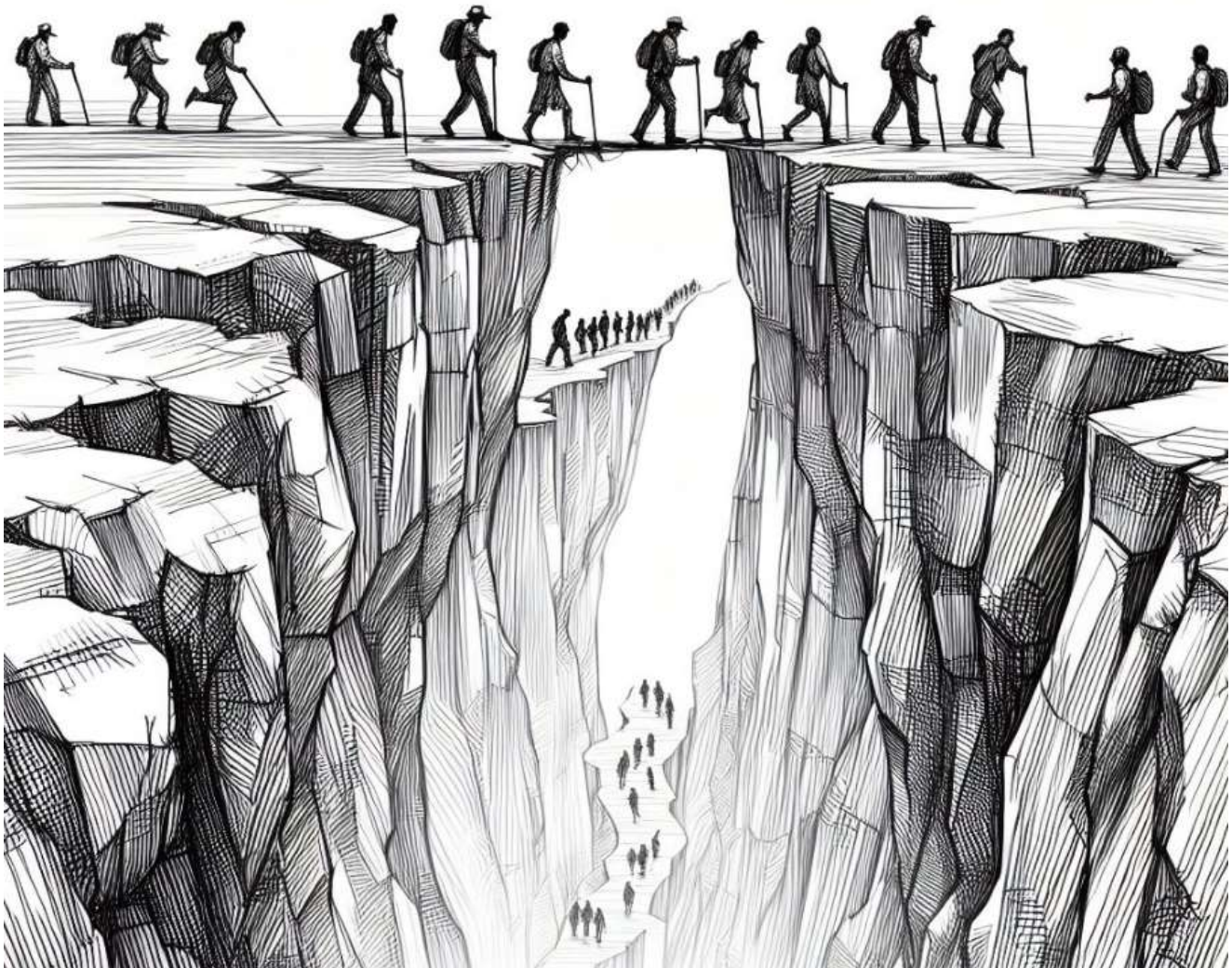


Crossing the Chasm with Wardley Maps

A temporary framework for mappers



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Wardley Mapping is an emerging model that is reflected in the book written by Simon Wardley "Topographical Intelligence in Business". The book is hard to read, as it contains concepts and many perspectives that require the reader to read several times.

