

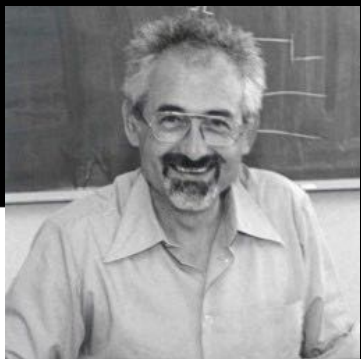
Besser als Zufall

Eine Strategie für Generative

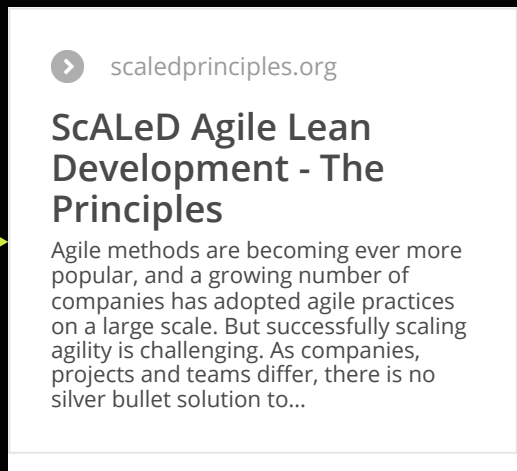
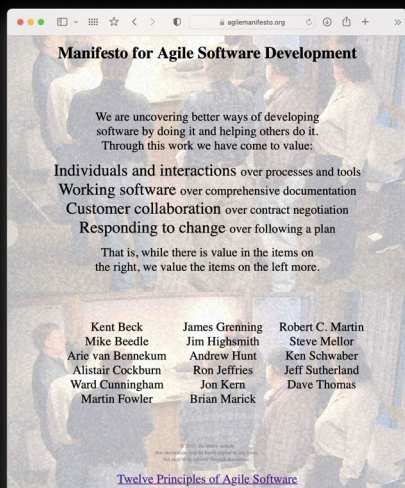
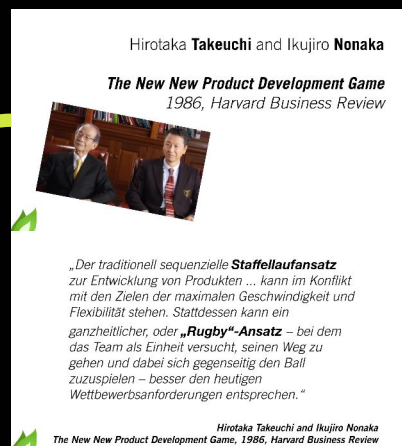
KI entwickeln



Wolfgang Hilberg (*1932 †2015)



