

# Systemic thinking for sustainable delivery

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# QWAN

Quality Without A Name

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Get more business value from software development  
and help others do it, through:

Mentoring

Training

Development

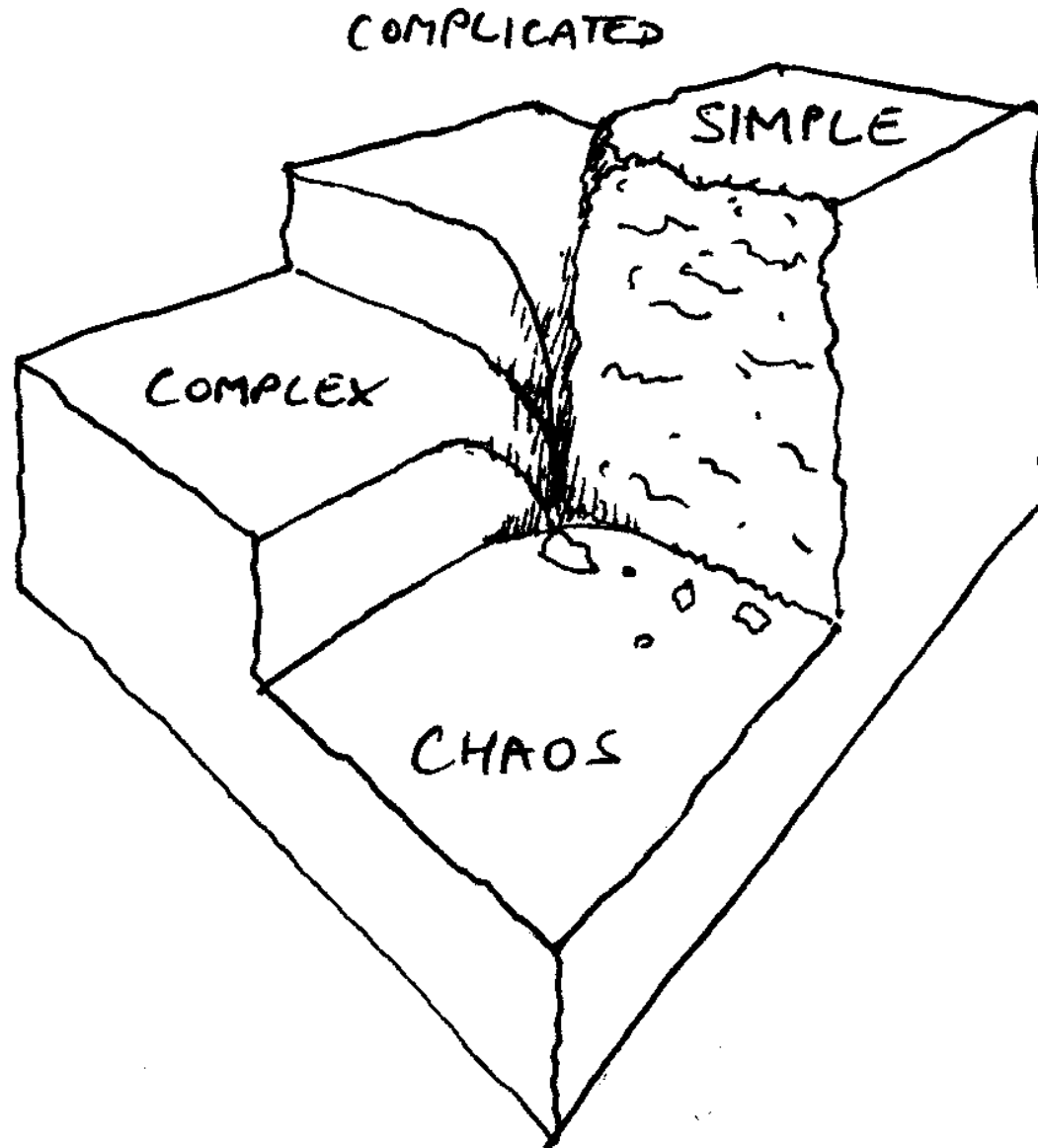
Organizing conferences



How can we apply the Cynefin sensemaking framework?

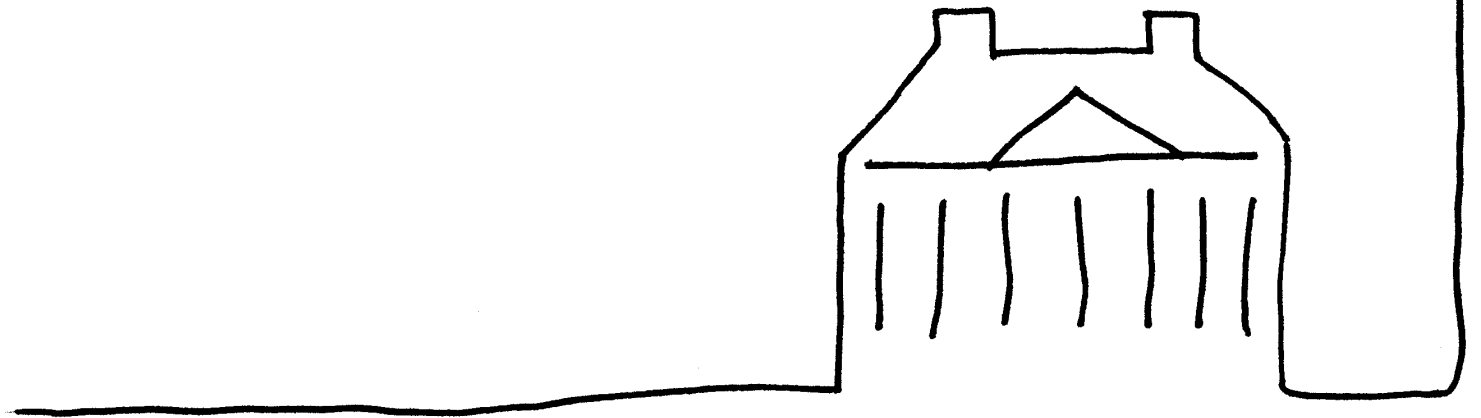
What does moving between domains look like?  
And how can that help us?

# The Cynefin framework



# Case 1

software development  
at a research institute



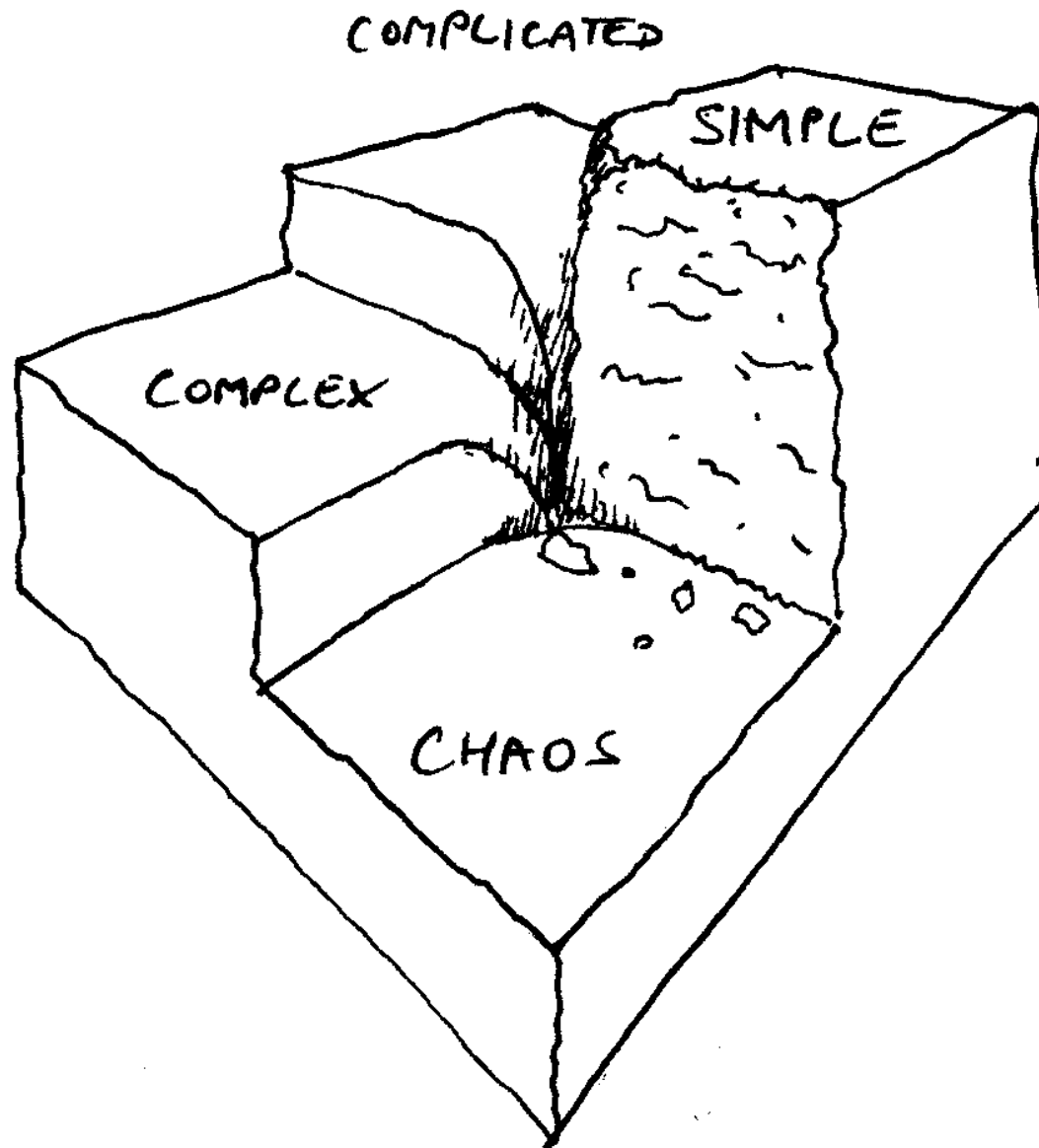
software development?

Are we doing software development?