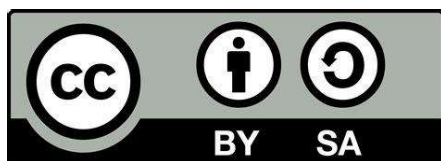
This document is a temporary framework which helps on the usage and adoption of Wardley Mapping model, in the professional context. The reader of this guide must be familiar with Wardley Mapping concepts and is facing the problem of not knowing how to ramp it up in his team or organization.

It's temporary because ideally, when you find the way that better fits you to use Wardley Mapping, then you should remove the framework. The right term to this document is "scaffolding" which is a temporal structure to build pillars. I call it framework because just a few people know the "scaffolding" term.

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If you have any questions or suggestions, please contact me by mail (joaquin@mapasllc.com) or by Twitter (@joa_pen).



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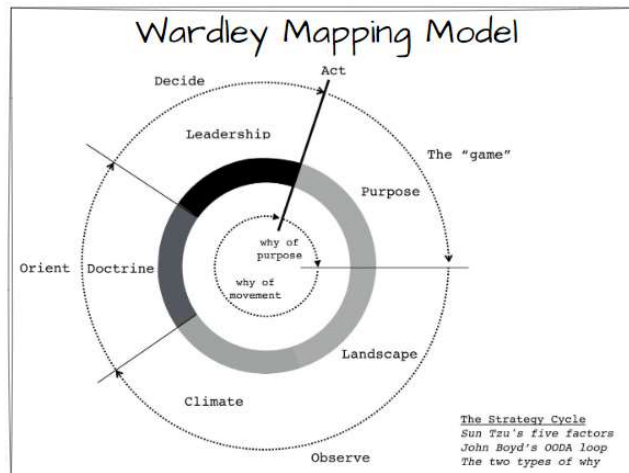
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1. Wardley Mapping definition

Wardley Mapping are many things:

- It's an emerging model.
- It is a strategic planning and communication tool.
- It's a complex problem-solving tool.
- It's a model that is focused on organizations and the competitive landscape.



If you are reading this document, you know all that.

Here I'm not going to talk about how to read a map, how to draw a map, how to build a strategy or any other thing about the Wardley Mapping model. I understand you already have some basic notion of the model, and you are looking to learn how to use it in your organization.