DAS SCRUMTEAM



GAME 3



Agenda

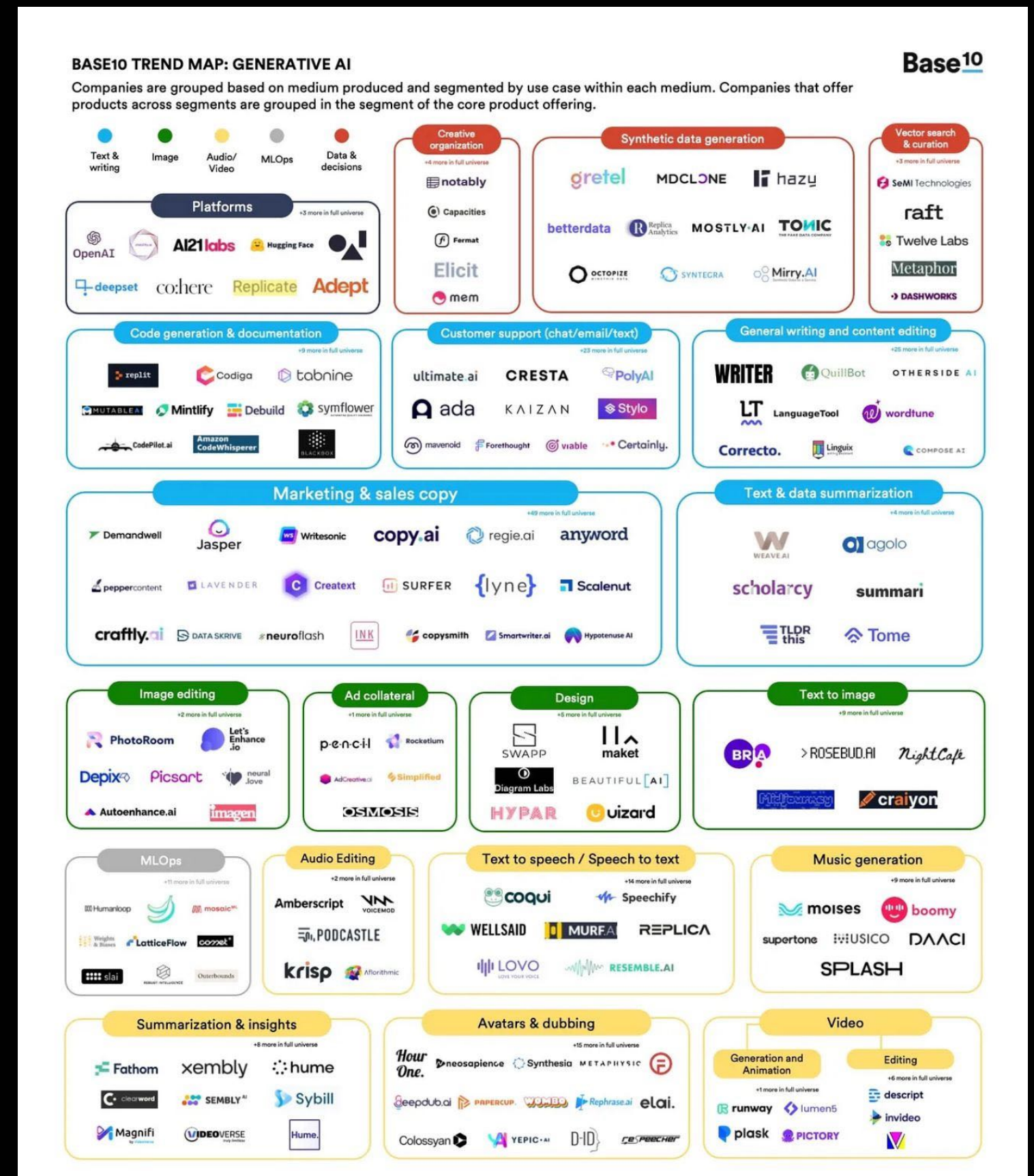
1. Status der Generativen KI
2. Eine eigene Landkarte schaffen
3. Strategische Doctrins