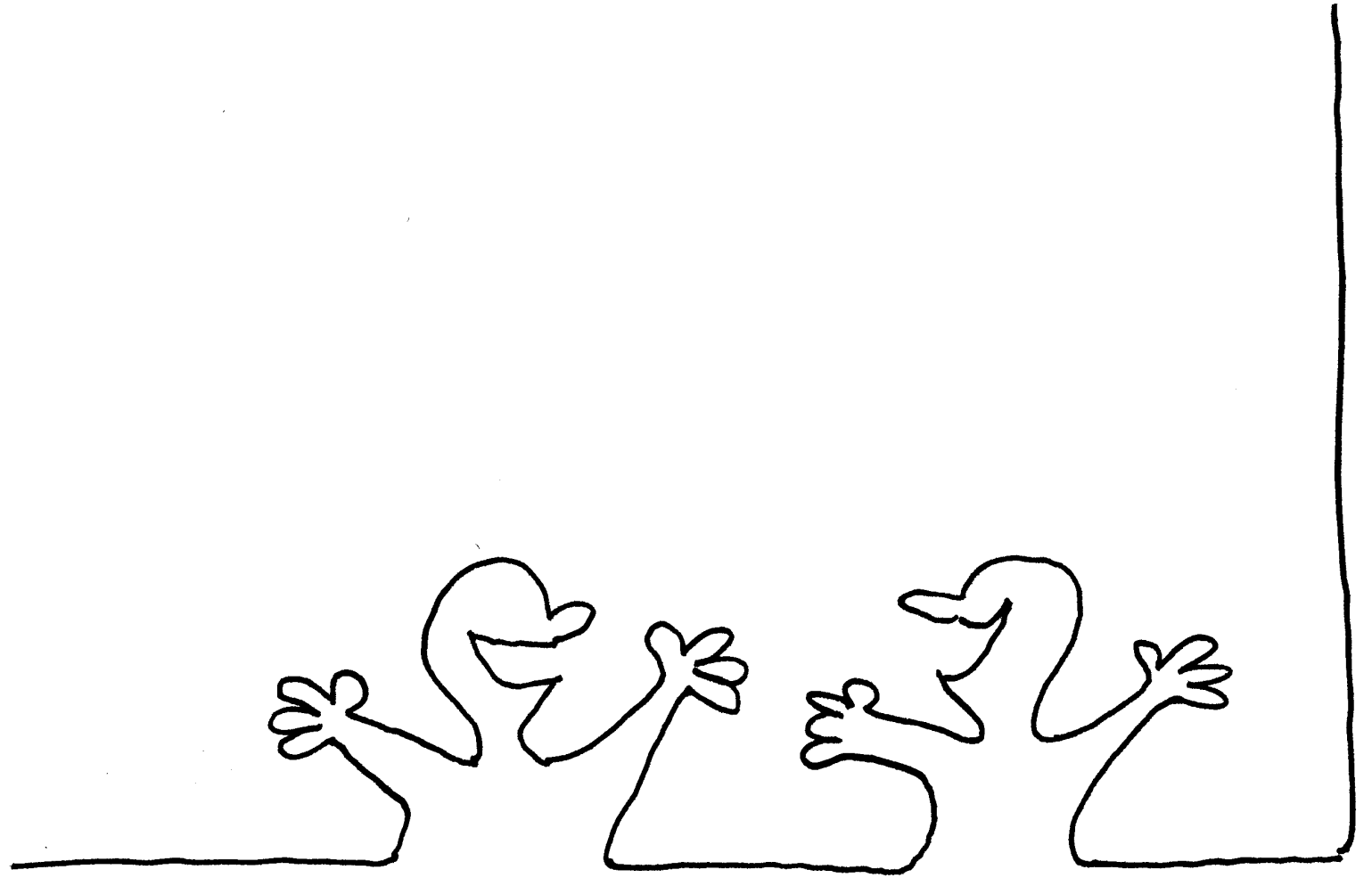
EPISODE 1

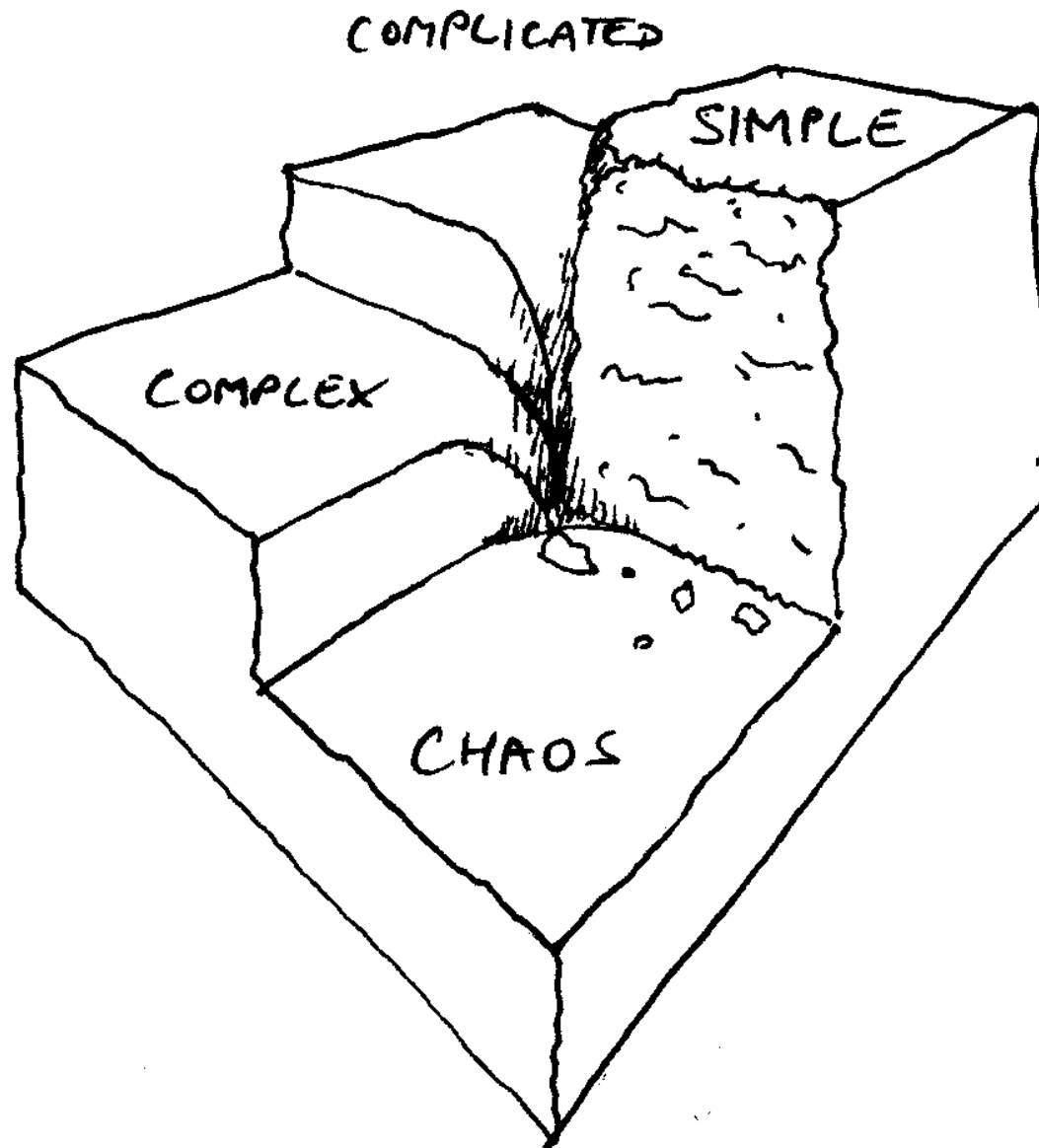
extreme Programming - cool, let's try it!

