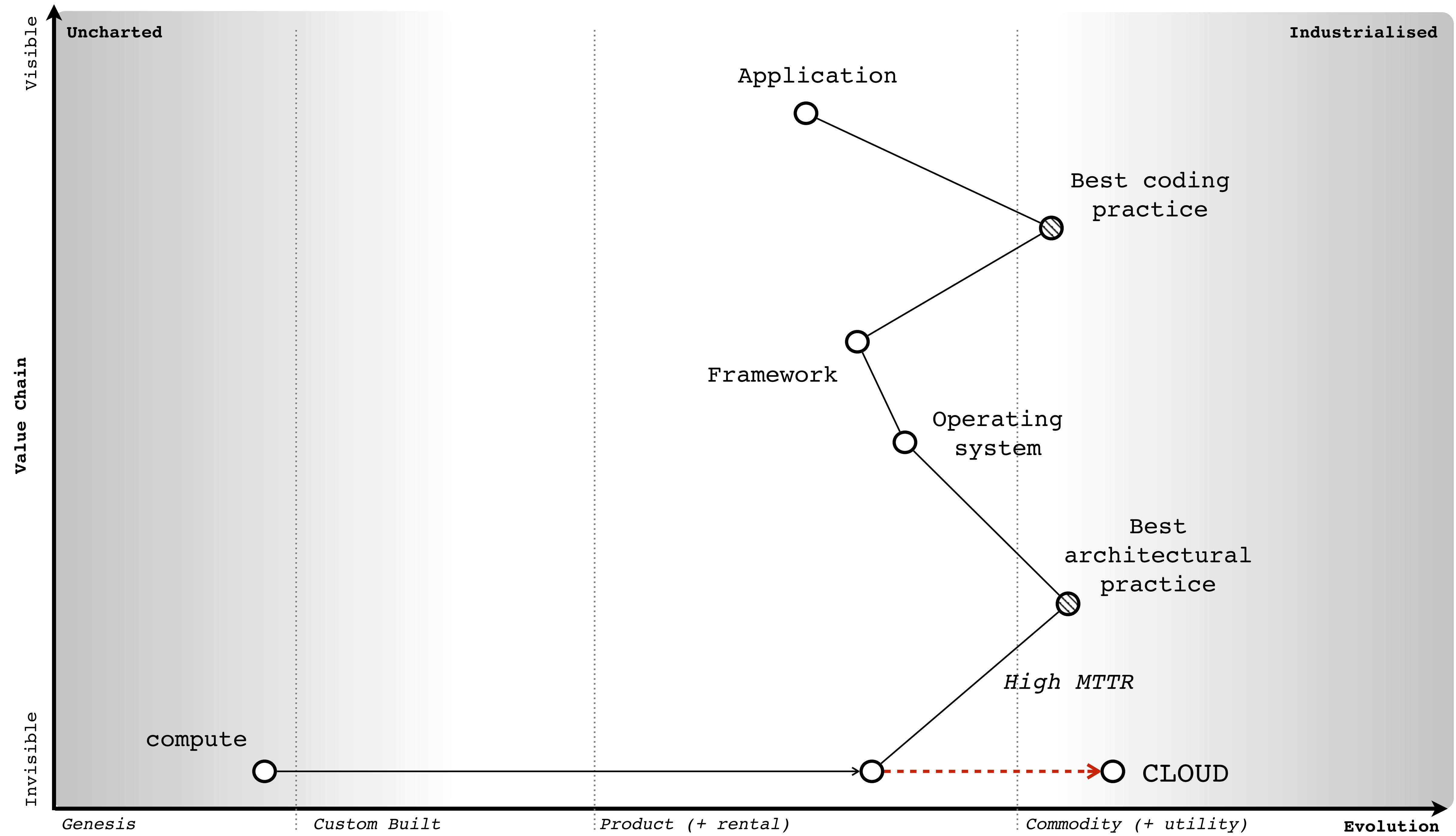


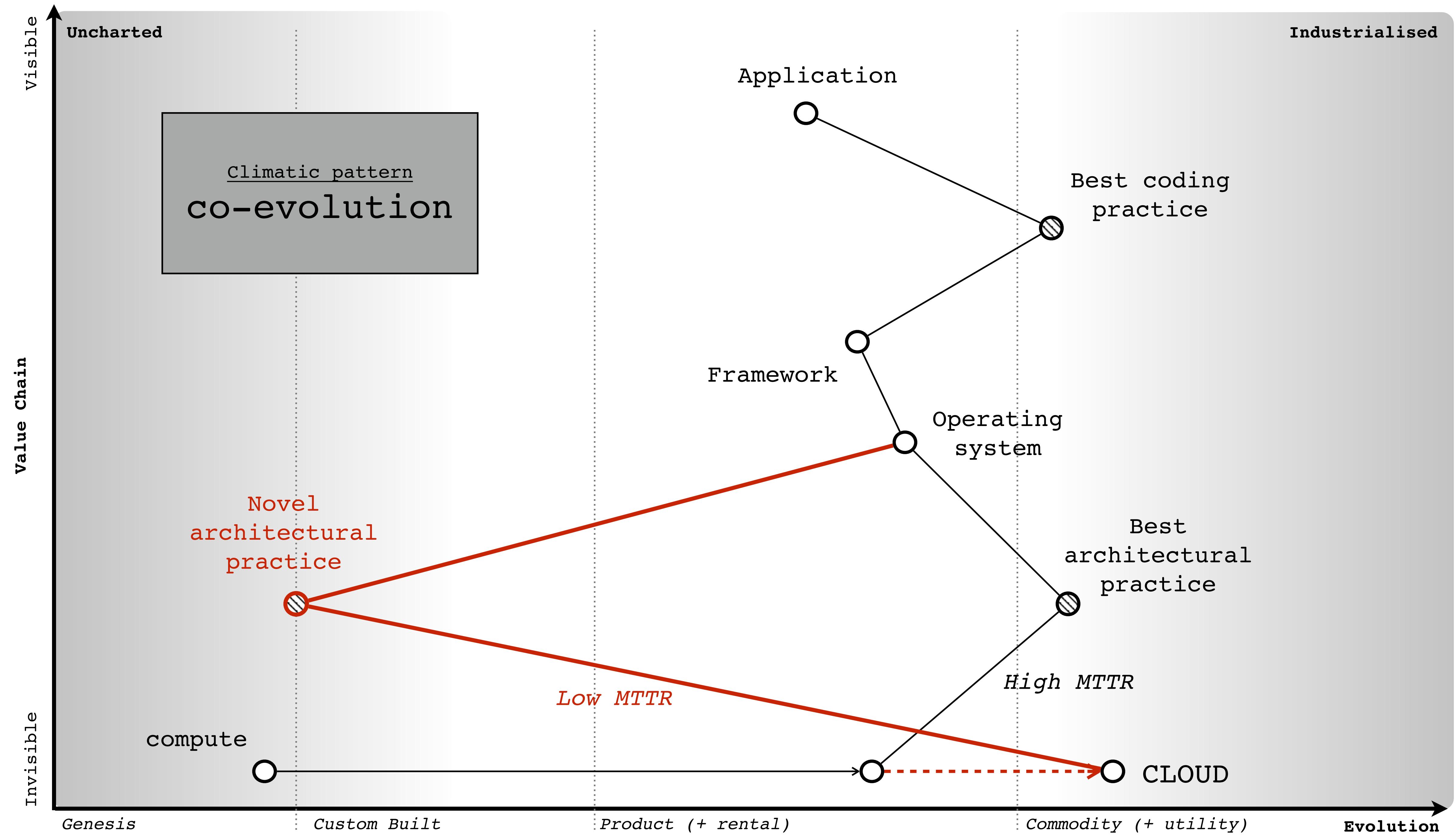












How Cloud Leaders Can Signify Leadership Potential

by **Carl Senior, Robin Martin, Michael West, and Rowena M. Yeats**

FROM THE NOVEMBER 2011 ISSUE



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Evolutionary biologists have learned that people with greater “genetic fitness,” as manifested by a high degree of left-right body symmetry, are not just considered better looking but also tend to be healthier, more intelligent, and more dominant than others. They’re the classic alphas who rise to the top of rigidly hierarchical organizations such as the military.

But **our research** shows that people with subtle asymmetries—for example, imbalances in ear or finger length—are often better “transformational” leaders, able to inspire followers to put self-interest aside for the good of the group. Furthermore, teams they lead outperform teams whose leaders have more-symmetrical bodies.



A black and white cat with orange eyes is sitting in a wooden courtroom. It is wearing a pink necktie and has a speech bubble coming from its mouth. The courtroom has wooden paneling and several rows of grey upholstered chairs.

Make my
stuff
“cloudy”

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Amazon Cloud Outage Aftermath: Questions, Concerns Linger

By [Andrew R Hickey, CRN](#)

May 11, 2011 1:33 PM ET

[Amazon's cloud outage](#) shook the cloud computing industry to its core last month, and at Interop Las Vegas 2011 a panel of cloud experts examined the fallout and the lasting impact of Amazon (NSDQ:[AMZN](#))'s cloud outage.

Amazon's cloud services went down for several hours, and in some cases days, on April 21 after an issue with its Elastic Block Store (EBS) service got stuck in a "re-mirroring storm" in its North Virginia data center. The hiccup knocked several Amazon cloud users offline,

RECENT ARTICLES

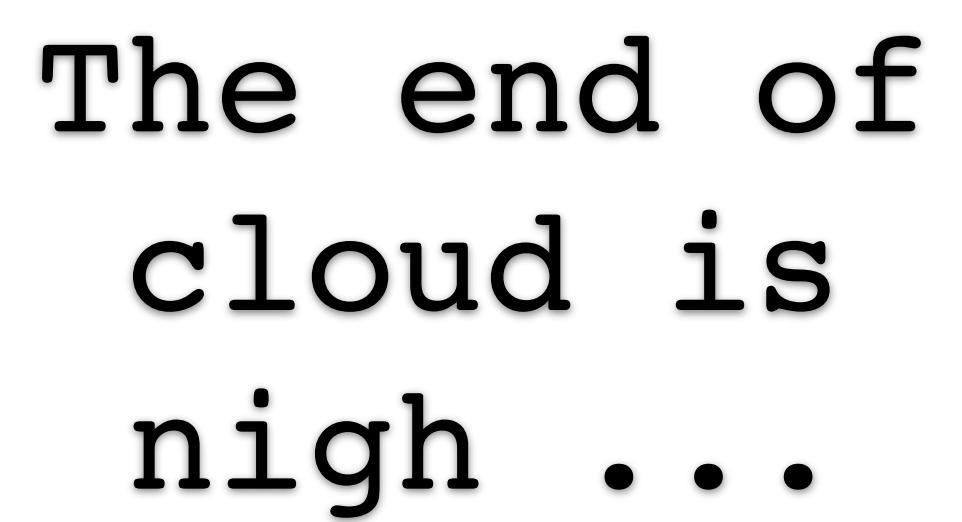


[Amazon's Not A Outages In The](#)

Amazon's cloud outag last. Here we look at within the last year.