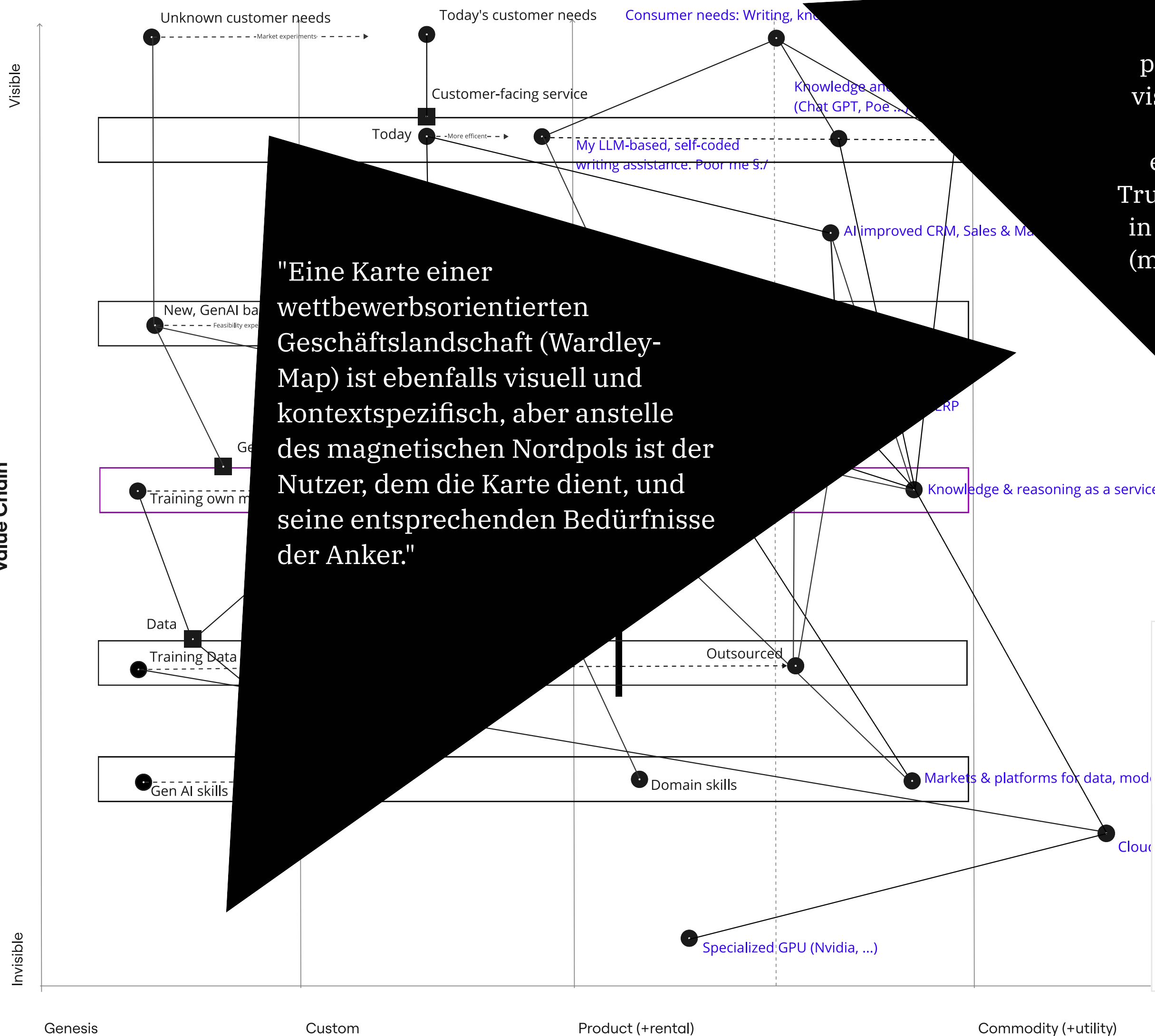
KI = Generative KI = GenAI

Landkarte

- Keine Position, Entfernungen
- Keine Beziehungen (Wege, Straßen)
- Keine Besonderheiten der Landschaft (Berge, Seen, Flüsse)
- Partner oder Wettbewerber?

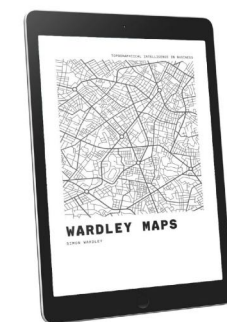
Simon Wardley hat eine Lösung





"Eine Karte einer wettbewerbsorientierten Geschäftslandschaft (Wardley-Map) ist ebenfalls visuell und kontextspezifisch, aber anstelle des magnetischen Nordpols ist der Nutzer, dem die Karte dient, und seine entsprechenden Bedürfnisse der Anker."

„Eine Karte des physischen Geländes ist visuell, spezifisch für die jeweilige Schlacht und enthält die Position der Truppen und Hindernisse in Bezug auf einen Anker (magnetischen Norden).“



"This is the story of my journey, from a bumbling and confused CEO lost in the headlights of change to having a vague idea of what I was doing."

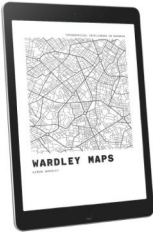
- Simon Wardley

 learnwardleymapping.com

The Book

This is the story of Simon Wardley. Follow his journey from bumbling and confused CEO lost in the headlights of change to someone with a vague idea of what they're doing.