XRP





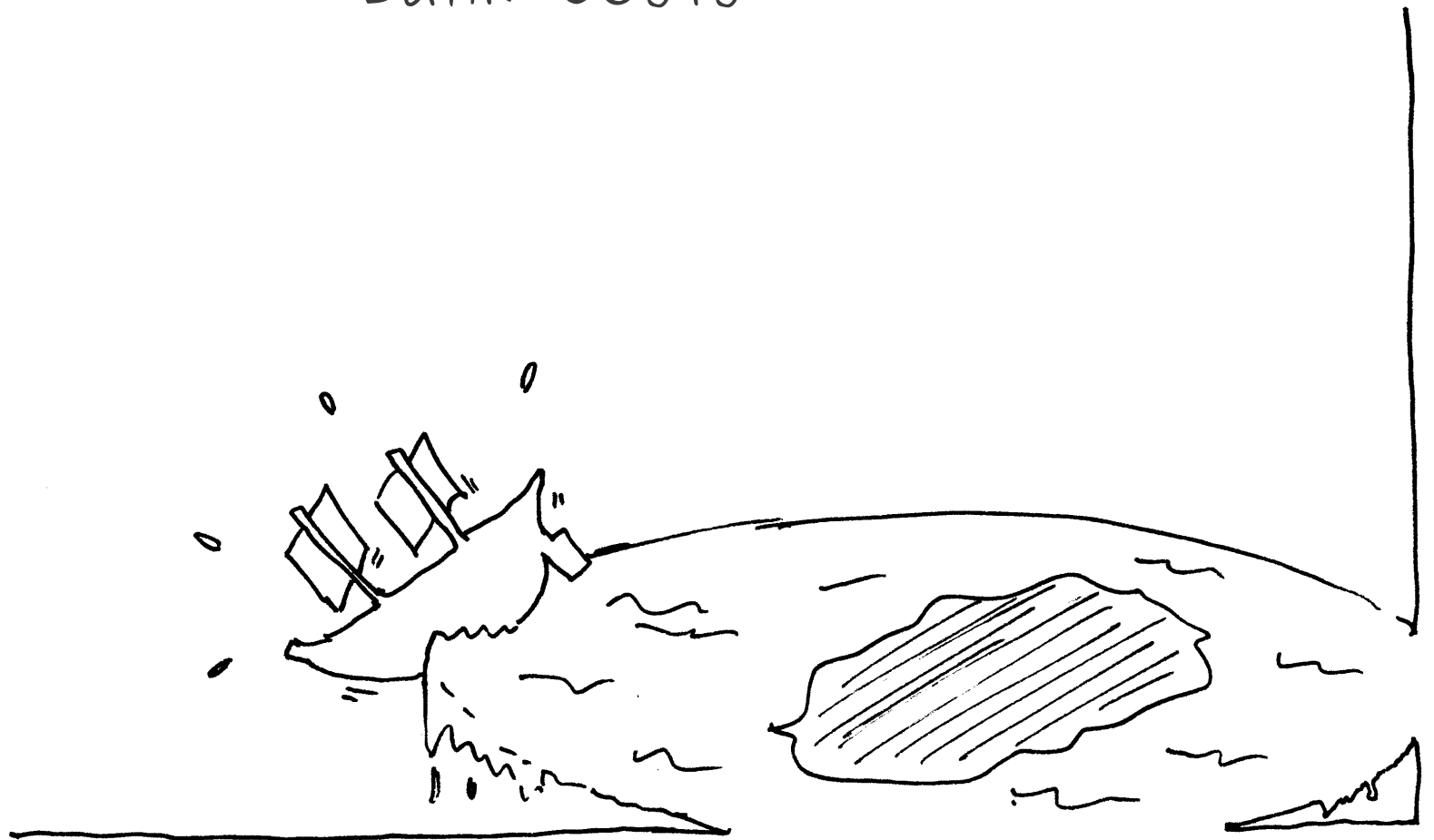


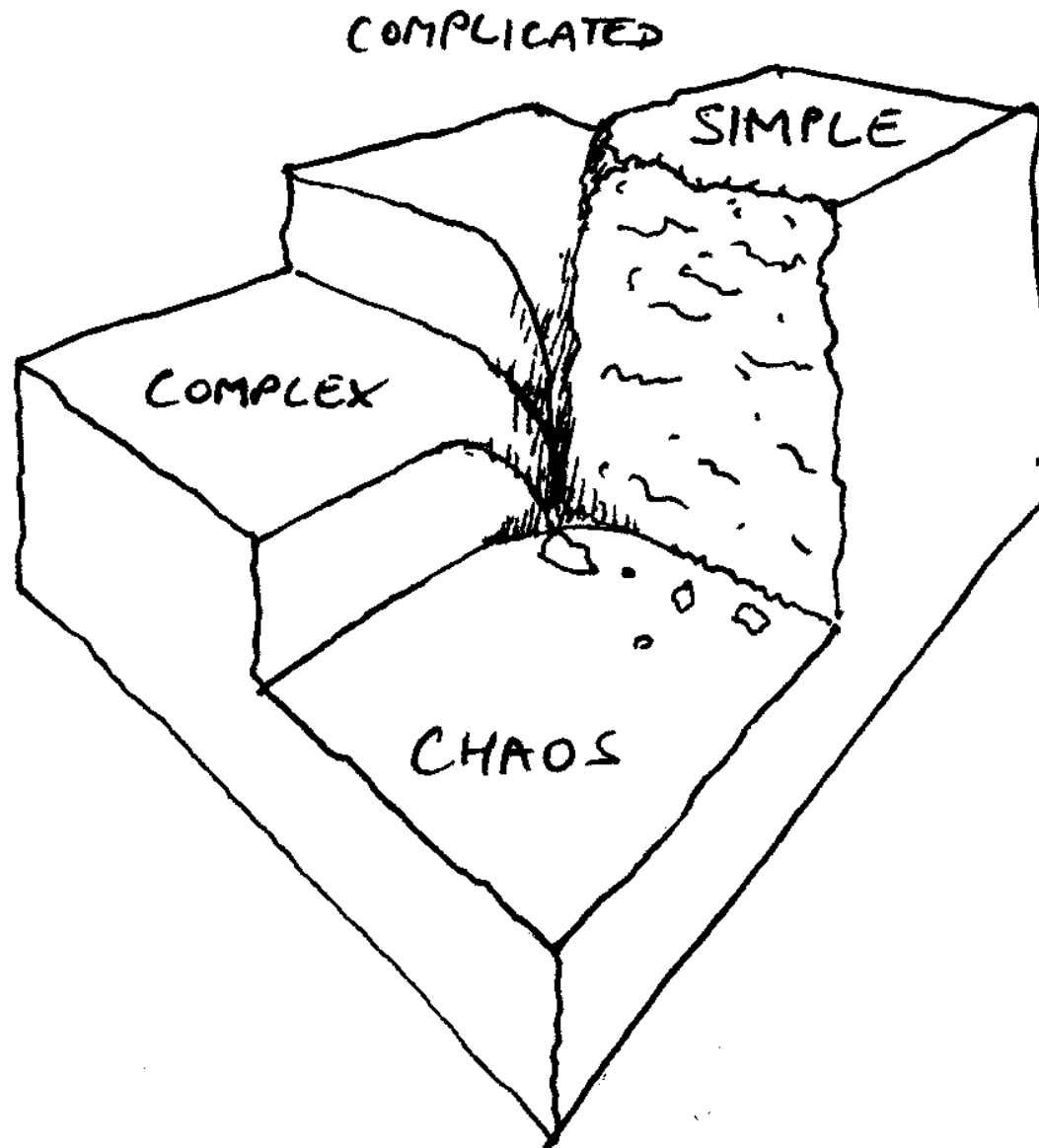


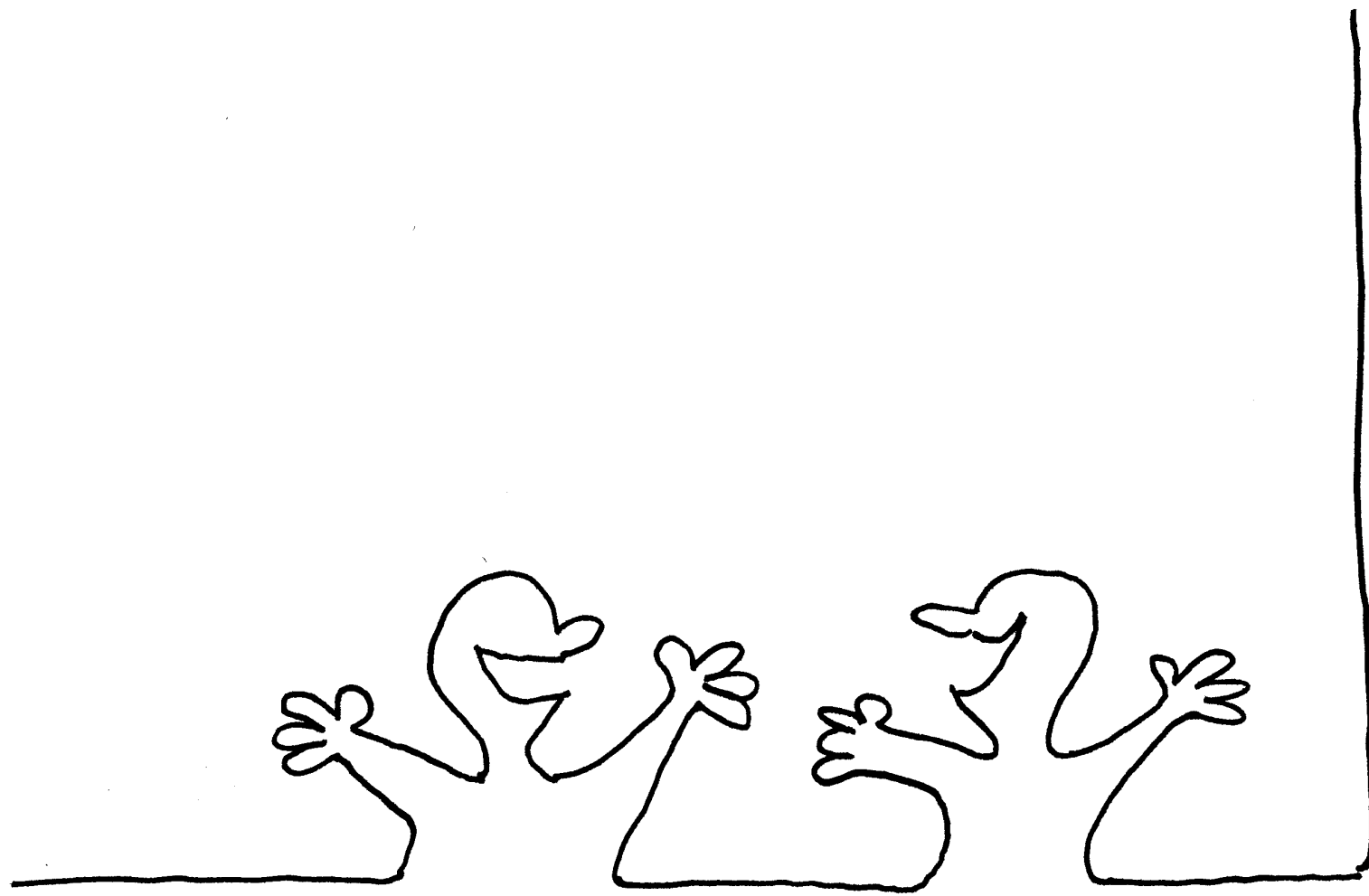
One content management system  
to rule them all