[Amazon Cloud C Learned](#)



The end of
cloud is
nigh . . .



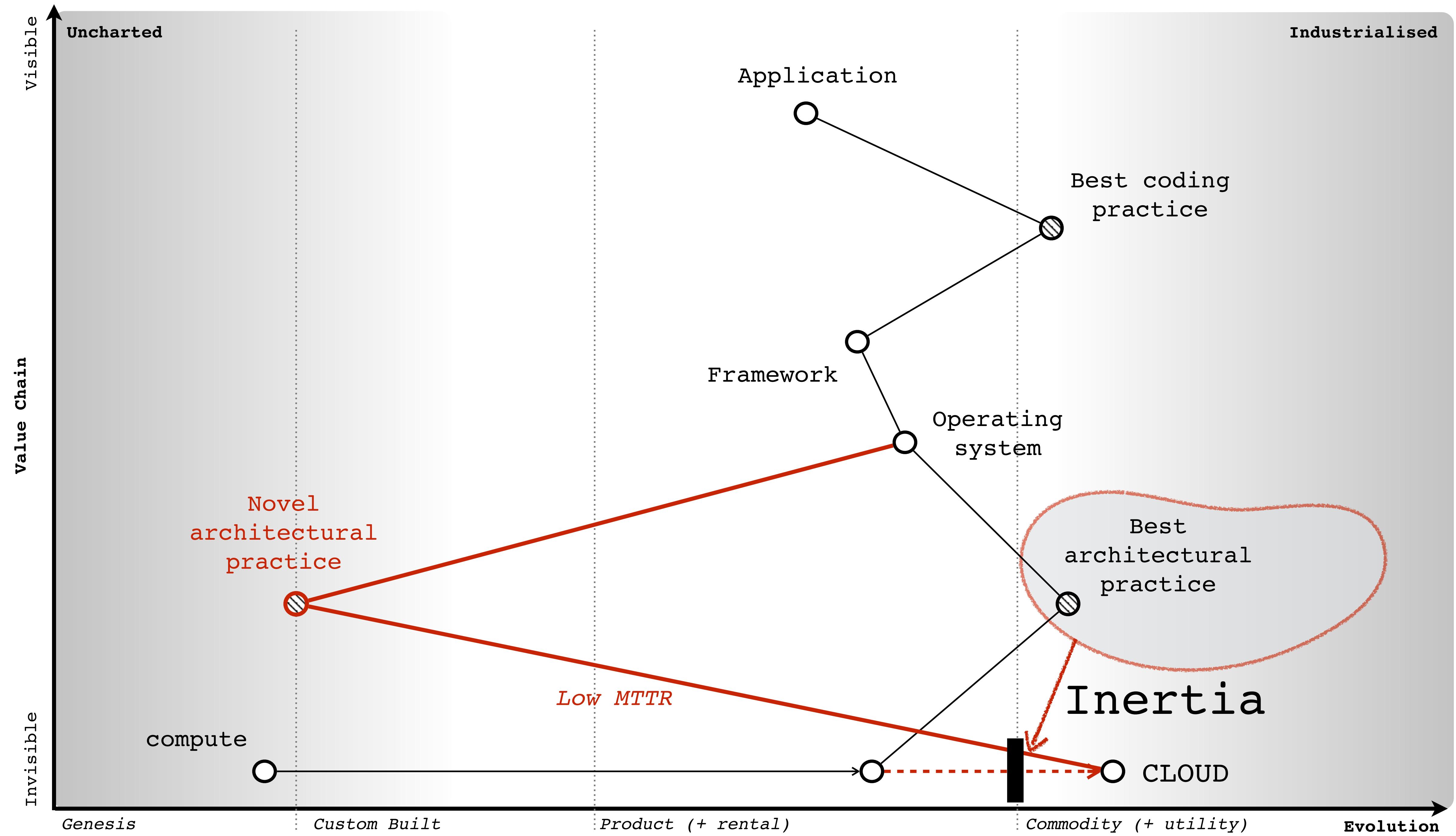


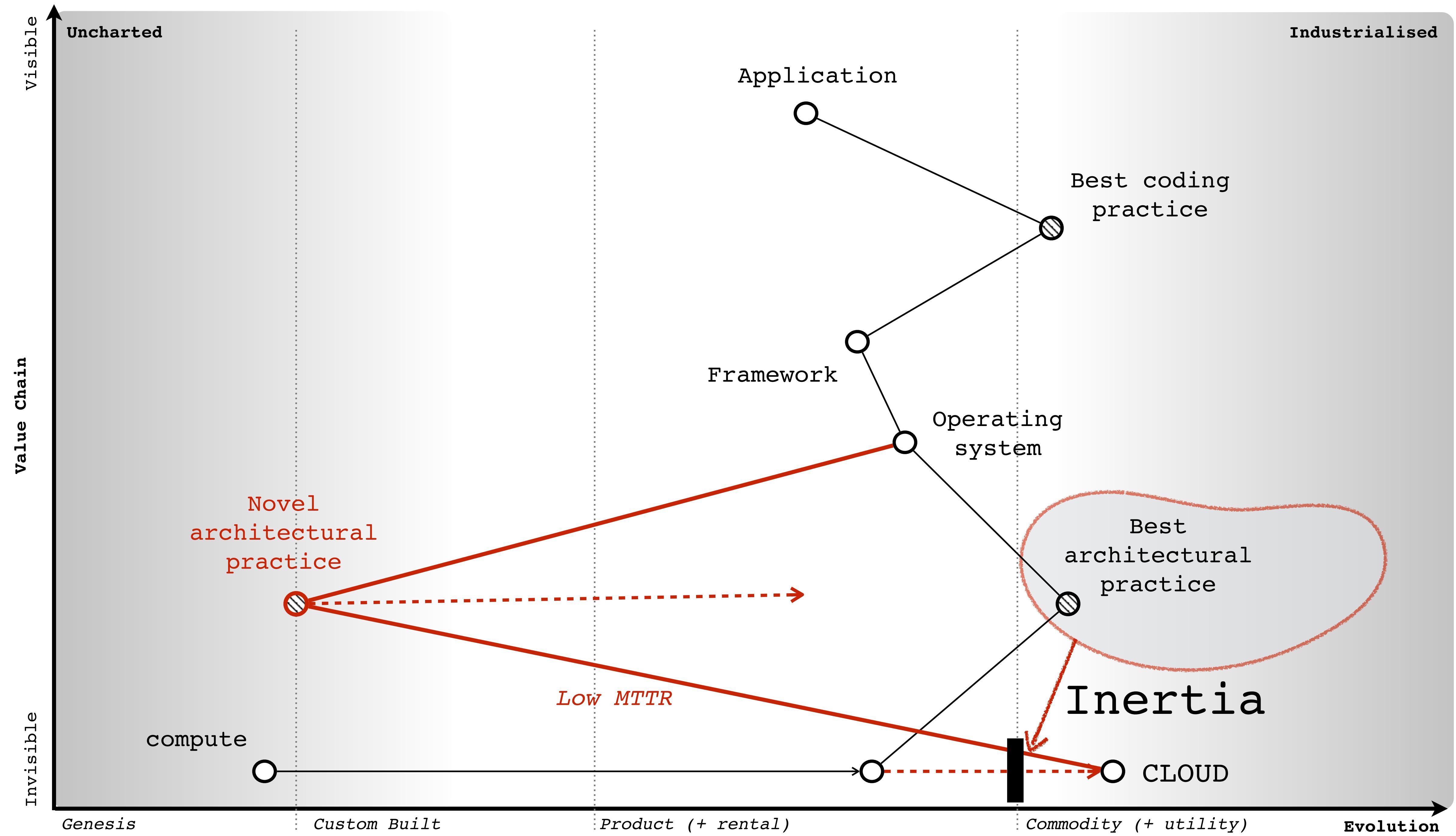
Shouldn't
our
architecture
evolve as
well?

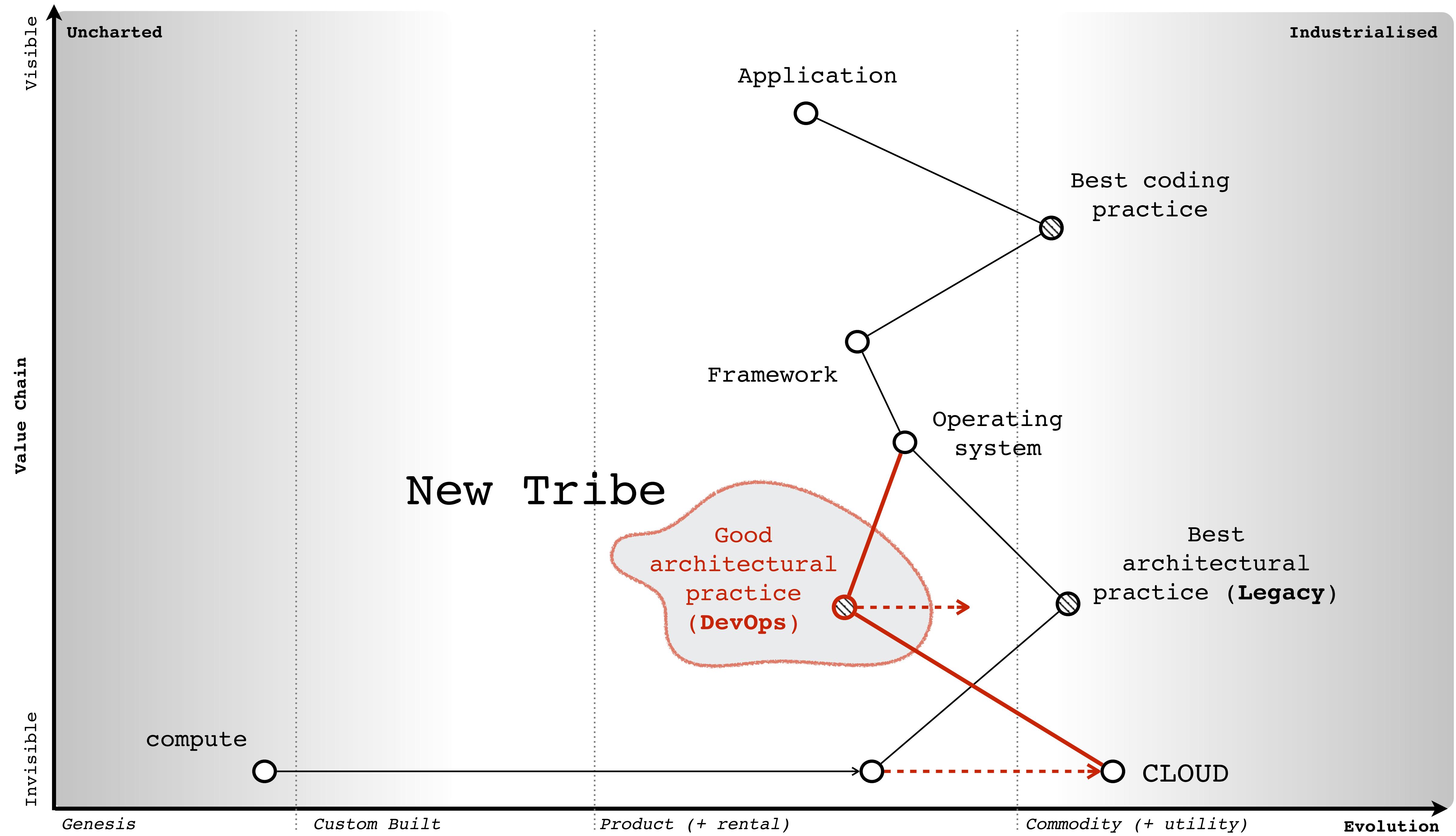


Burn
him!