Durch Wettbewerb unterliegt alles der Evolution



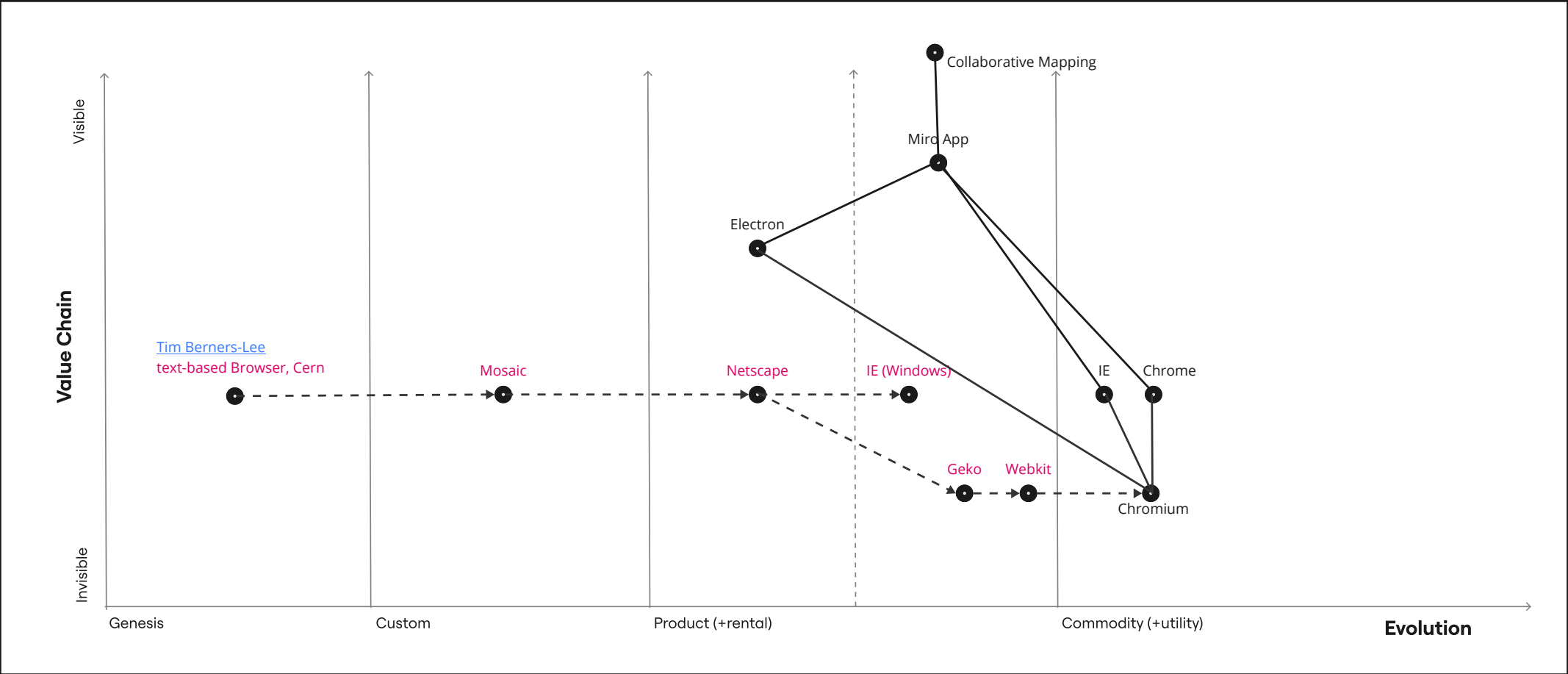
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