EPISODE 2

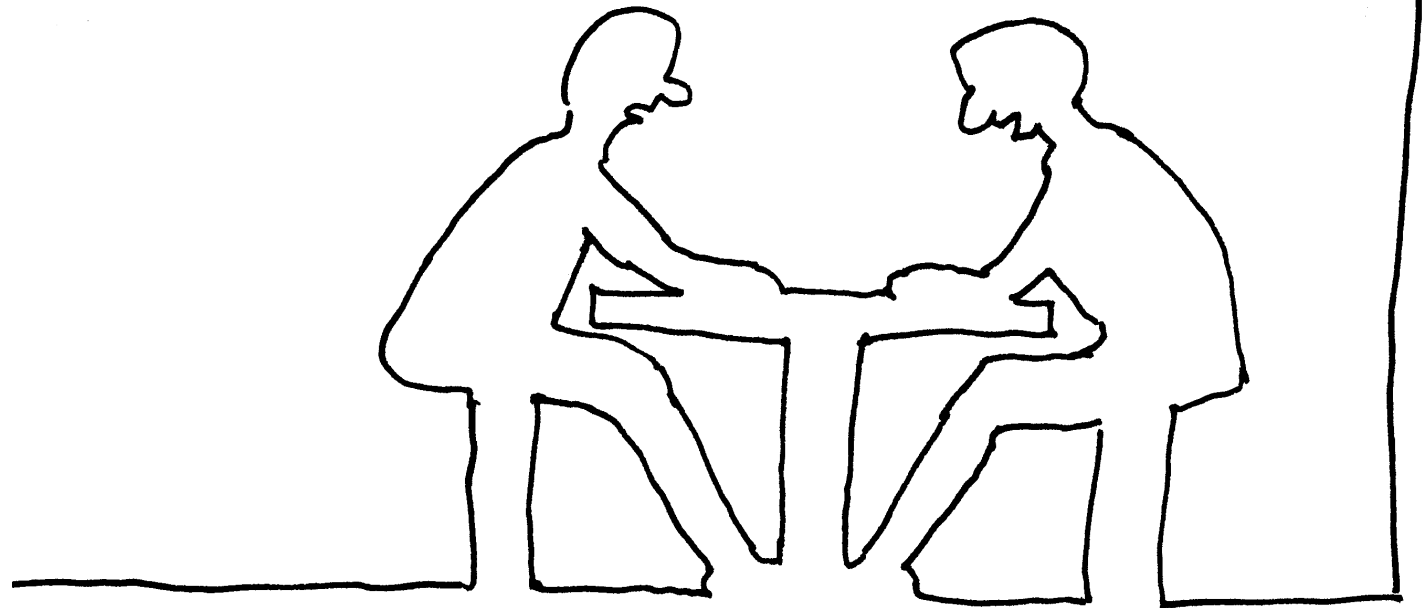
Sunk costs





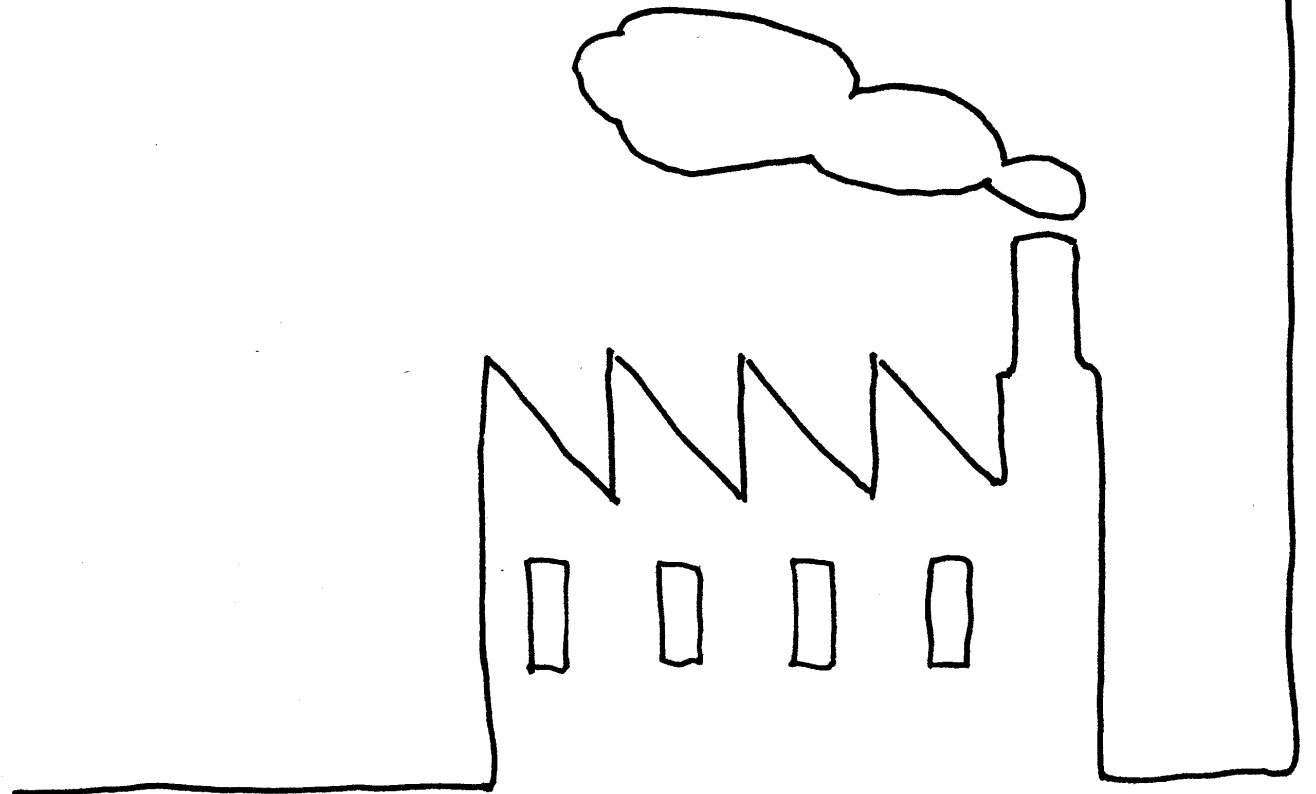


We hid the complexity in customer proxies,  
meetings and committees



Eventually we got bored & stressed out

We had turned into a feature factory!



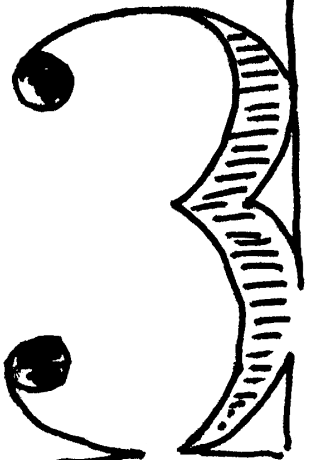


suddenly...



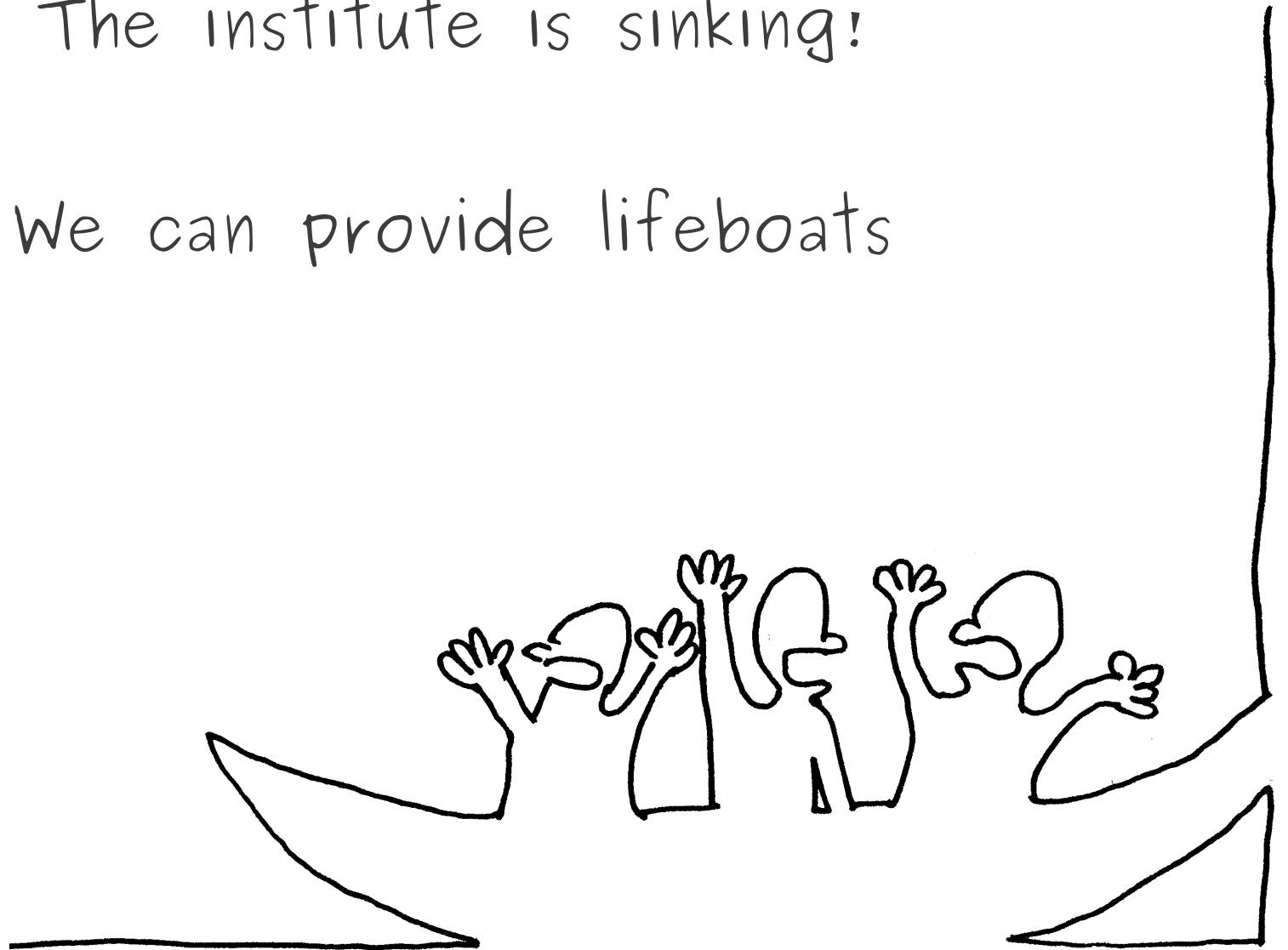
Rearranging deck chairs on the Titanic

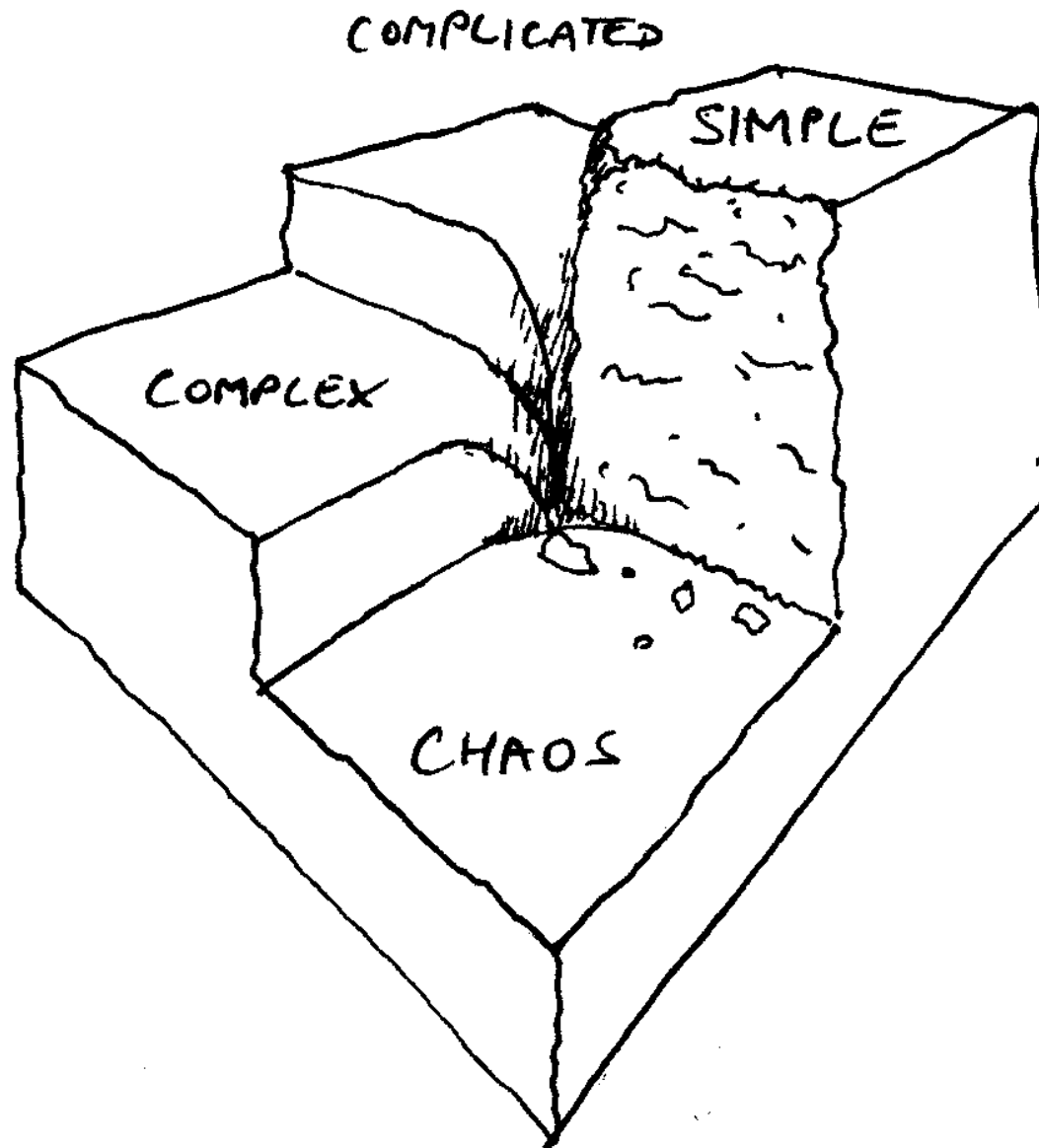
EPISODE



The institute is sinking!