Heretic









A cat dressed as Paddington Bear, wearing a red coat and hat, stands next to another cat. A white speech bubble originates from the cat's mouth, containing the text.

It's all about user
needs, iterative
cycles, automation,
feedback loops, ...

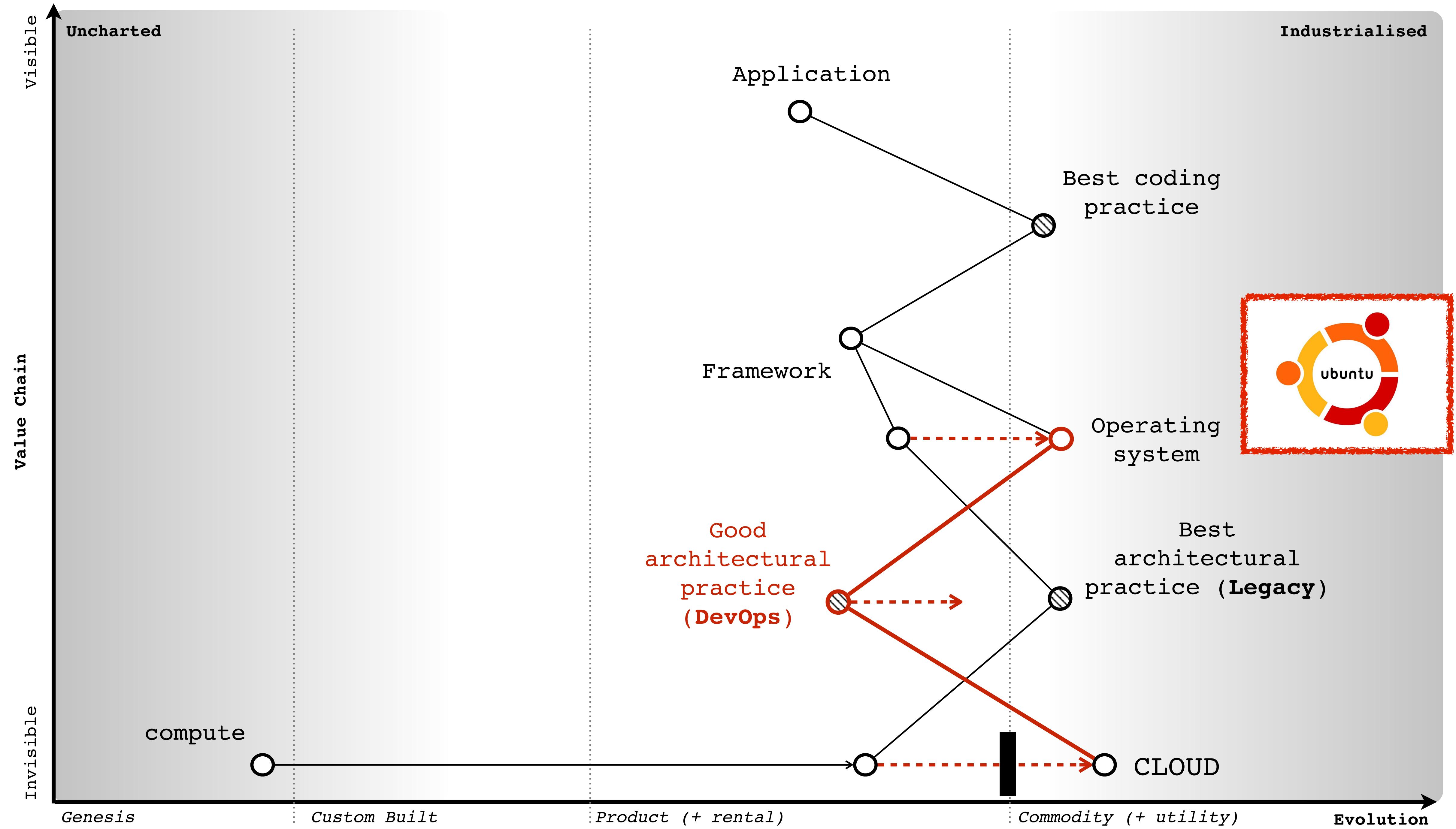


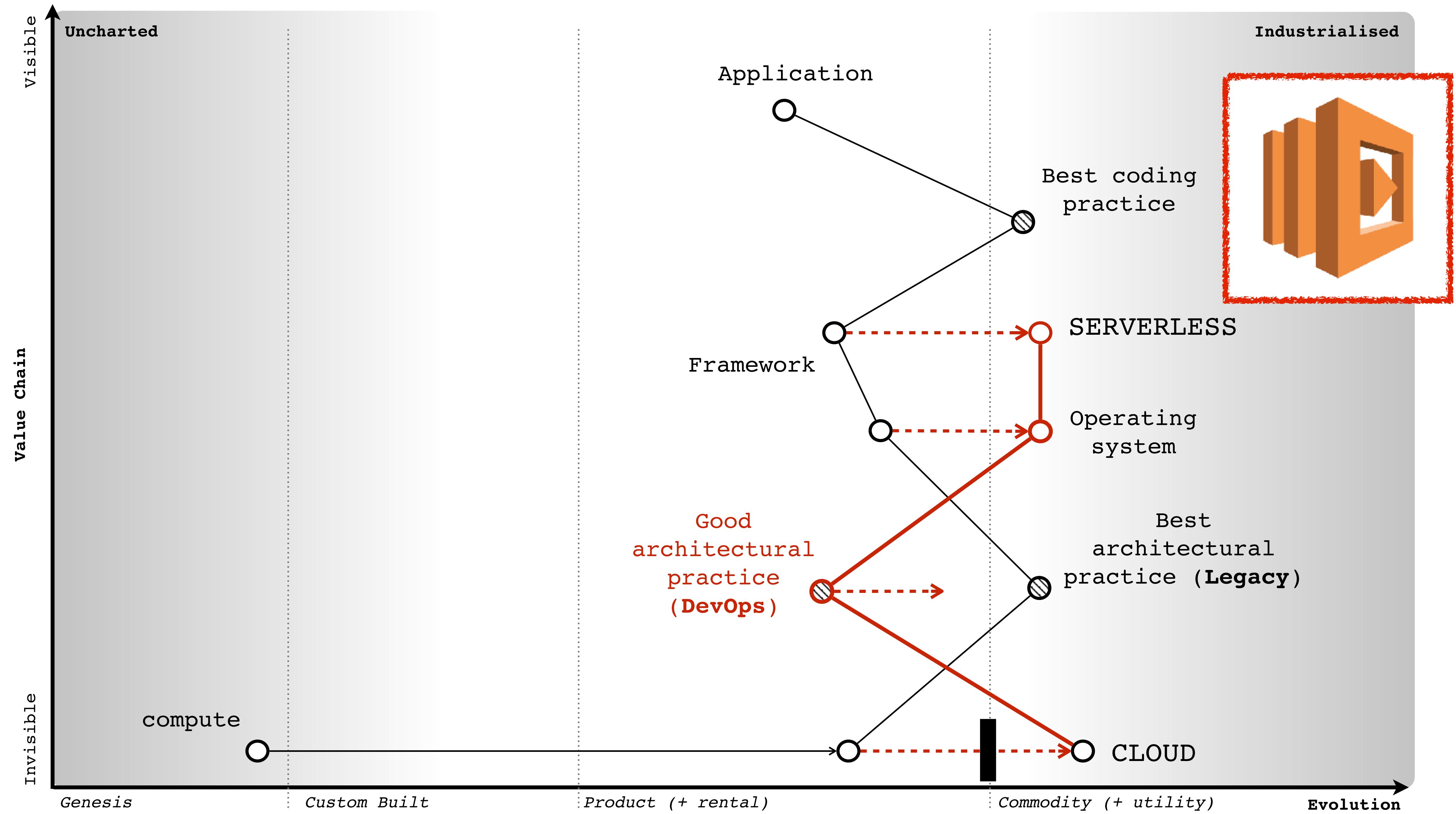
So was ITIL

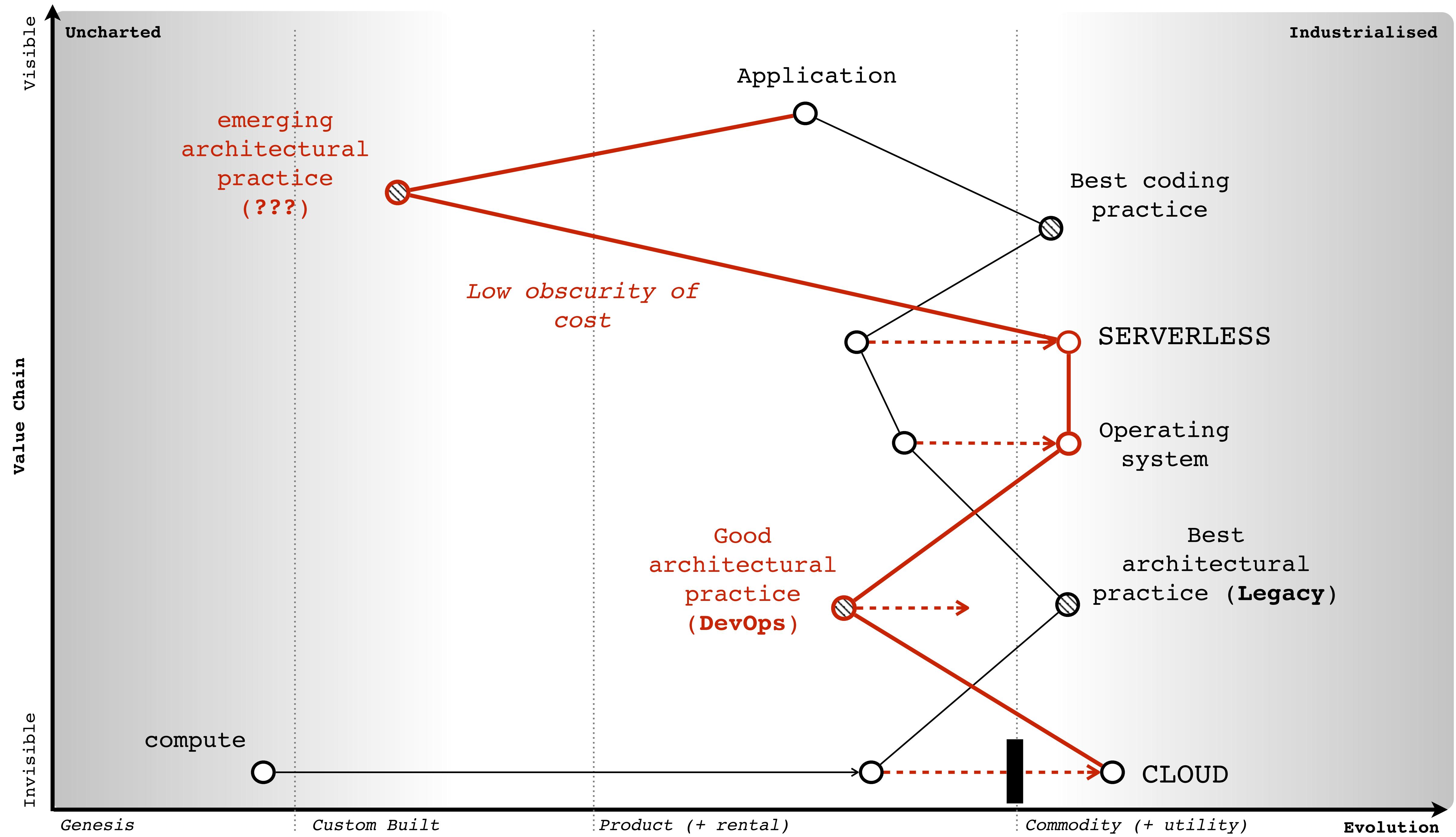


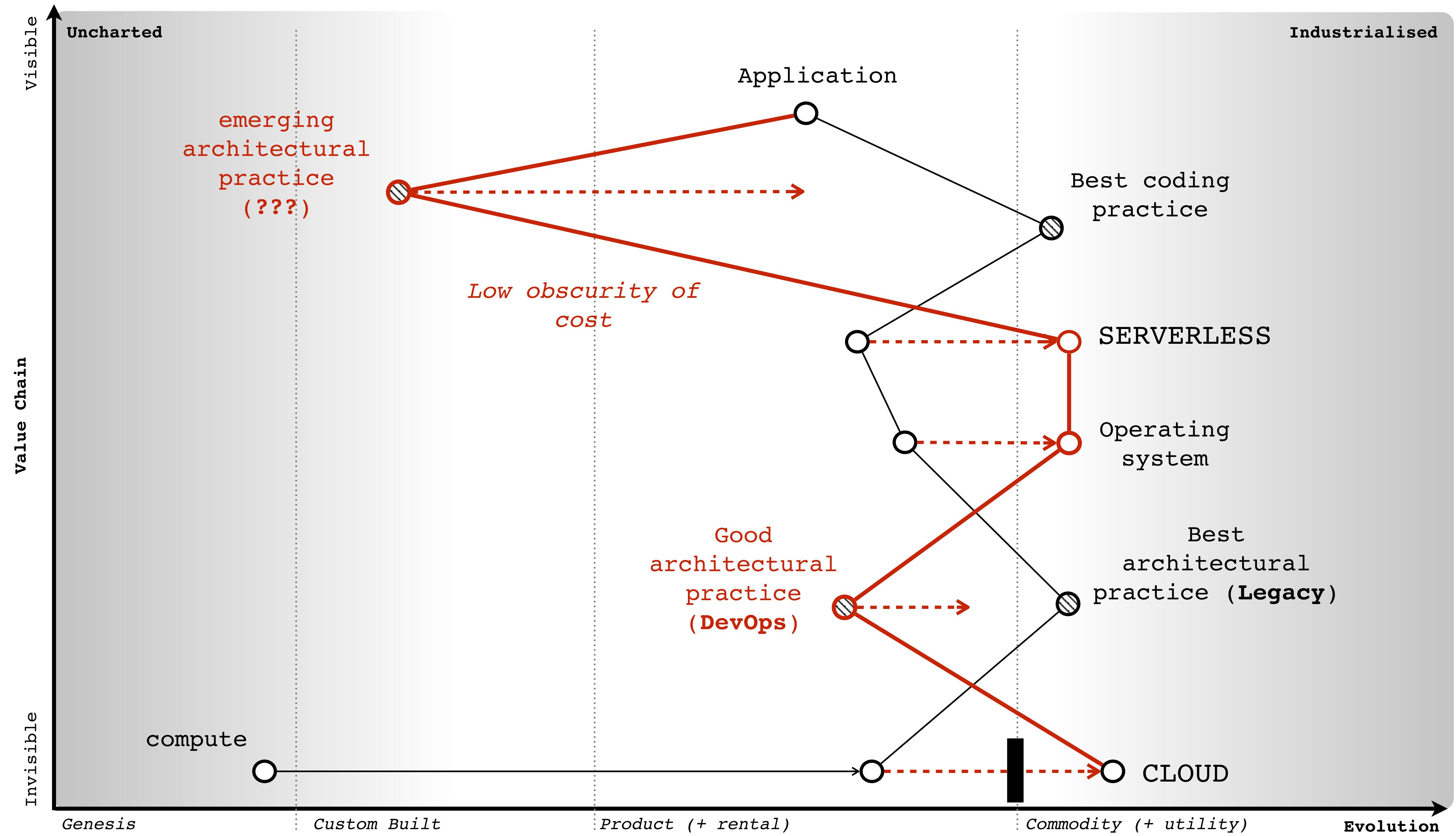
Burn
him!