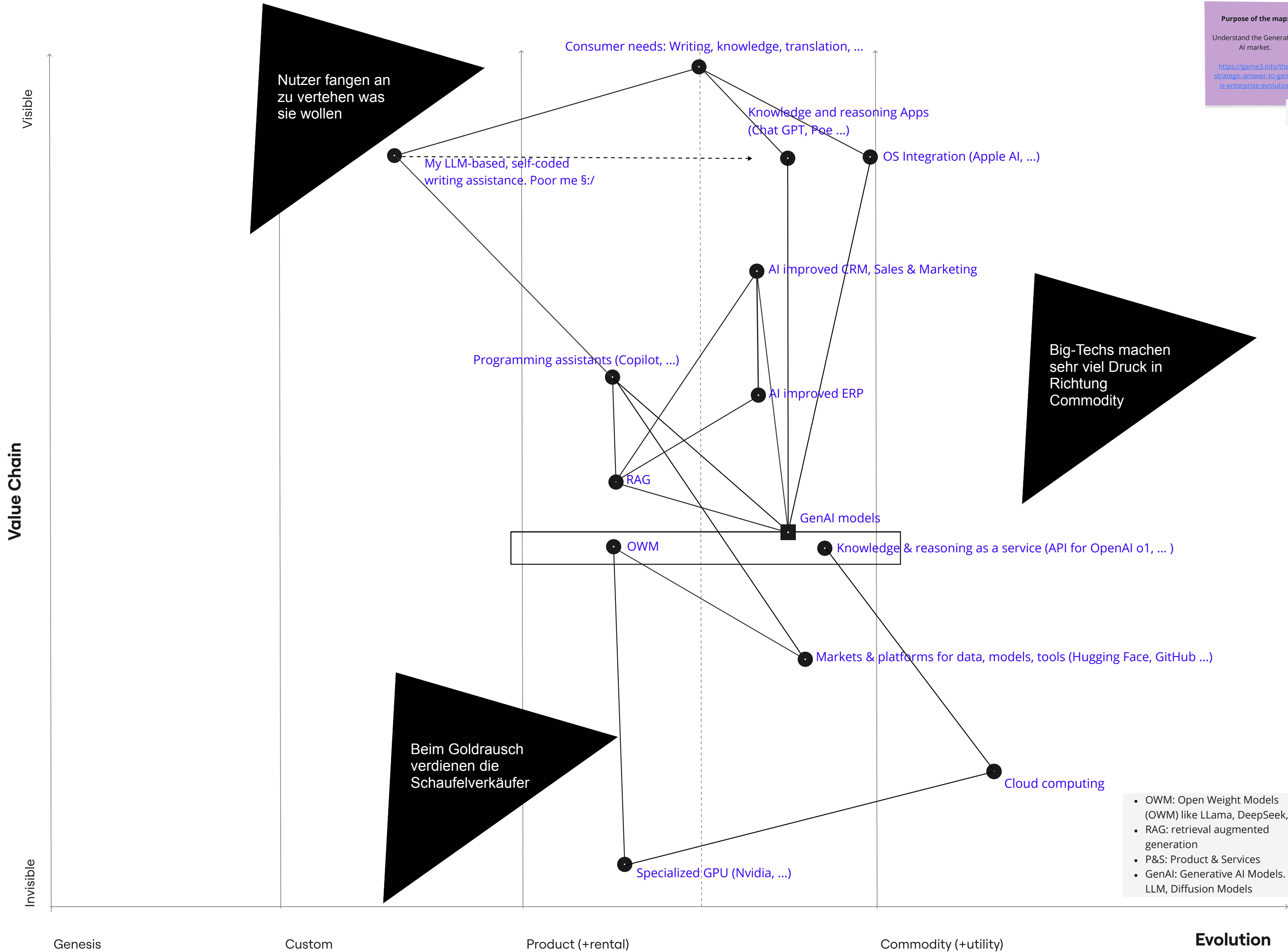
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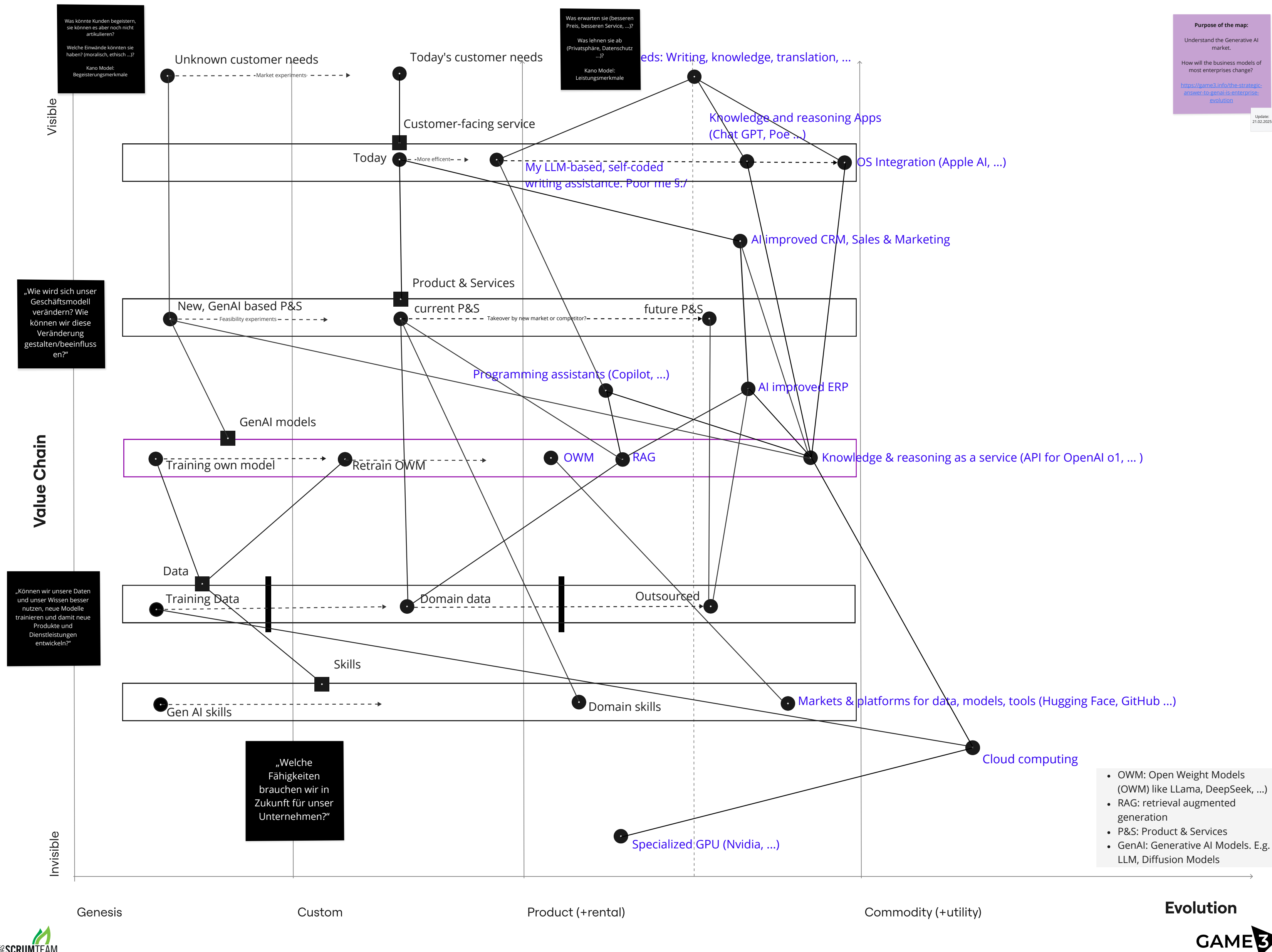
The Book