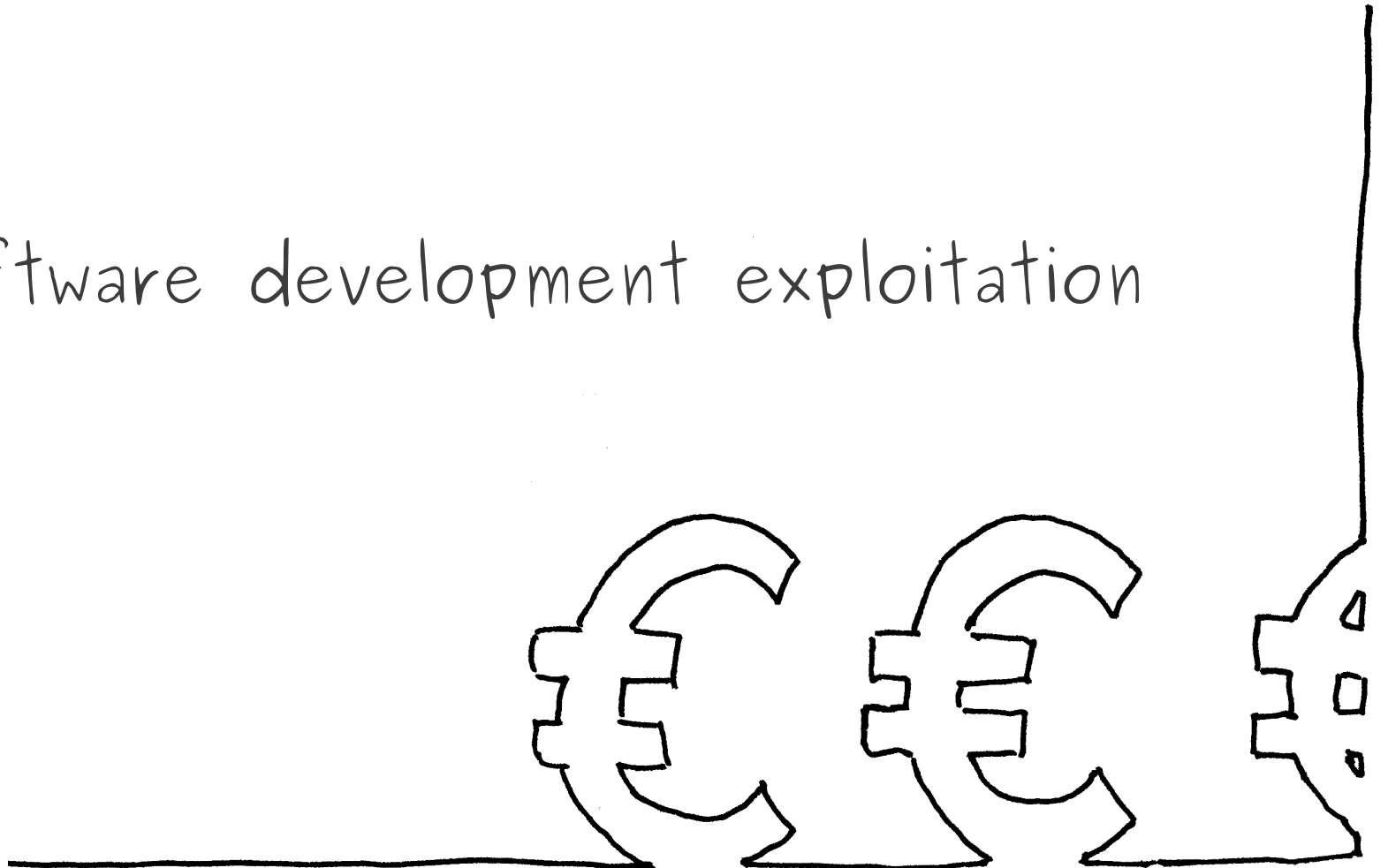
We can provide lifeboats

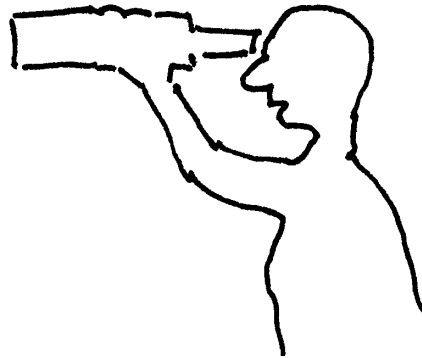




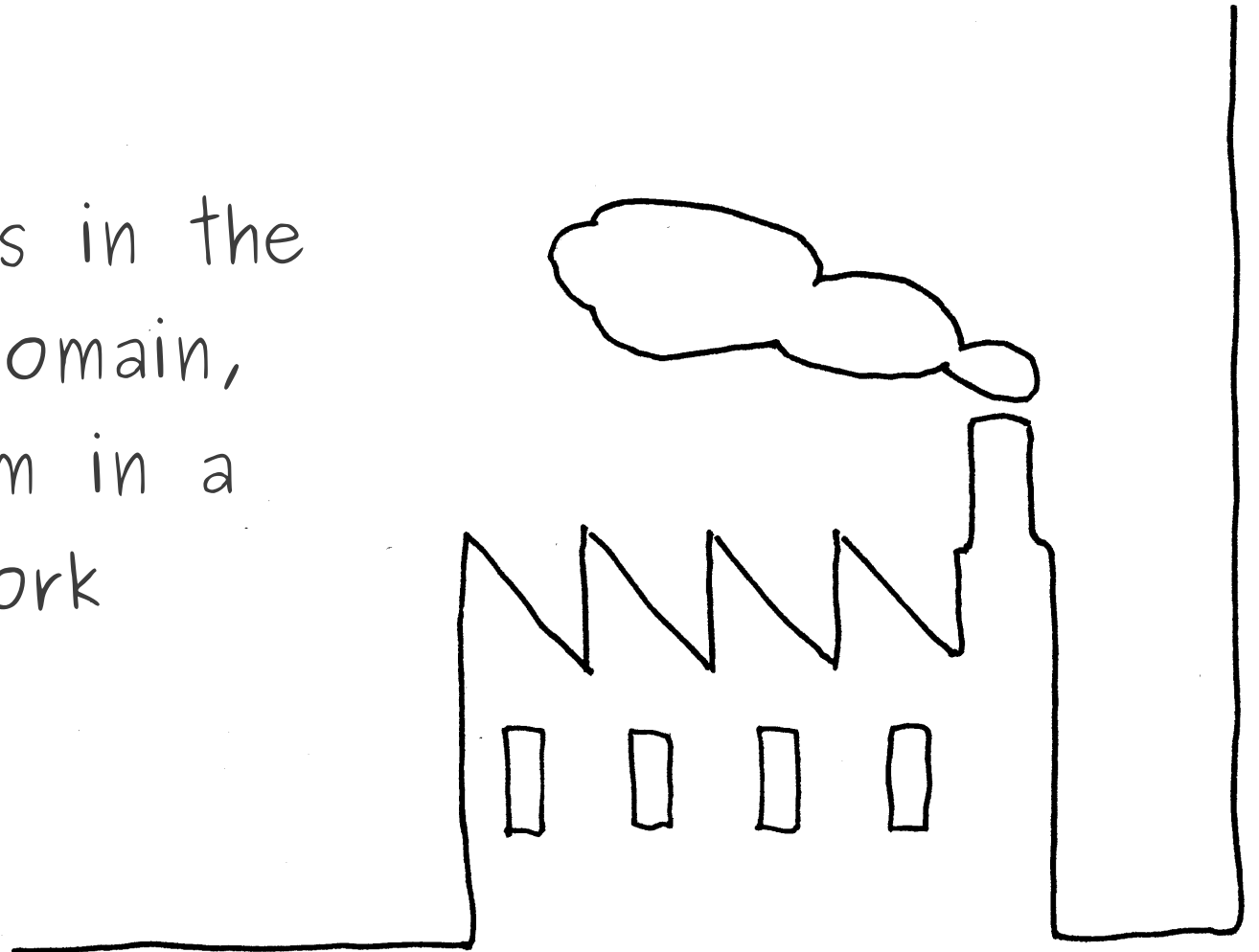
# Case 2

software development exploitation



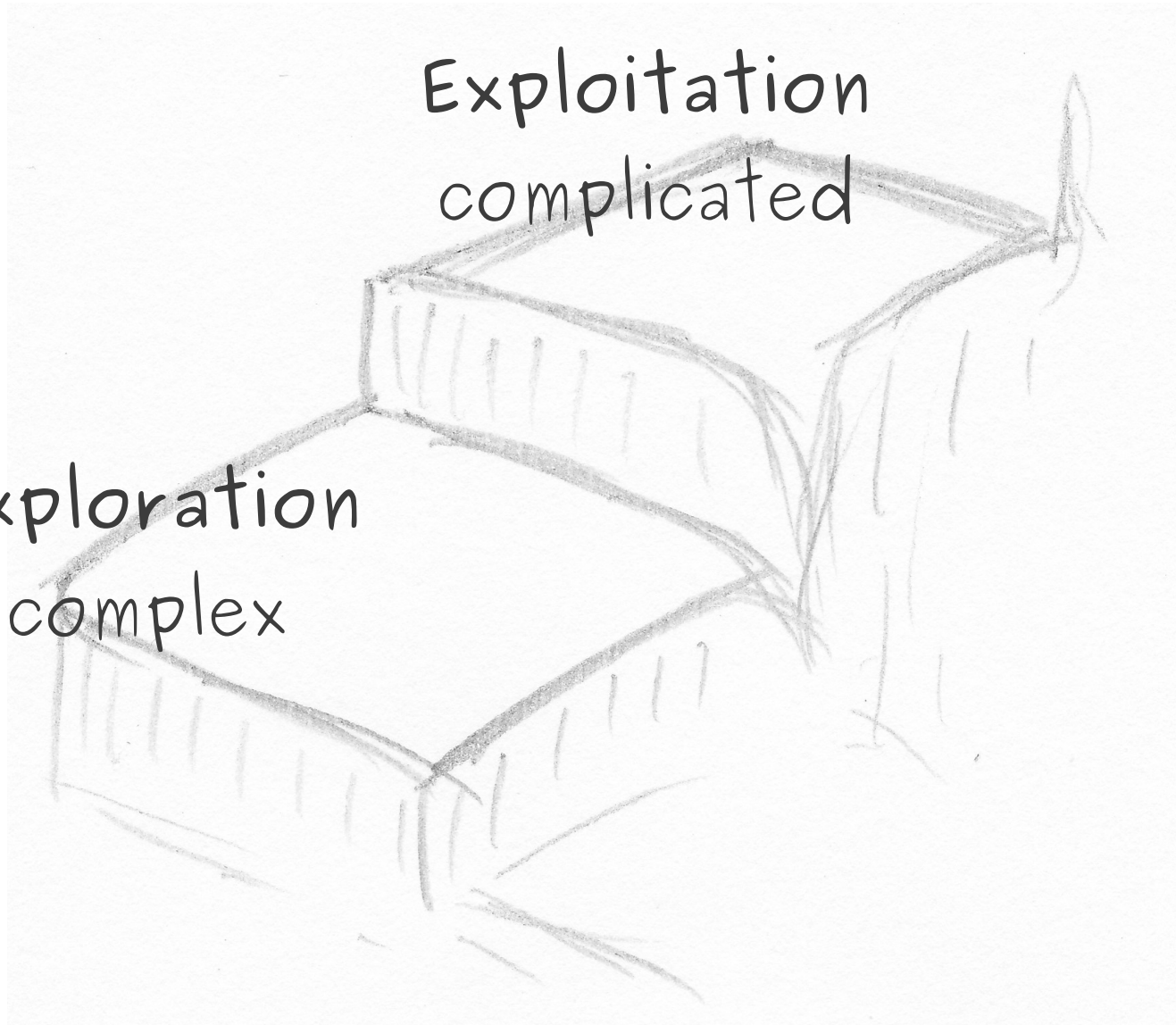


Find patterns in the  