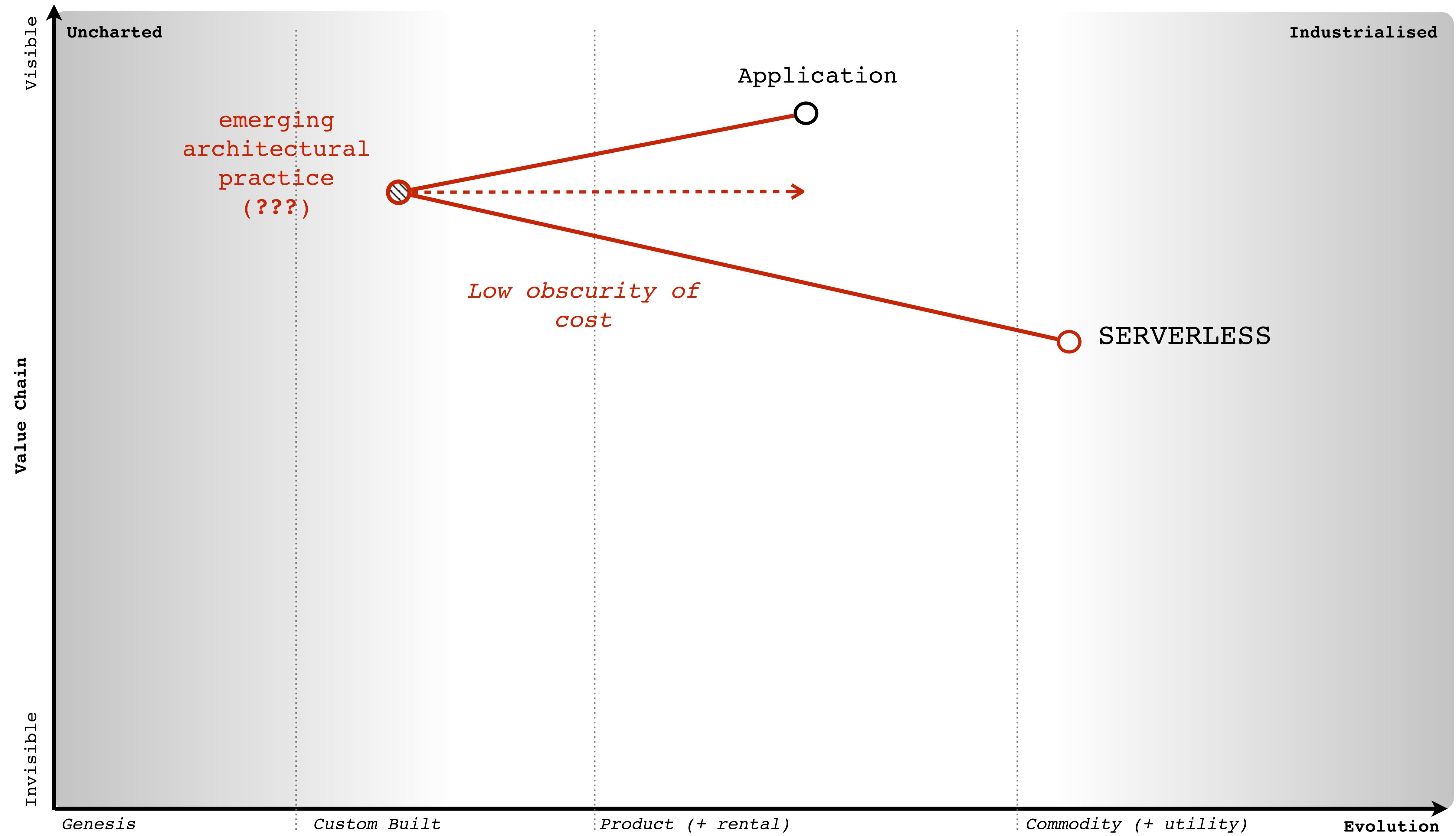
Heretic

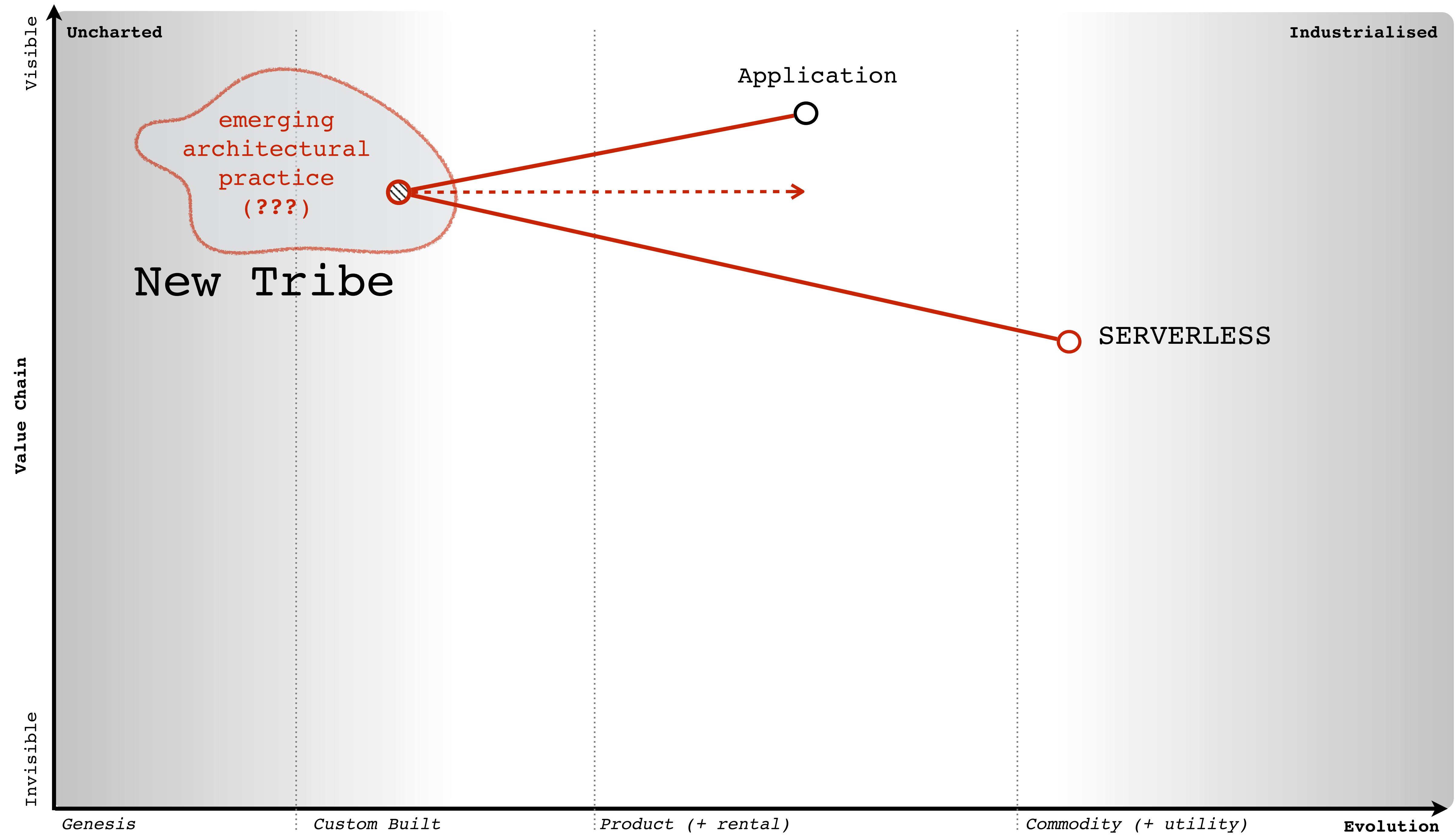


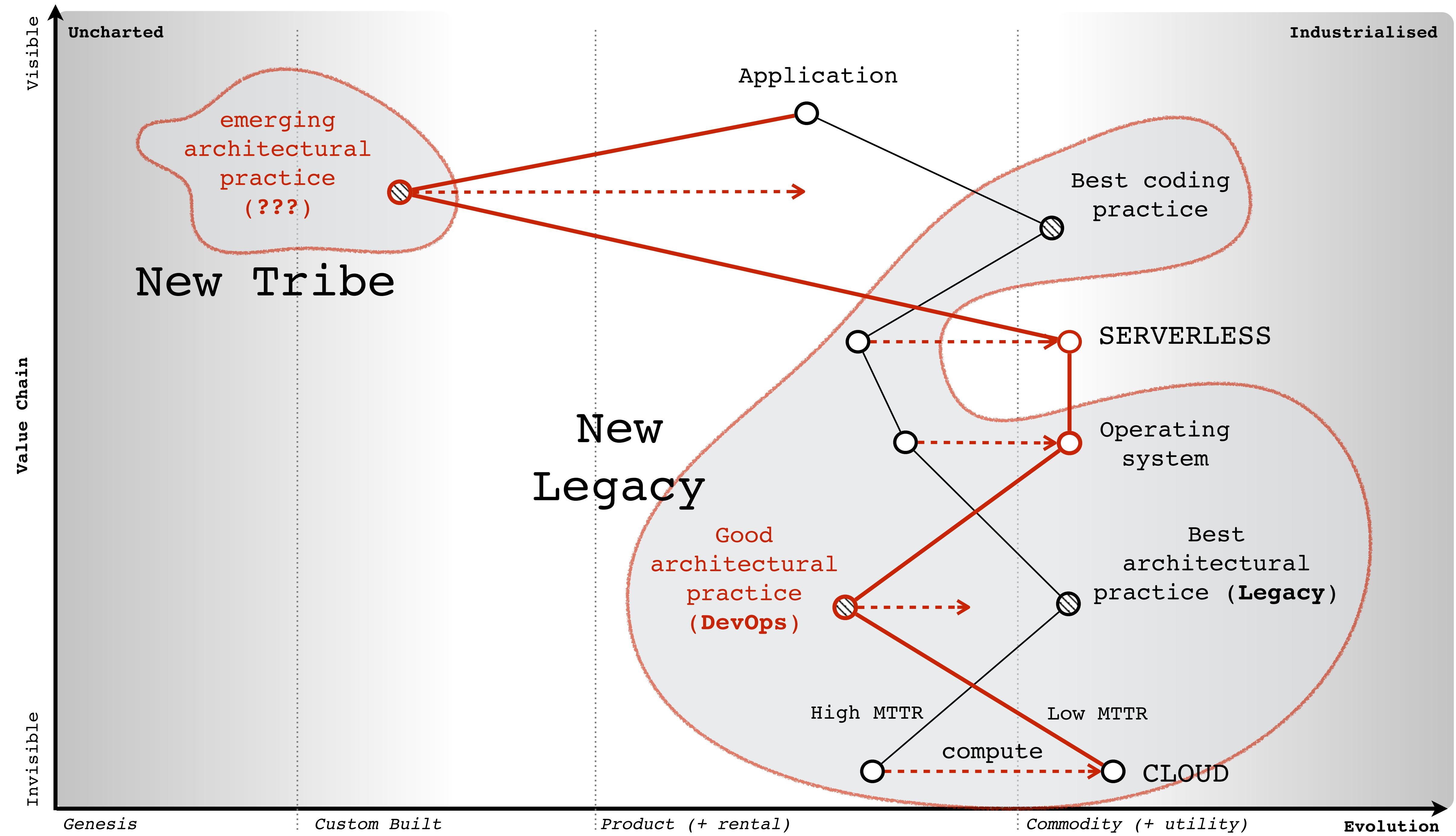












A photograph of three ginger-colored cats dressed as Paddington Bear. They are wearing red hats with a small brown sprig on the side and red coats with a white collar and a small cross pendant. The cat on the left is looking towards the right, the middle one is looking slightly to the left, and the one on the right is looking directly forward. They are standing against a plain white background.

DevOps is
the new
legacy?