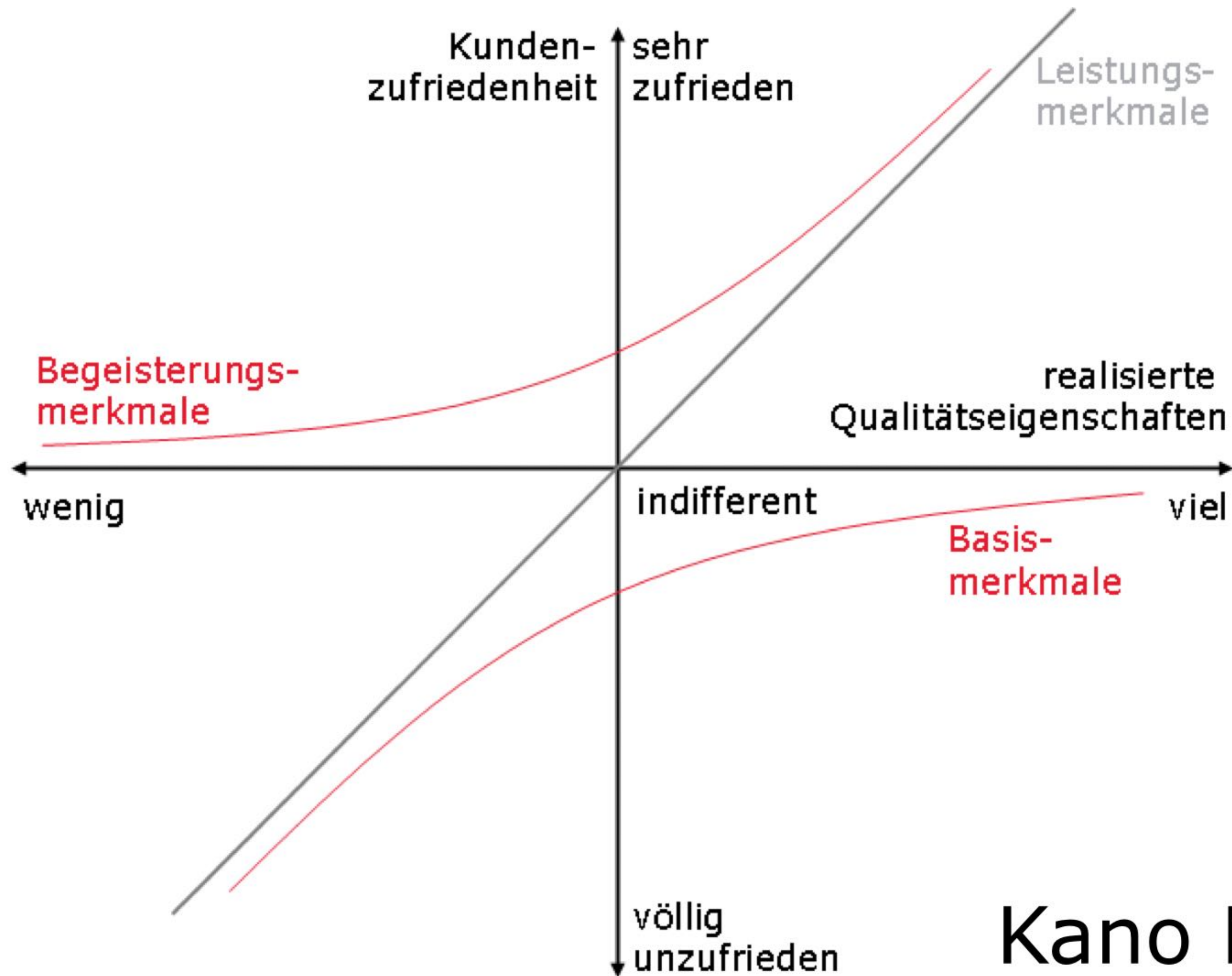
This is the story of Simon Wardley. Follow his journey from bumbling and confused CEO lost in the headlights of change to someone with a vague idea of what they're doing.



