



Virtual – 13 October 2022 (BST)
Agenda

Mapping Triads

07:00 Pre-Conf Lean Coffee (join us in the lounge)

08:00 Welcome and Introduction

Simon Wardley, Gen Ashley, Damian Ondore and Steve Purkis, Steve Hutson and Chris Daniel

08:15 Keynote – The State of Mapping

Simon Wardley

09:00 Trade Session – What sort of Financial System can Support Humanity Best?

Danielle Haugedal-Wilson, Andra Sonea, Xin Yao

In this session we will map and examine how well our current financial system supports humanity's collective well-being. We would need to hack Wardley Mapping beyond its capitalistic context to explore if and how supply and demand competition in the financial system can be moderated by social principles. We will likely end up asking more open questions than we are able to suggest solutions to, including systemic changes needed in adjacent contexts (cultural, political, educational...).

09:45 Time to Network

10:15 Inclusion Session – How do we Regulate Technology Feudalism?

Liz Keogh, Emily Webber, Simon Wondracek

In this session we will discuss power structures in crypto, Web 3 and other technologies - their impact on the environment and on people with least privilege. While we have no proven solutions, we will discuss some ideas that might help to offer better choices to the world

11:00 Time to Network

11:30 Sustainability Session – For a Sustainable Future, How Many of us Need to be Evicted to Space

Anne Currie, Julie Pierce

In this session we will discuss if you would prefer to move to space or stay on Earth.

12:15 Lunch Break

15:00 Trade Session – How to Create an Economic System That Works for Everyone

Tiani Jones, Yuliya Yatsyshina, Johnicholas Hines

In this session we will be focusing on the economic and environmental factors in electric vehicle production. We will be using a few unique techniques to build and question a map such as bond graphs, exogenous/endogenous uncertainties, and elements of trade at play in the market.

15:45 Time to Network

16:15 Inclusion Session – What’s the New Wave of Neoliberal Exclusion?
Tobey Aumann, Jennifer Carlston, Vikesh Shah

In this session we will discuss if the only way the market can continue to expand is to exclude more. Hear how Wardley Mapping helped one panel member go from challenging this statement to leaning into this line of thinking.

17:00 Time to Network

17:30 Sustainability Session – The Role of Poverty in Sustainability
Adrian Cockcroft, Carol Freitas, Caitlin McDonald

If we define poverty as 'lack of fair, full and complete access to the benefits of society,' how can we create sustainable practices and processes to make those benefits available to everyone? Join us for an interactive session exploring case studies from the arts in Scotland (Caitlin McDonald) and Brazilian nut production (Carol Freitas) to discover Wardley Mapping patterns that can help us discover more sustainable routes to thriving societies.

18:15 Time to Network

18:30 Fireside Chat with Simon Wardley
Dave Snowden, Rachel Graham, Cat Swetel

19:30 Post-Conf Lean Coffee

Keeping Mapping Weird

09:00 Weird Mapping Session 1 – What my Hobbies Teach me about the Metaverse
Kim Ballestrin, Liz Fong-Jones

Outside our work focus, many of us have hobbies that use a much broader range of our skills. Liz brings in a computer gaming perspective and Kim a more traditional craft of spinning yarn. The topic has had us looking at our hobbies from a different point of view as well as some deep reflection about the things we have learnt from them. What can gaming and spinning yarn teach us about the metaverse that we would have missed if we had only looked at it from our professional perspective?

09:45 Time to Network

10:15 Weird Mapping Session 2 – Tech, it's a Team Game
Dr Jacqui Taylor, Joanne Casey, Domenico Fumagalli

In this session Dr Jacqui will share why you might not be picking the best players to help your team win, and how tech can change that. After she is joined in a panel session by Domenico and Joanne to discuss the status of, and investment needed in the global education system.

11:00 Time to Network

11:30 Weird Mapping Session 3 – Ignite talks
Stealing Ideas for a Book using Wardley Mapping - *Mike Habar*
The Examined Life: Myself, a Wardley Map - *Alex Hudson*
SenseMapping - *Karl Scotland*

12:15 Lunch Break

15:00 Weird Mapping Session 4 – One Person's Surveillance is Another Person's Transparency
Roz Shaw, Yvonne Lam

Data promiscuity is like online dating - just how many people are you actually having contact with through this chain? Data is amorphous – we think we're entering into a transaction but really we're building a relationship.