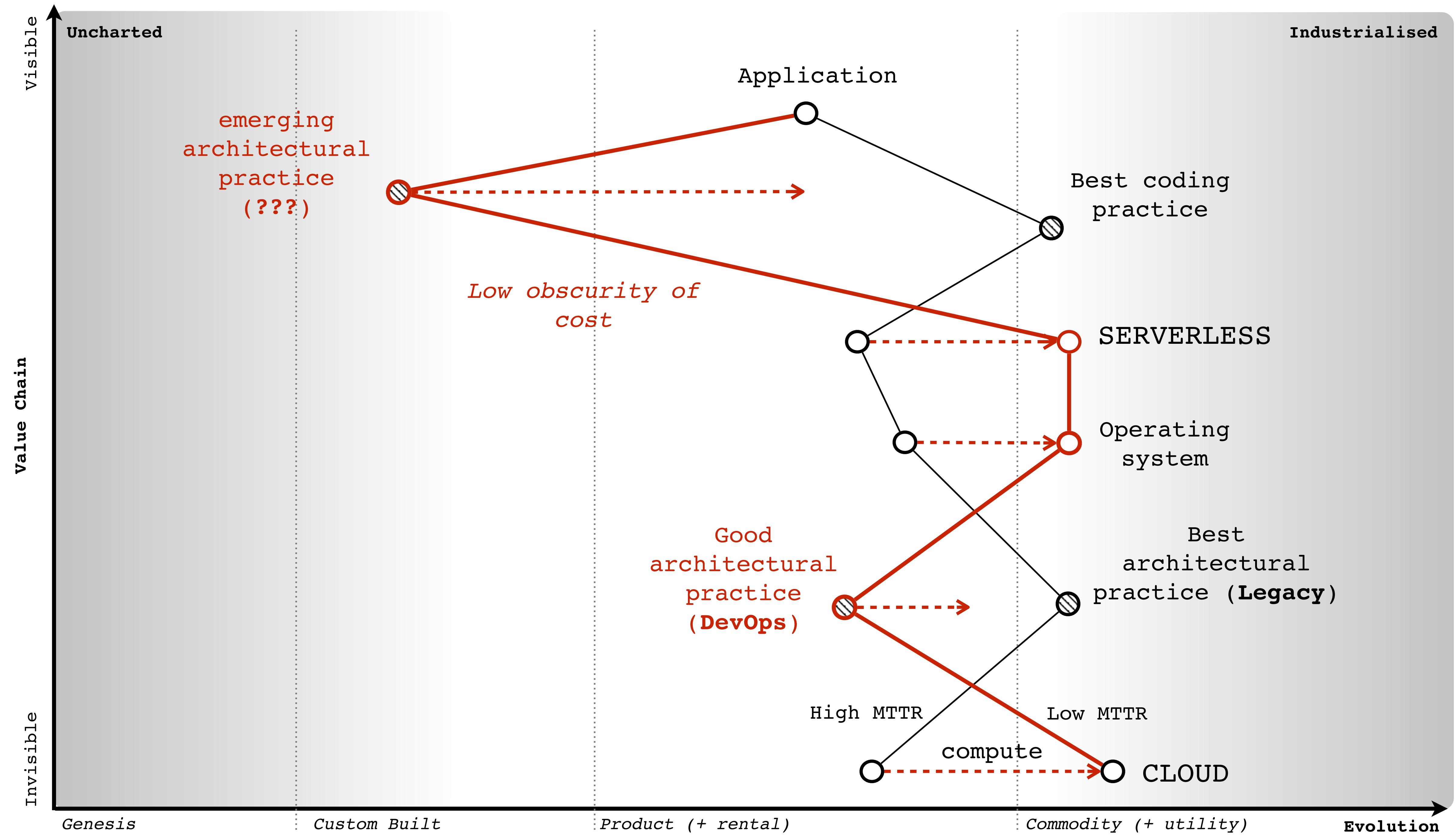


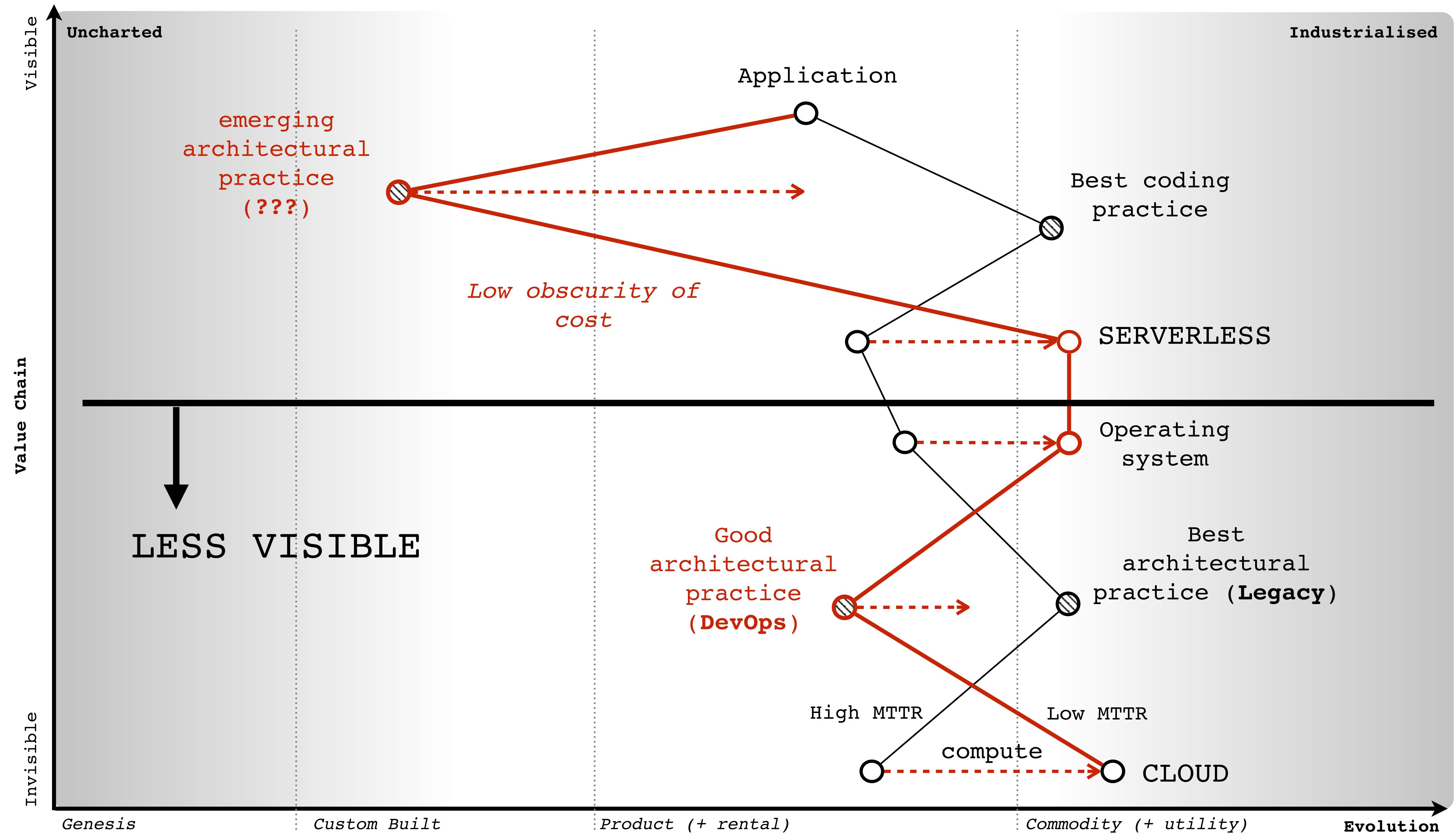
Burn
him!

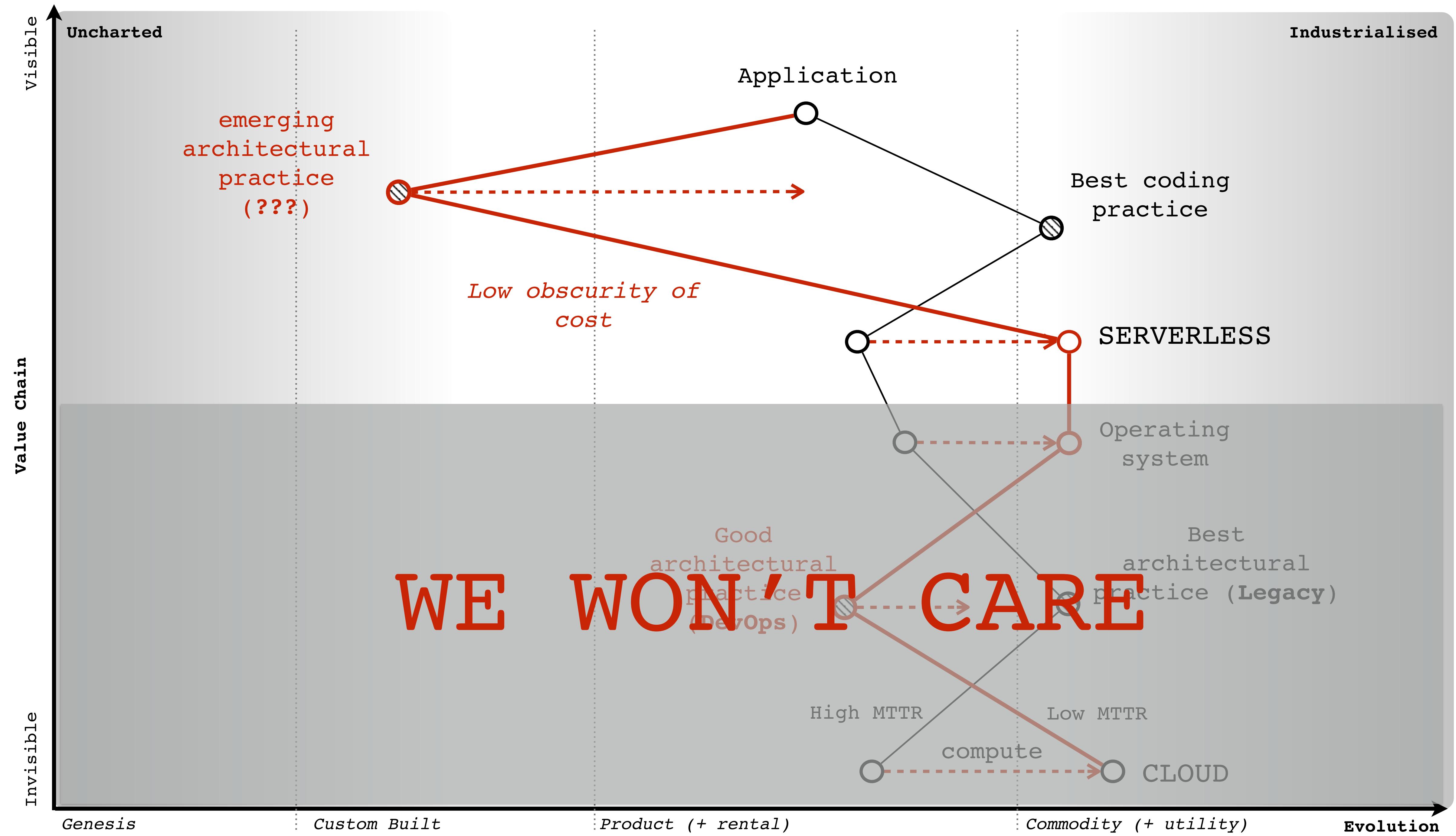
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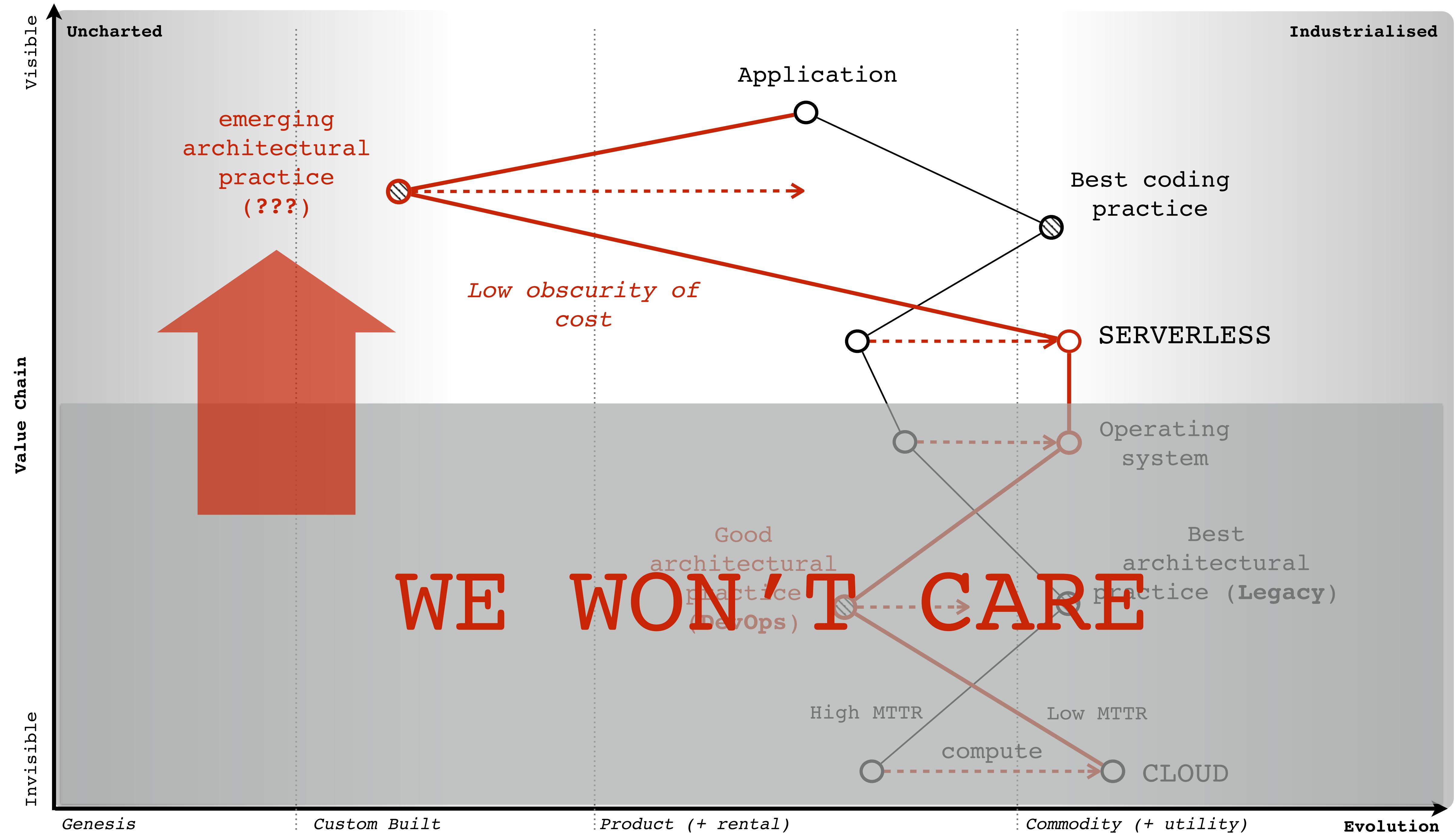