customer domain,  
codify them in a  
framework



Exploitation  
complicated

Exploration  
complex



# Case 3

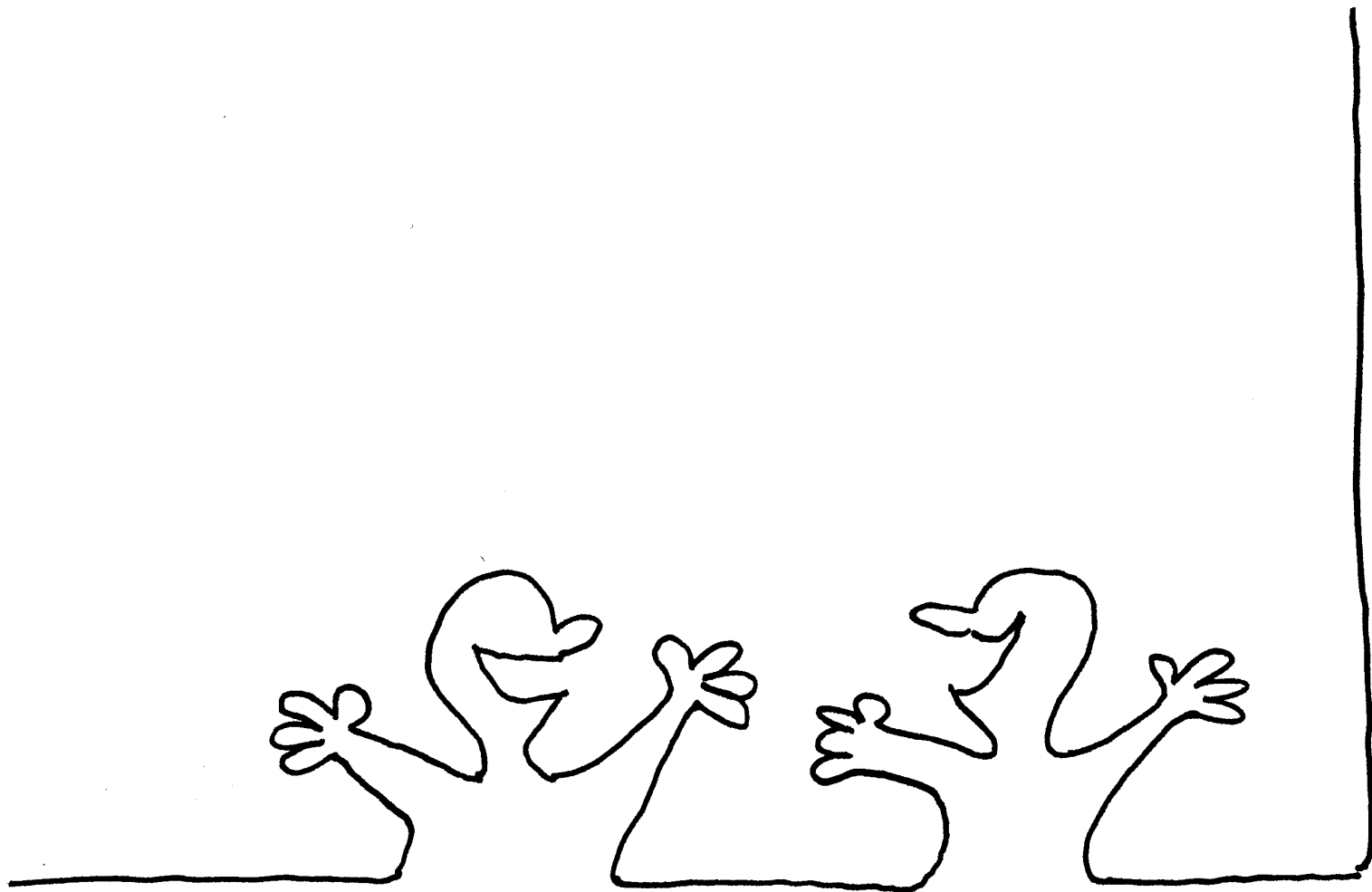
When a team gets in the groove





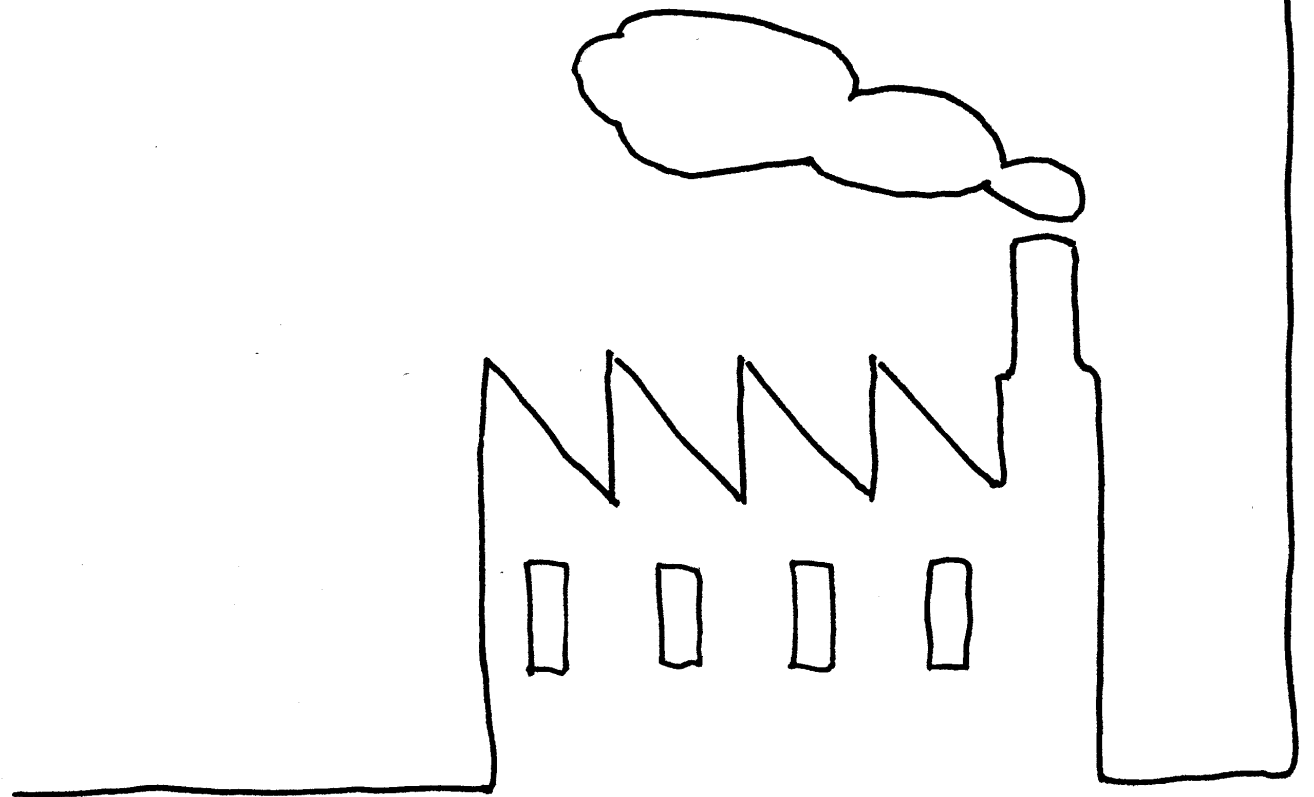
Once upon a time,  
we started a conference (or 2)