2. Why a temporary framework about Wardley Mapping?

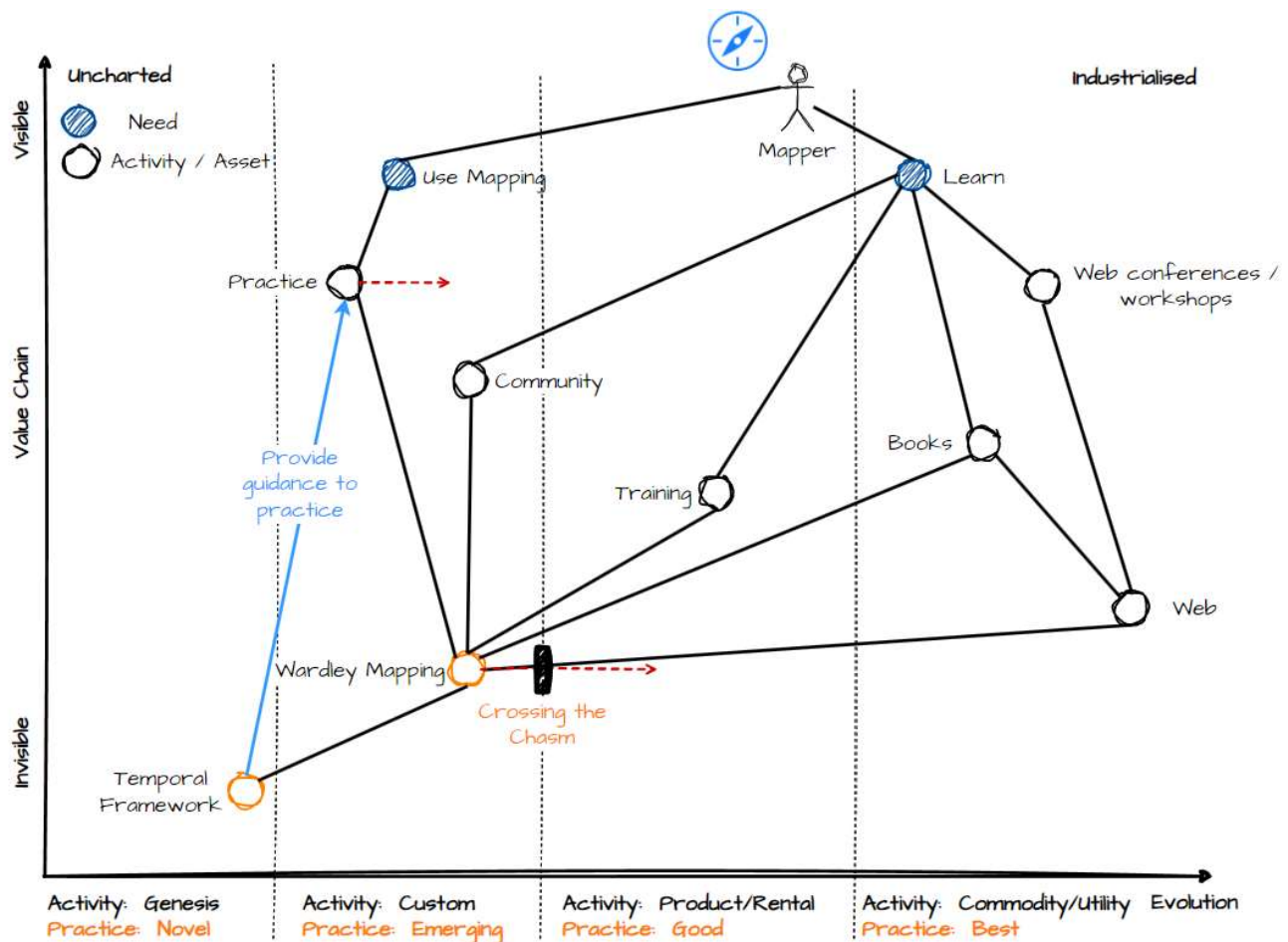
The context

In the learning process on Wardley Mapping there are two main things to learn:

- Wardley Mapping model itself (adoption).
- How to use Wardley Mapping in an organization or team which is already working using other tools (integration).

This guide focuses on how to use Wardley Mapping in different contexts.

I will represent it with a map:



Notes from the map:

- The mapper is the user (anchor)
- It needs to learn Wardley Mapping and use Wardley Mapping.
- For learning there are different capabilities available.
- For practicing, right now there's only the practice done by the mapper.
- This temporal framework guides the practice of mapping.

Purpose

- Reduce the friction when learning Wardley Mapping.
- Improve the integration of the Wardley Mapping usage in an organization/team.

Framework components

- The components of the framework are events, roles, competencies, good practices and processes.
- The components of the framework are like pillars that enable the novel apprentice to orientate itself on the model. They are the bicycle training wheels.

<p><u>Note</u>: I personally love bicycles and for that reason I will use this analogy and not the "scaffolding" analogy.</p>

Framework lifecycle

- The Wardley Mapping model evolves, and the framework will need to adapt to the changes happening in the model.
- The framework description tries to be light.

- Wardley Mapping practice is considered by this document as an emerging practice, this will mean that as soon as more use cases are accumulated, the guide will take all these learnings and will be updated to improve itself.
- The framework is a guidance that needs to be tailored for each given context.