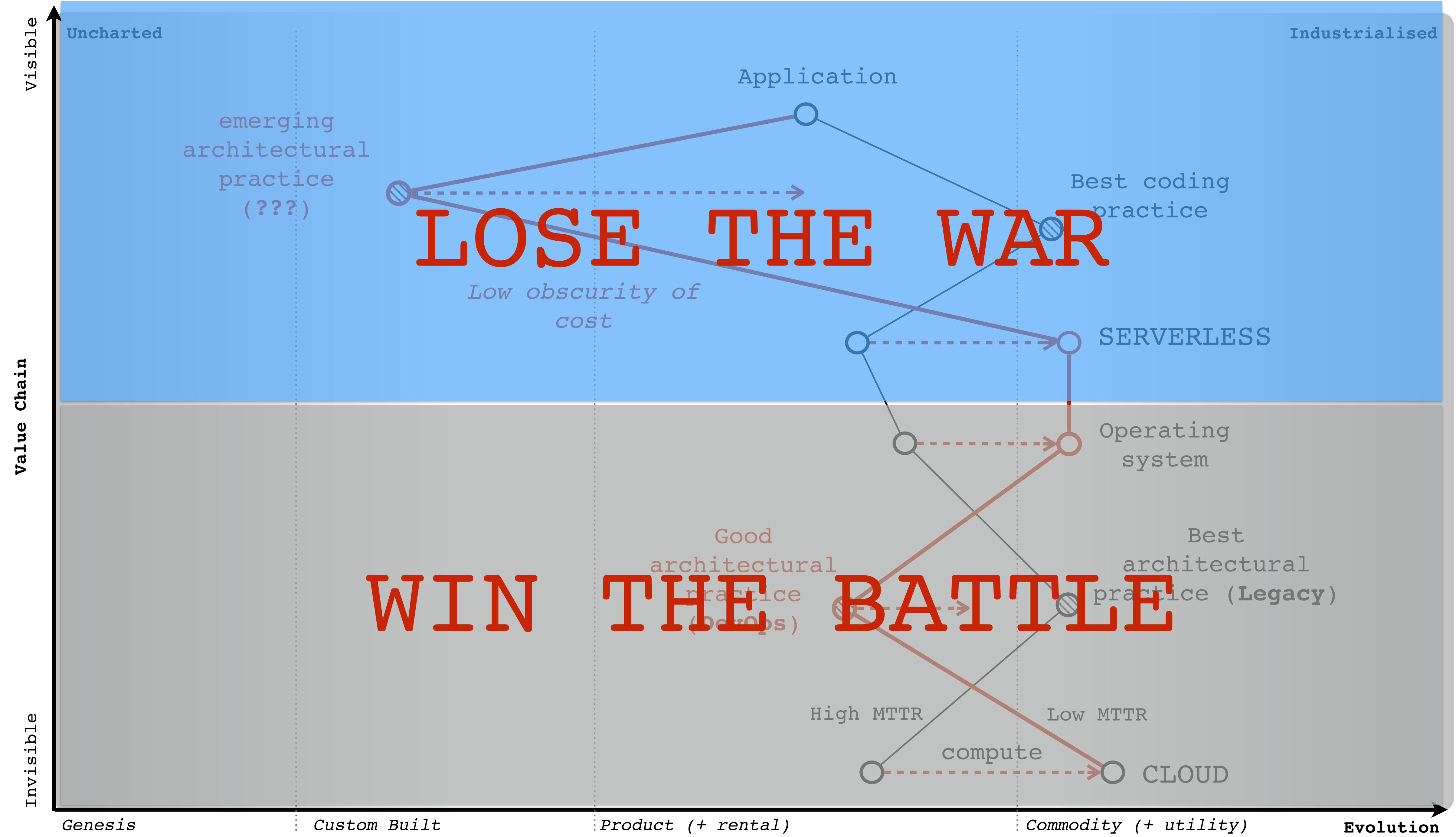
What about
containers?