XXP  
Days

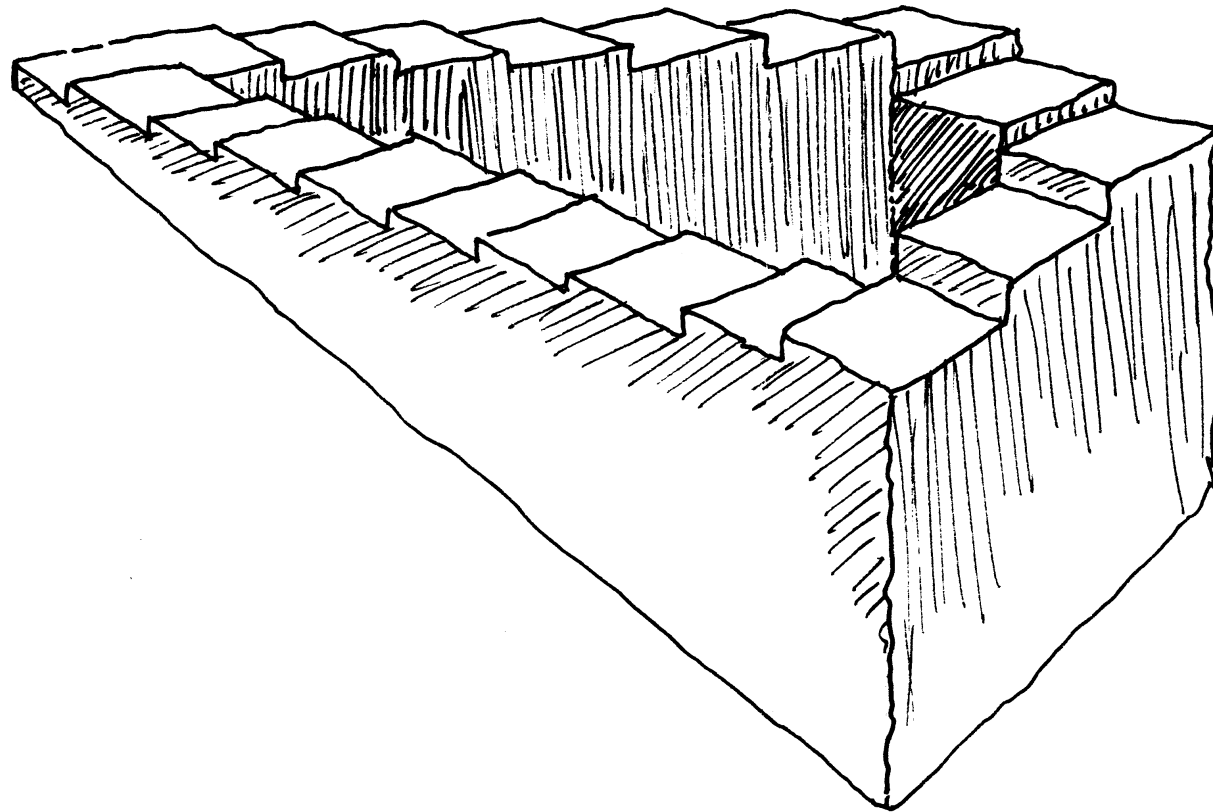


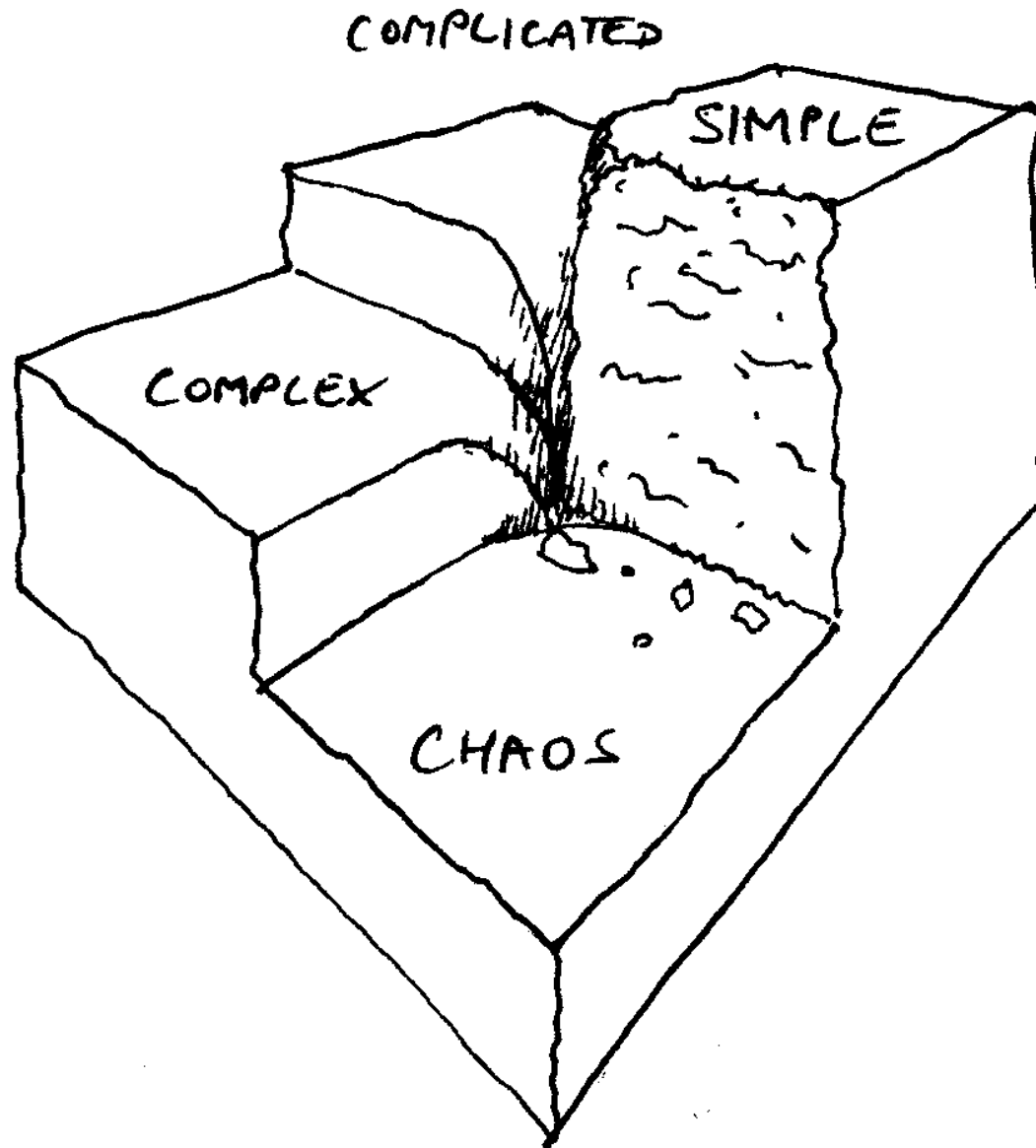
We carry on doing what we always did  
Optimizing what we do (if we're agile)

Where's breakthrough innovation?



We see this pattern a lot



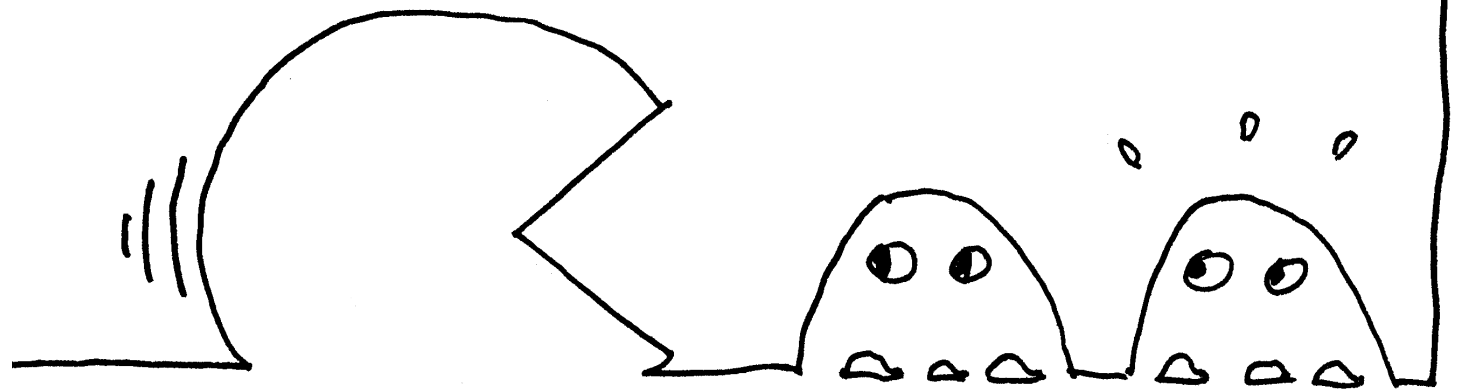


How to tickle a team out of their routines?