Stage (of activity)	Genesis	Custom	Product (+rental)	Commodity (+utility)
Characteristics				
Ubiquity	Rare	Slowly increasing consumption	Rapidly increasing consumption	Widespread and stabilising
Certainty	Poorly understood	Rapid increases in learning	Rapid increases in use / fit for purpose	Commonly understood (in terms of use)
Publication Types	Normally describe the wonder of the thing	Build / construct / awareness and learning	Maintenance / operations / installation / feature	Focused on use







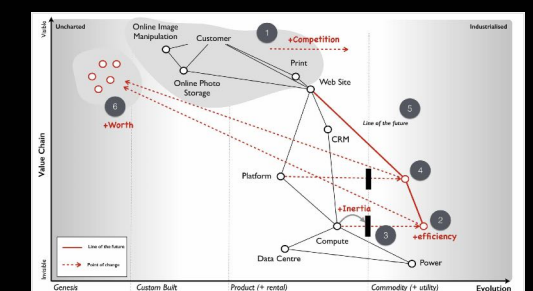
Kano Modell

Wardley's Climatic Patterns

Competitors	Competitors actions will change the game	Most competitors have poor situational awareness		
Components	Everything evolves through supply and demand competition	Evolution consists of multiple waves of diffusion with many chasms	No choice over evolution	Commoditisation does not equal Centralisation
	Characteristics change as components evolve	No single method fits all	Components can co-evolve	
Financial	Higher order systems create new sources of value	Future value is inversely proportional to the certainty we have over it.	Efficiency does not mean a reduced spend	Evolution to higher order systems results in increasing energy consumption
	Capital flows to new areas of value	Creative Destruction		
Inertia	Success breeds inertia	Inertia increases the more successful the past model is	Inertia can kill an organisation	
Prediction	You cannot measure evolution over time or adoption	The less evolved something is then the more uncertain it is	Not everything is random	Economy has cycles
	Two different forms of disruption	A "war" (point of industrialisation) causes organisations to evolve		
Speed	Efficiency enables innovation	Evolution of communication can increase the speed of evolution overall	Change is not always linear	Shifts from product to utility tend to demonstrate a punctuated equilibrium

Courtesy of Simon Wardley, CC BY-SA 4.0.

„Es ist zwar äußerst hilfreich, die Landschaft des Wettbewerbs zu verstehen, aber es ist auch wichtig, das Klima zu verstehen – die externen Kräfte, die darauf einwirken. Dies sind die umfassenderen Spielregeln, die Muster der Jahreszeiten und die Handlungen der Wettbewerber.“



learnwardleymapping.com

Climate

While understanding the competitive Landscape is extremely helpful, it's also important to understand the Climate - the external forces acting upon it. These are the broader rules of the game, the patterns of the seasons, and competitor actions. Below a...

Wardley's Strategic Doctrins

GAME 3 Strategic Doctrine #2 Evolution Focus

	Wardley's Doctrine (universally useful patterns that a user can apply regardless of context)						
	Communication	Development	Operation	Learning	Leading	Structure	
IV				Listen to your ecosystem	Exploit the landscape There is no core	Design for constant evolution No single culture	
III				Optimise flow	Bias towards the new	Commit to the direction Be the owner	Provide purpose, mastery & autonomy
				Do better with less		Inspire others Embrace uncertainty	Seek the best
				Set exceptional standards		Be humble	
II		Focus on the outcome Think fast, inexpensive, restrained and elegant Use appropriate tools	Manage inertia		Move fast	Think small teams	
		Be pragmatic Use standards	Manage failure	Bias towards action	Strategy is iterative	Distribute power and decision making	
			Effectiveness over efficiency			Think aptitude and attitude	
			A bias towards open				
Phase I	Common Language	Know your users	Know the details	Bias towards data	*STEVE PURKIS VARIATION		
	Challenge Assumptions	Focus on user needs					
	Understand what is being considered	Remove bias and duplication					
		Use appropriate methods					