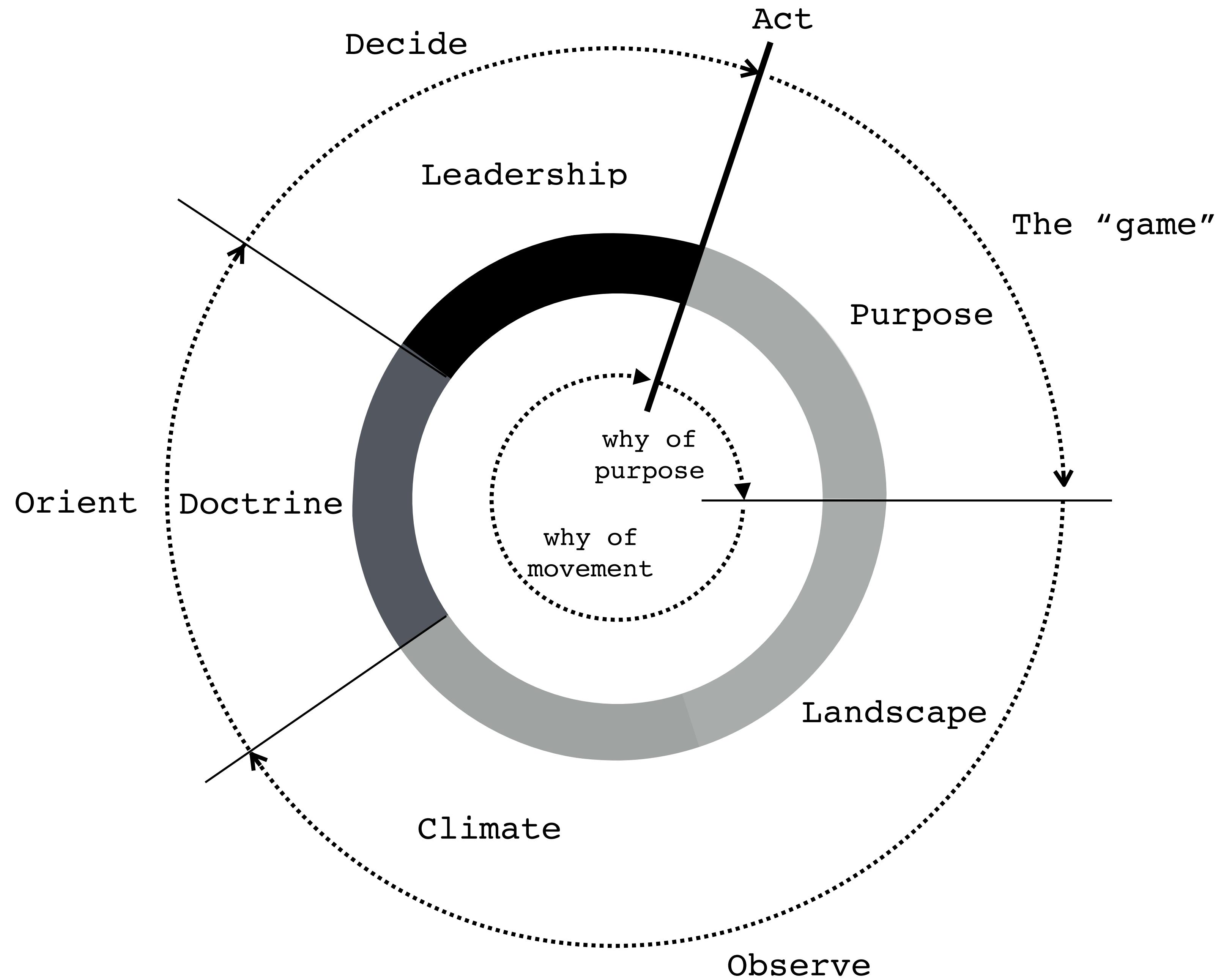


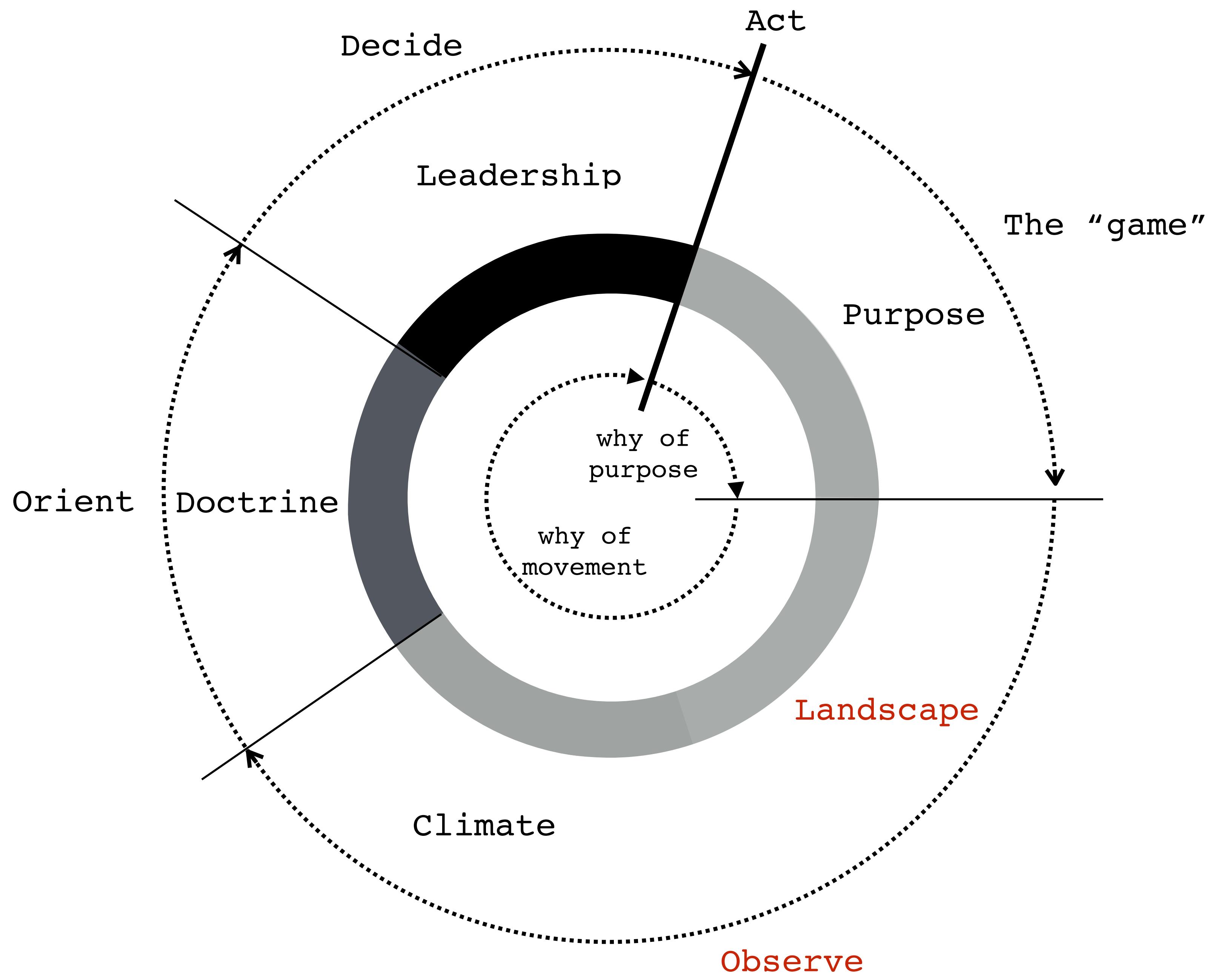


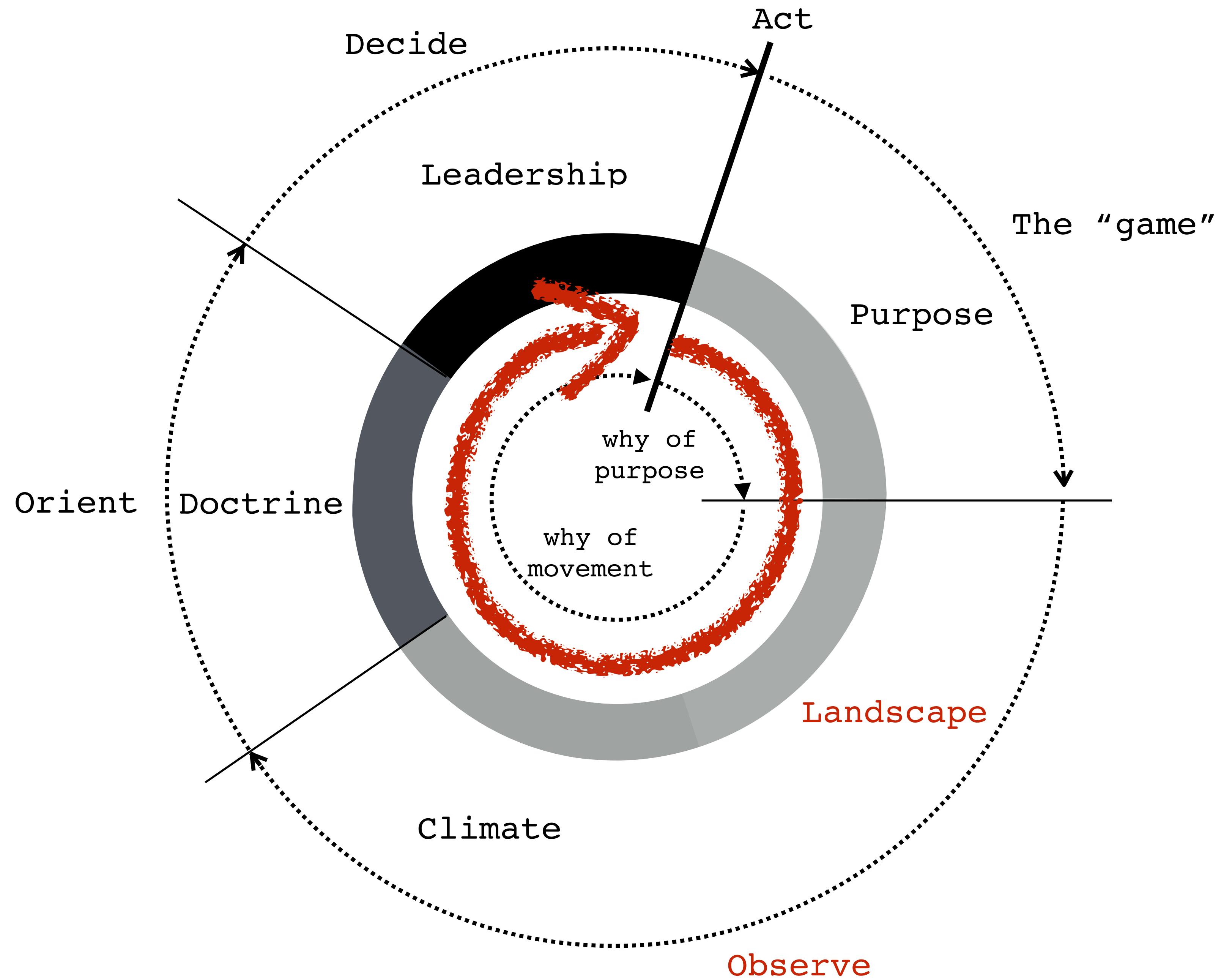


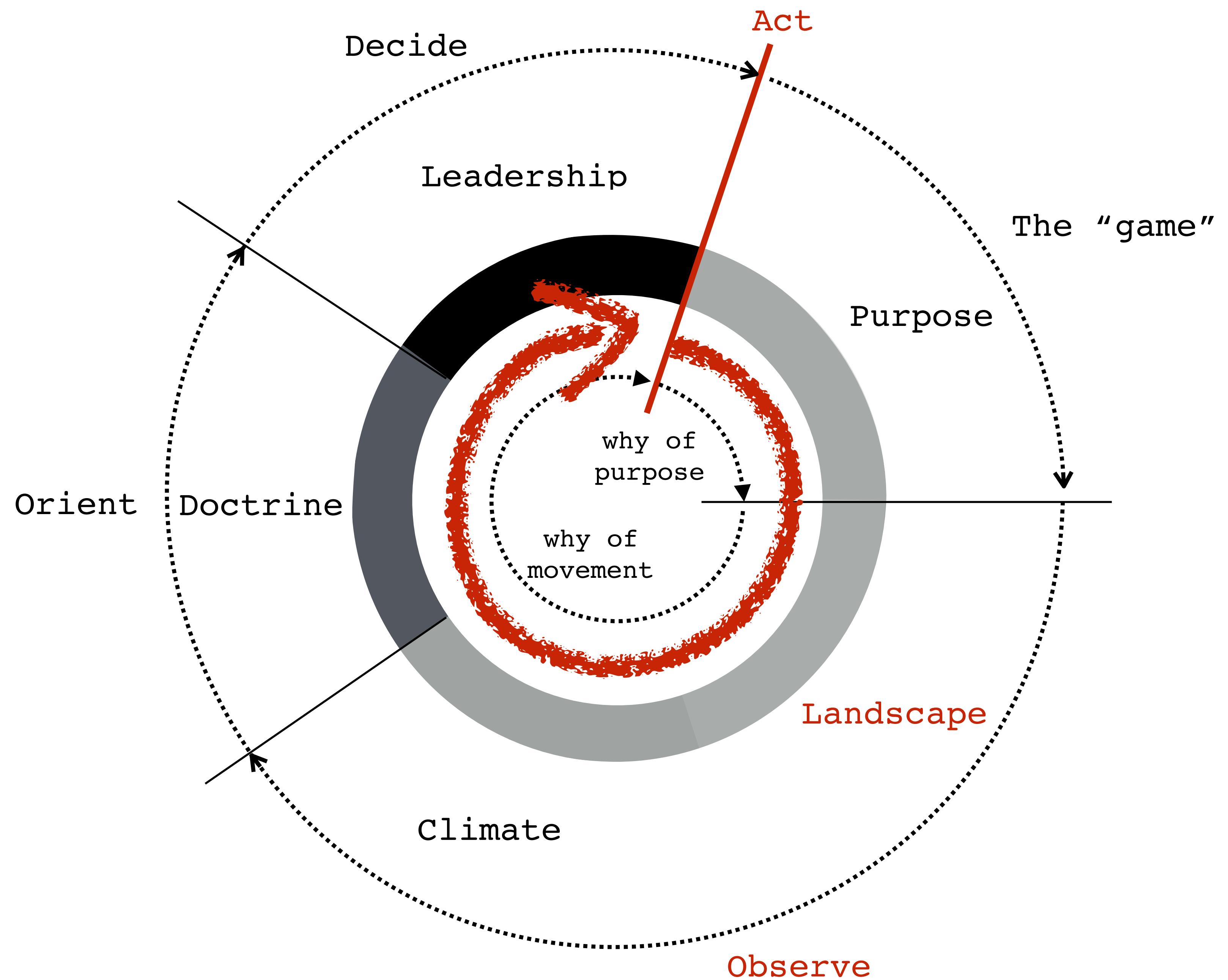


SUMMARY









A black and white photograph of Deng Xiaoping, the Chinese leader, smiling broadly. He is wearing a dark jacket over a light-colored shirt. A young child, also in a light-colored shirt, is being held by his right arm, looking towards the camera. They are outdoors, with trees and a building visible in the background.

“Crossing the river by feeling the stones”

Deng Xiaoping



Thank you

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simon.wardley@leadingedgeforum.com
@swardley