Disclaimer about the framework

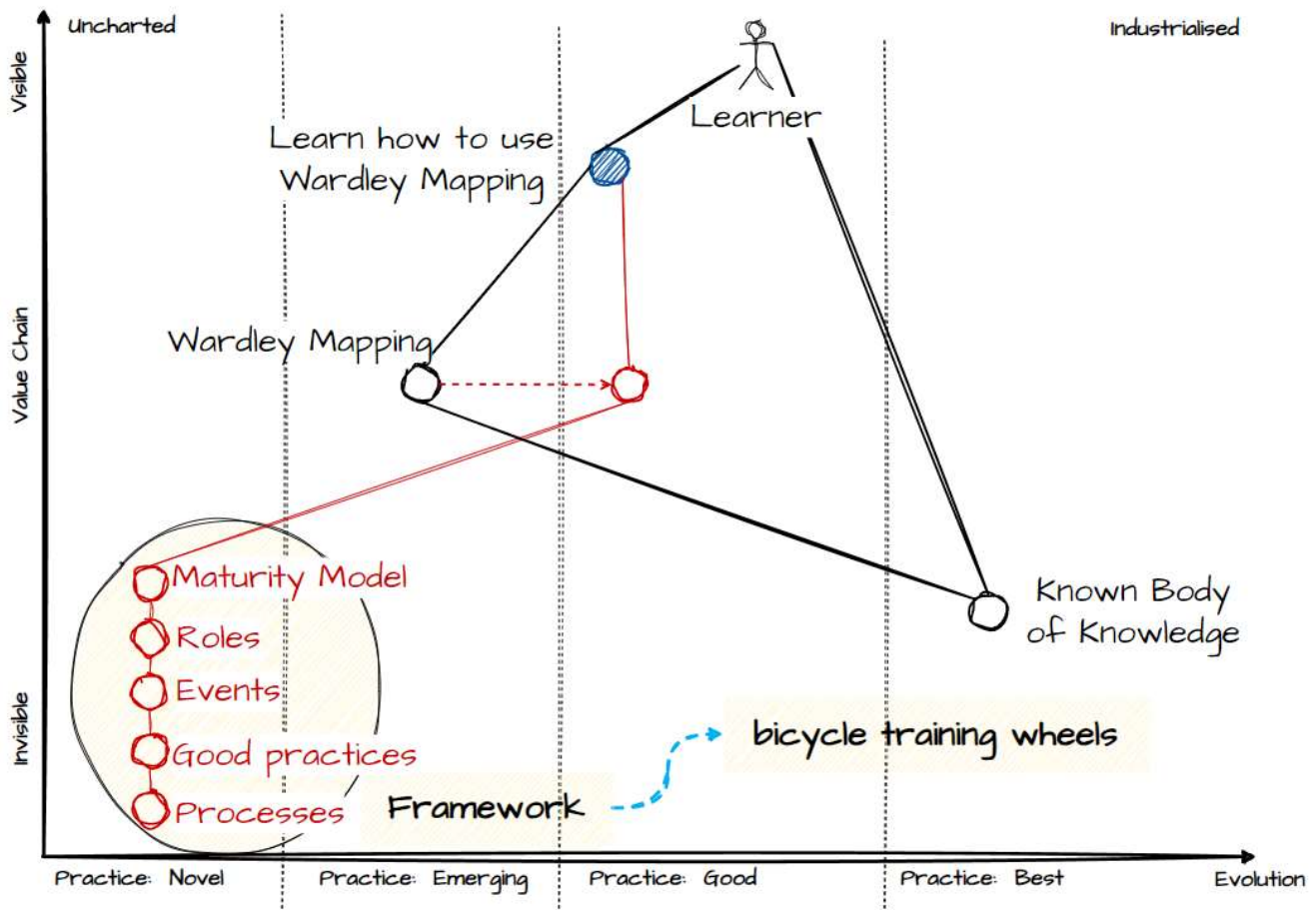
Frameworks have problems, especially when you are working with an emergent practice as Wardley Mapping. The reader needs to understand these problems and make decisions when s/he is in front of one of these situations.

- **illusion of control**: If you feel that by using the tips you feel more comfortable, that's fine. If you feel that using this tips you control how the conversations are going on around mapping, then you are not doing it.
- **Tailor, tailor, tailor**: this is a temporal framework, adopt all you think is useful to you, and always do tailor and adapt the propositions done in this document to your context. I like to say: "adopt and renounce", which means that some of the propositions are adopted by me, but others I prefer to renounce to them.
- **This is not science**: The statements described below are not science, it is a consequence of experience, but it could be the wrong approach in many other cases. This is not math.
- **All models are wrong, some are useful**: this can be also applicable to frameworks.

Coupling Wardley Mapping with other practices

One of the best methods to show or teach how to use Wardley Mapping is by coupling a known body of knowledge with Wardley Mapping.

In this way, the learner usually accelerates the learning on how to use it.



There are many bodies or knowledge and best practices available that can be used to help on Wardley Mapping adoption.

This temporal framework will use Scrum as reference for building the framework. Why? Well, both practices have things in common, and for those people using Scrum, the adoption of use of Wardley Mapping is quite straightaway.

For the readers that do not know Scrum, do not worry, you do not need to know it, but it will be fastest for those that know Scrum to understand Wardley Mapping concepts.