GAME 3

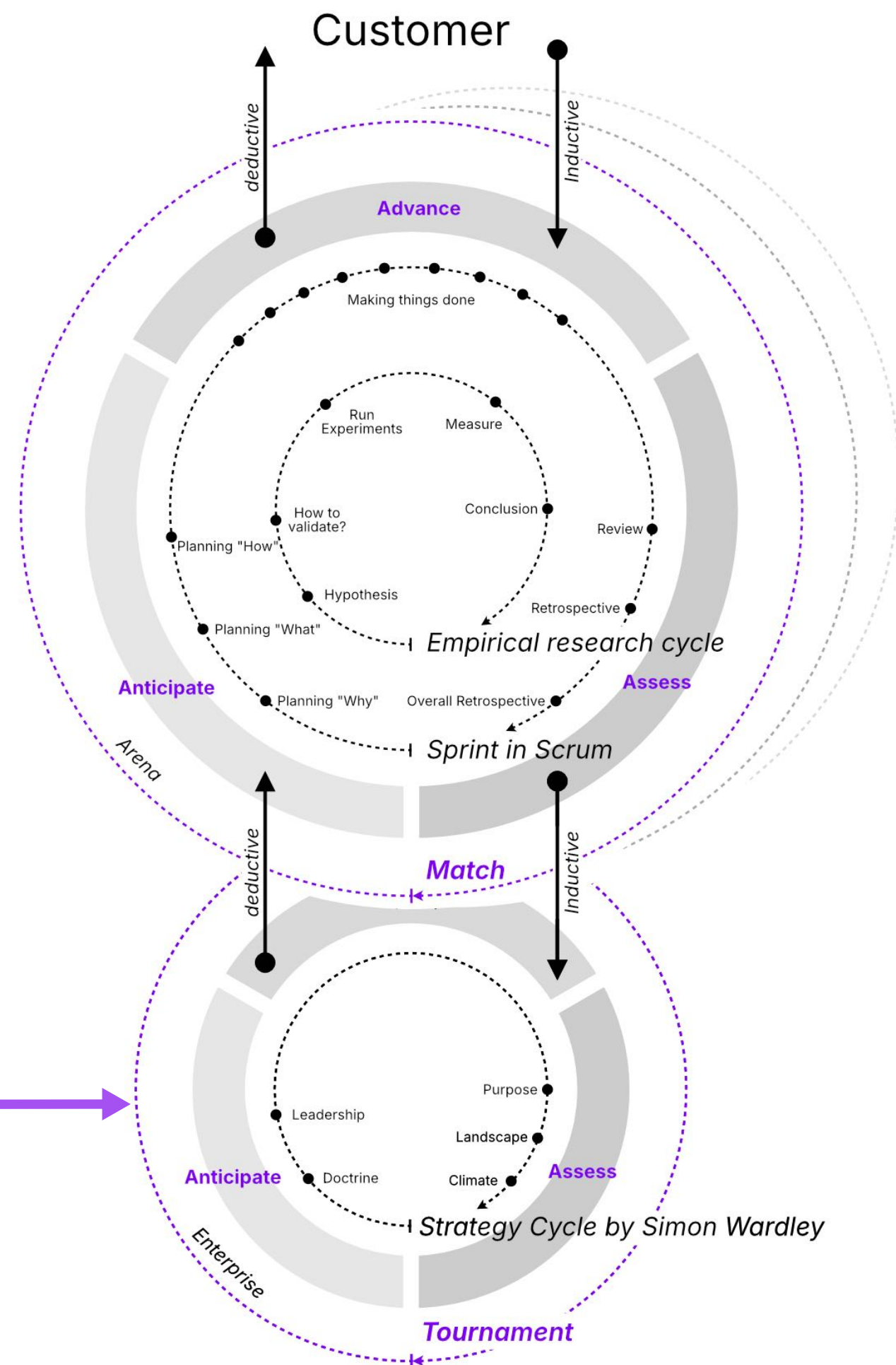
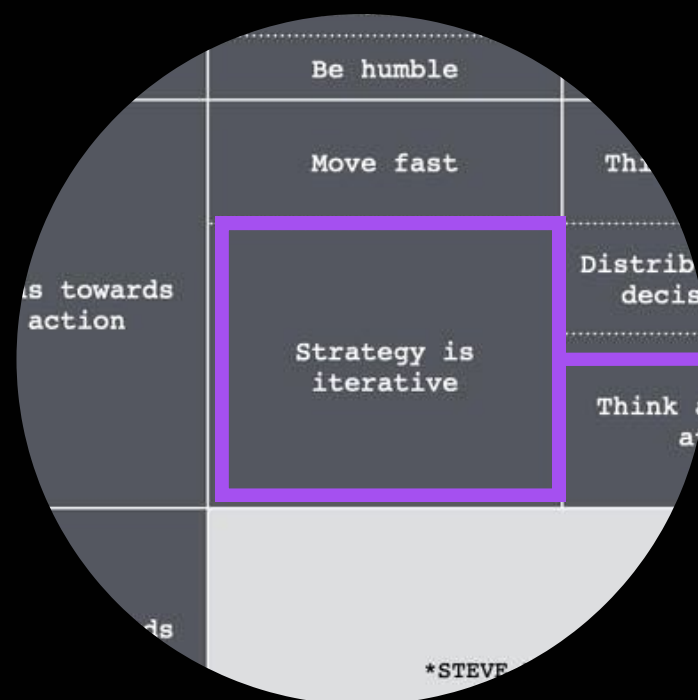
Strategic Doctrine #1

Empirical Control

game3.info

1. Empirical Control - GAME3

1. Empirical Control - GAME3



GAME 3

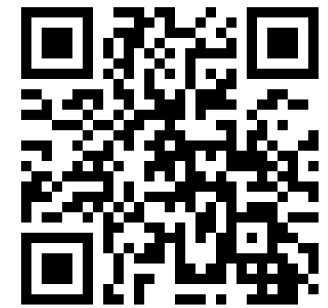
Mitnehmen!

1. Eine eigene Landkarte zu GenAI schaffen
2. Strategie iterativ angehen
3. Scrum besser nutzen zum Forschen



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Peter Beck

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