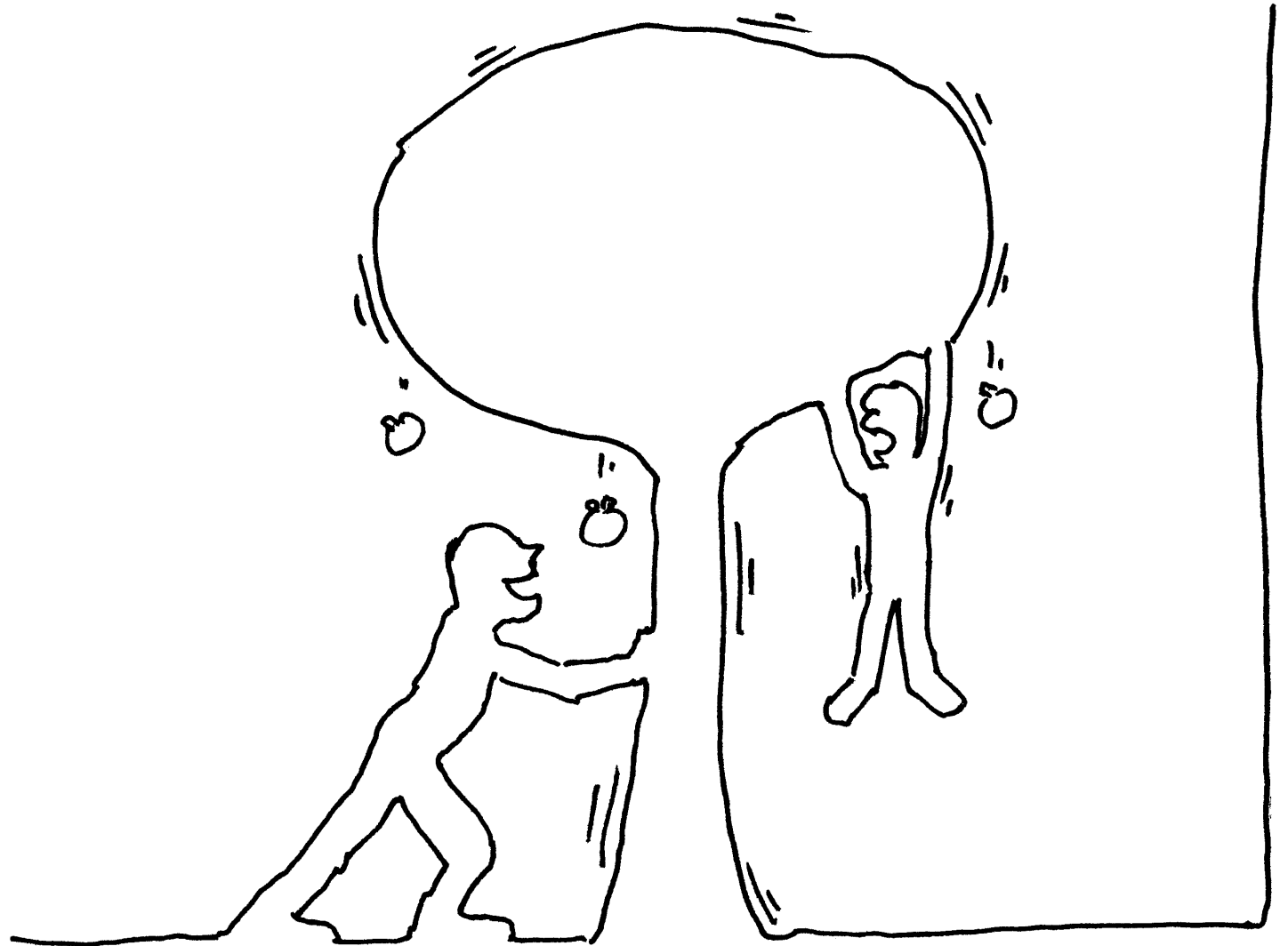
Never waste a good crisis



Gradually add new people that fit?  
They get assimilated

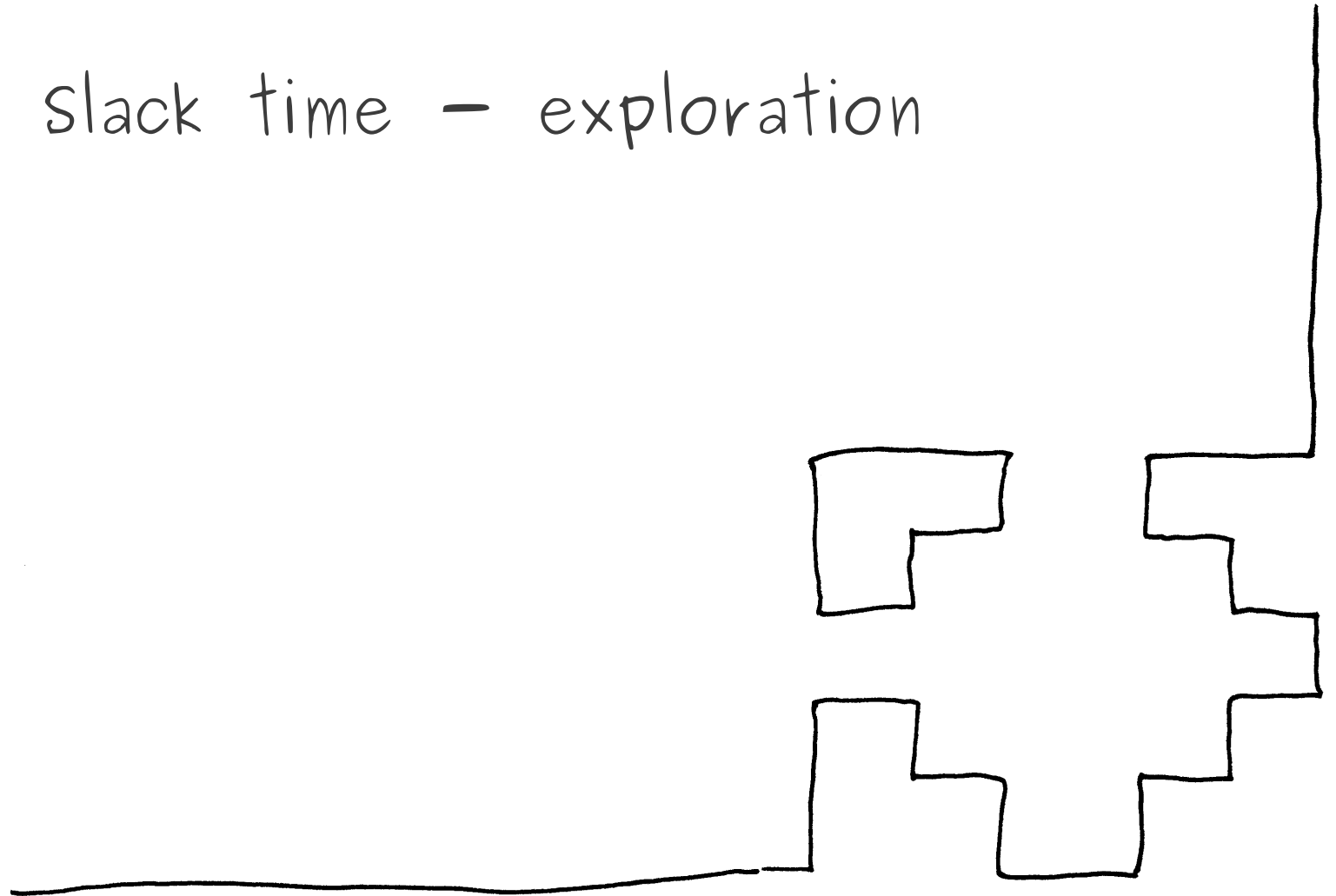


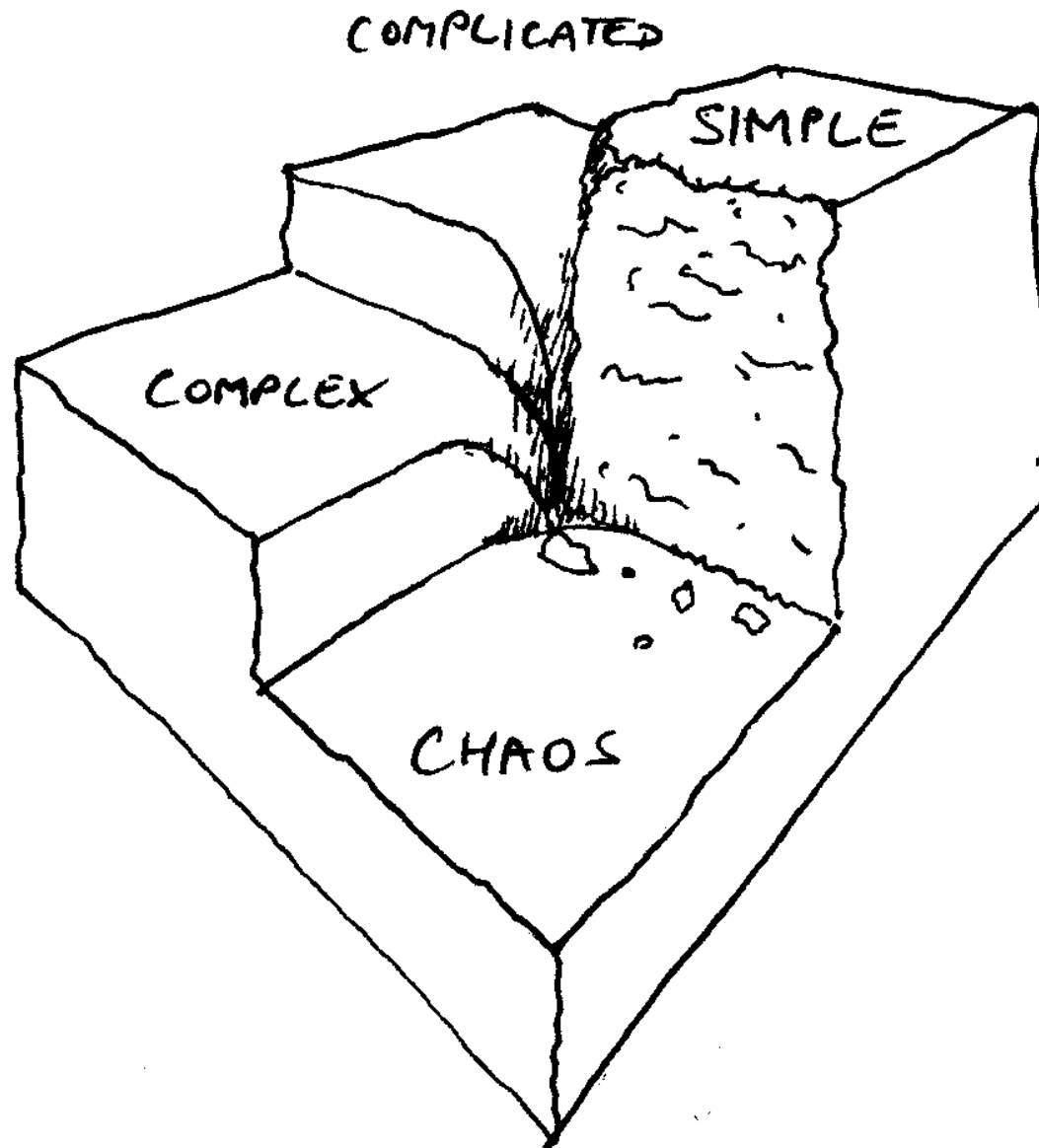
Shake 'em up!





Slack time - exploration





# Thanks!

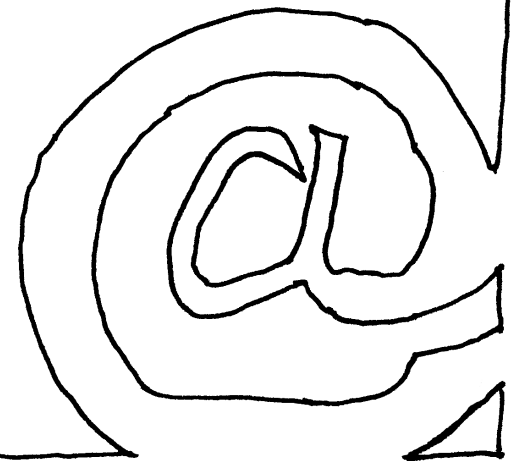
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# Sources & credits

- All pictures by Marc Evers
- 3D Cynefin inspired by Rob England  
[www.basicsm.com/content/cynefin-and-standardcase](http://www.basicsm.com/content/cynefin-and-standardcase)
- [cognitive-edge.com/blog](http://cognitive-edge.com/blog)
- Joseph Peirine, On Understanding Software Agility—  
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