Our anxiety around data feels like how a lot of people talk about the anxiety around online dating – safety, and will I get what I want, and concerns about being treated well, and the asymmetry of the relationship.

15:45 Time to Network

16:15 Weird Mapping Session 5 – How to Create a Revolution
Manish Andankar, Dave Anderson, Tope Sadiku

In this session there will be discussions around mapping the elements essential to create a revolution and how companies can use mapping to maximise value in the modern cloud.

17:00 Time to Network

17:30 Weird Mapping Session 6 – Ignite talks
Where's your Favorite Place on the Map - *Benjamin Atkinson*
NBA Maps, What this Competition can Teach us About Strategy - Joaquín Peña Fernández
How to use WardleyMaps to Create the Conceptual Framework for Selecting #NoCode #LowCode Platforms - *Holger Gelhausen*

18:15 Time to Network

Using Mapping in Government

09:00 Architecture for Flow with Wardley Mapping, DDD, and Team Topologies
Susanne Kaiser

In a world of rapid changes and increasing uncertainties, organisations have to continuously adapt and evolve to remain competitive and excel in the market. In such a dynamic business landscape organisations need to design for adaptability.

Combining different perspectives and techniques from business strategy with Wardley Mapping, software architecture and design with Domain-Driven Design, and team organisation with Team Topologies provides a powerful toolset to design, build and evolve adaptive socio-technical systems for a fast flow of change.

This talk connects the dots between these three perspectives and demonstrates how these techniques help to evolve a legacy system for a fast flow of change.

The journey describes the approach to evolve:

- From functional silo teams to cross-functional autonomous stream-aligned teams and platform teams.
- From a monolithic big ball of mud to a modular, loosely coupled system.
- From running on-premises infrastructure to cloud-hosted services.

and using Wardley Mapping as a foundation for architecture for flow.

09:45 Time to Network

10:15 Mapping Across Government
Simon Clifford, Liam Maxwell

In this session, Liam Maxwell, Director of Government Transformation at AWS and former CTO of the UK's Cabinet Office, will look at how to beat the department of 'No' by using the cut-through effect of mapping when pushing forward modernisation and reform programs in government. Simon Clifford, Government Transformation Advisor, and former Director of Digital & Data of the UK's Police ICT Company, will use maps to explore the impact mental health has across government.

11:00 Time to Network

11:30 Government, Security and Maps
Josh Corman

In this session Josh will share his experiences securing healthcare and vaccine supply chains at <http://CISA.gov> to illustrate why Conway's Law kills and what the pandemic helped us to learn about ransomware.

12:15 Lunch Break

15:00 Open Source, Government and Maps
Amanda Brock, Clare Dillon

In this session, Amanda Brock, CEO of OpenUK, will share thoughts & experiences using maps for her big picture work on open source policy and government. **Clare Dillon**, Exec Director of InnerSource Commons Foundation, will explore open source areas ripe for investment.

15:45 Time to Network

16:15 Negotiating with Maps
David Eaves, Kaimar Karu

In this session, David Eaves, Associate Professor at UCL and Head of Investing at Co-Develop, will connect interest based negotiation with wardley mapping, and show how he uses the two together to 'get to yes'. Kaimar Karu, Partner at Mindbridge, and former Minister of Foreign Trade and Information Technology in Estonia, will focus on using maps to find out assumptions and compare/contrast different contexts in a way that reduces friction between stakeholders.

17:00 Time to Network

17:30 Mapping to Improve Health Outcomes
Sebastian Jaramillo, Sarah Mackie

In this session, Sarah Mackie from the University of Leeds will explore mapping to reduce the rate of blindness due to a rare condition called giant cell arteritis, and Sebastián Jaramillo from Tirando X will discuss how his organisation uses maps to improve sexual health education in Colombia.

We'll look at the advantages & limitations of mapping in healthcare

18:15 Time to Network

Cat's Capable Cartographers

1500 Let's Map
Cat Swetel, Sarah Clarke, Mel Conway, Andie Nordgren

18:15 Time to Network