I know other body of knowledge that fits with Wardley Mapping

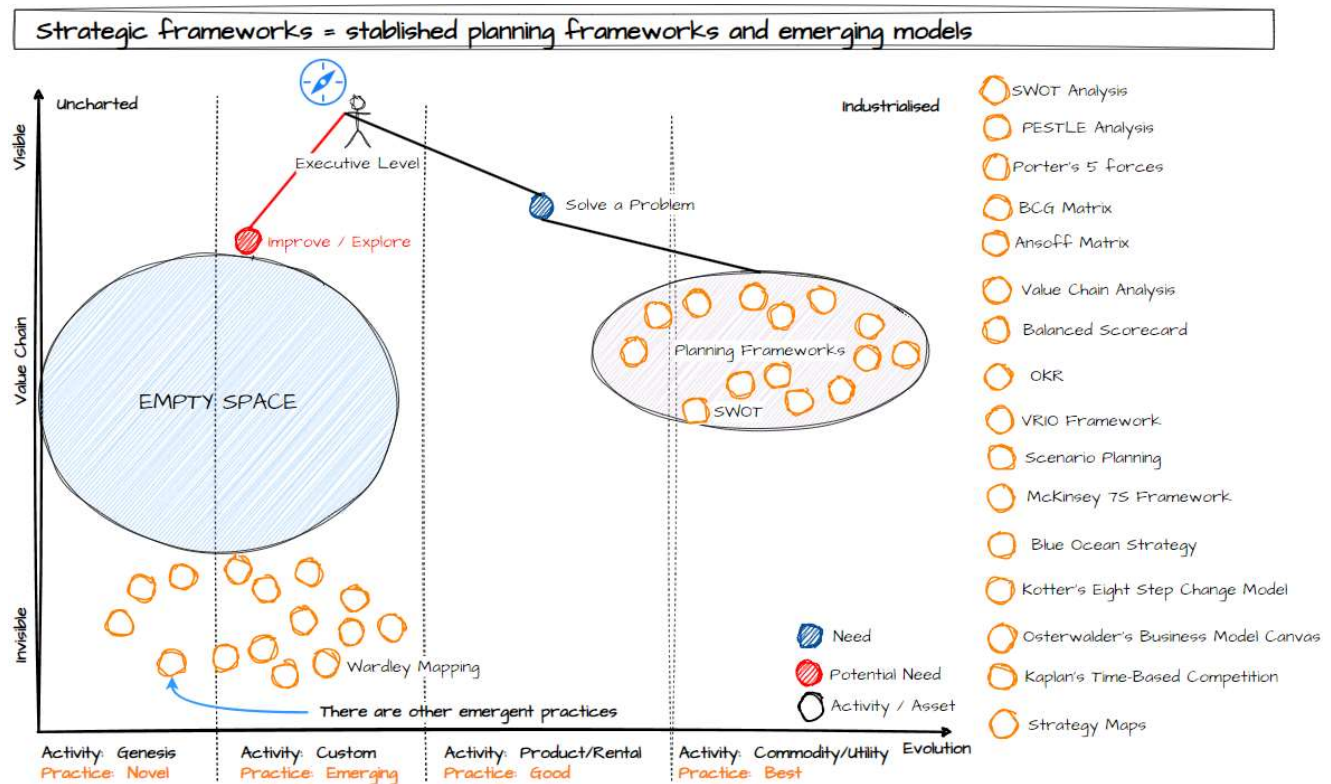
If you are an expert on another body of Knowledge or practice that you think could serve as a training wheel for Wardley Mapping adopters, let me know, I'm interested in studying it.

Right now, Wardley Mapping is an emerging practice, and we all have to accumulate experience and common points to shape its adoption.

3. An analysis of Wardley Mapping

This section does a context analysis of the Wardley Mapping model and its current situation, so the reader can add context when using it on its own landscape.

Wardley Mapping is an emerging practice, in a world where the common practices are the strategic planning frameworks.



The fact that Wardley Mapping is an emerging model, shapes its context. There are some things on this scenario we should comment:

First, the current mappers are early adopters.

In the book "Crossing the Chasm" by Geoffrey Moore talks about the different types of attitudes of users.

On one hand, early adopters are more willing to take risks and are driven by vision and intuition, whereas the early majority wait for proof that the product works and prefer to buy from established companies.