From Puzzles to Products

Ajessitron

ATOMIST

From Puzzles to Products

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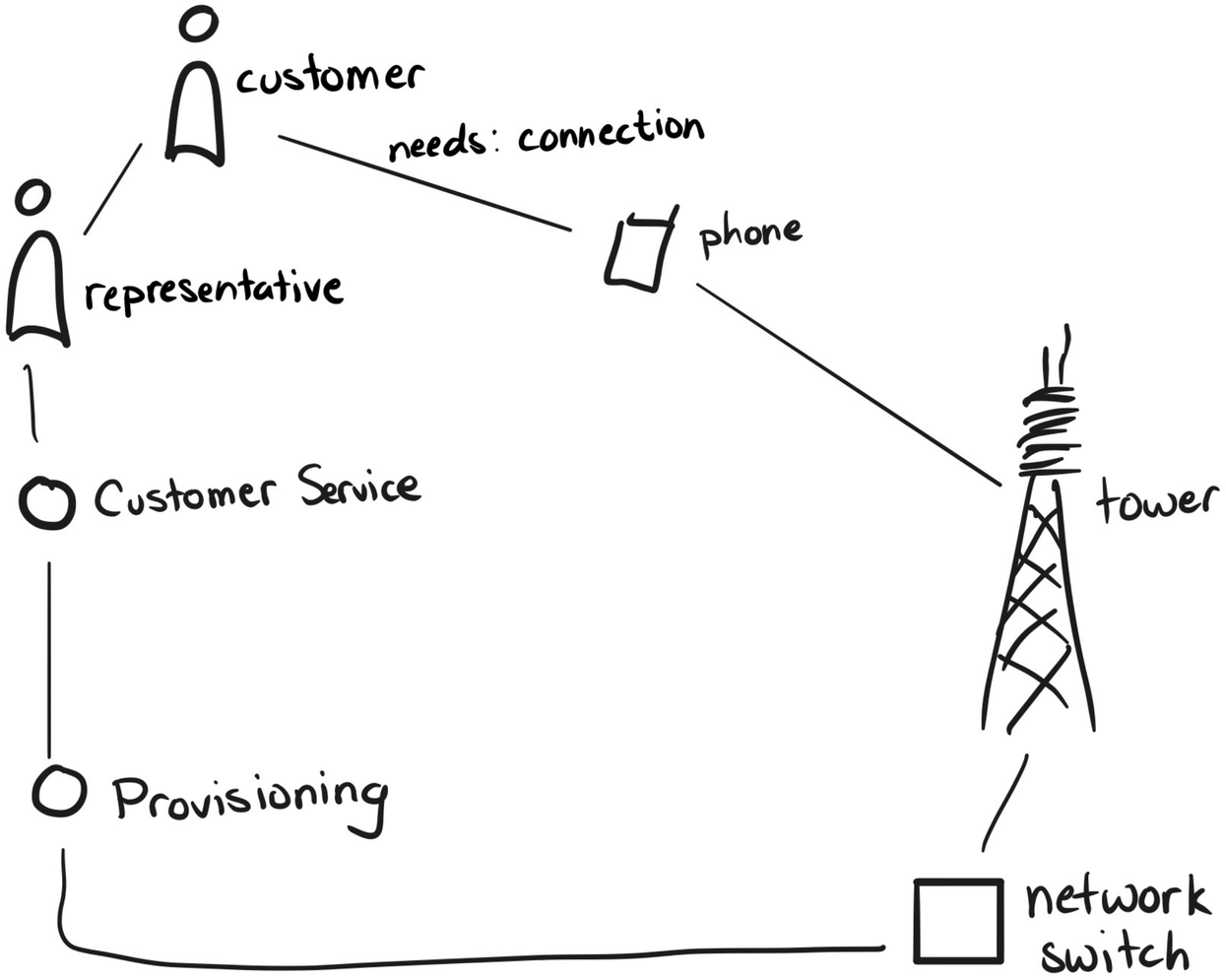
ATOMIST



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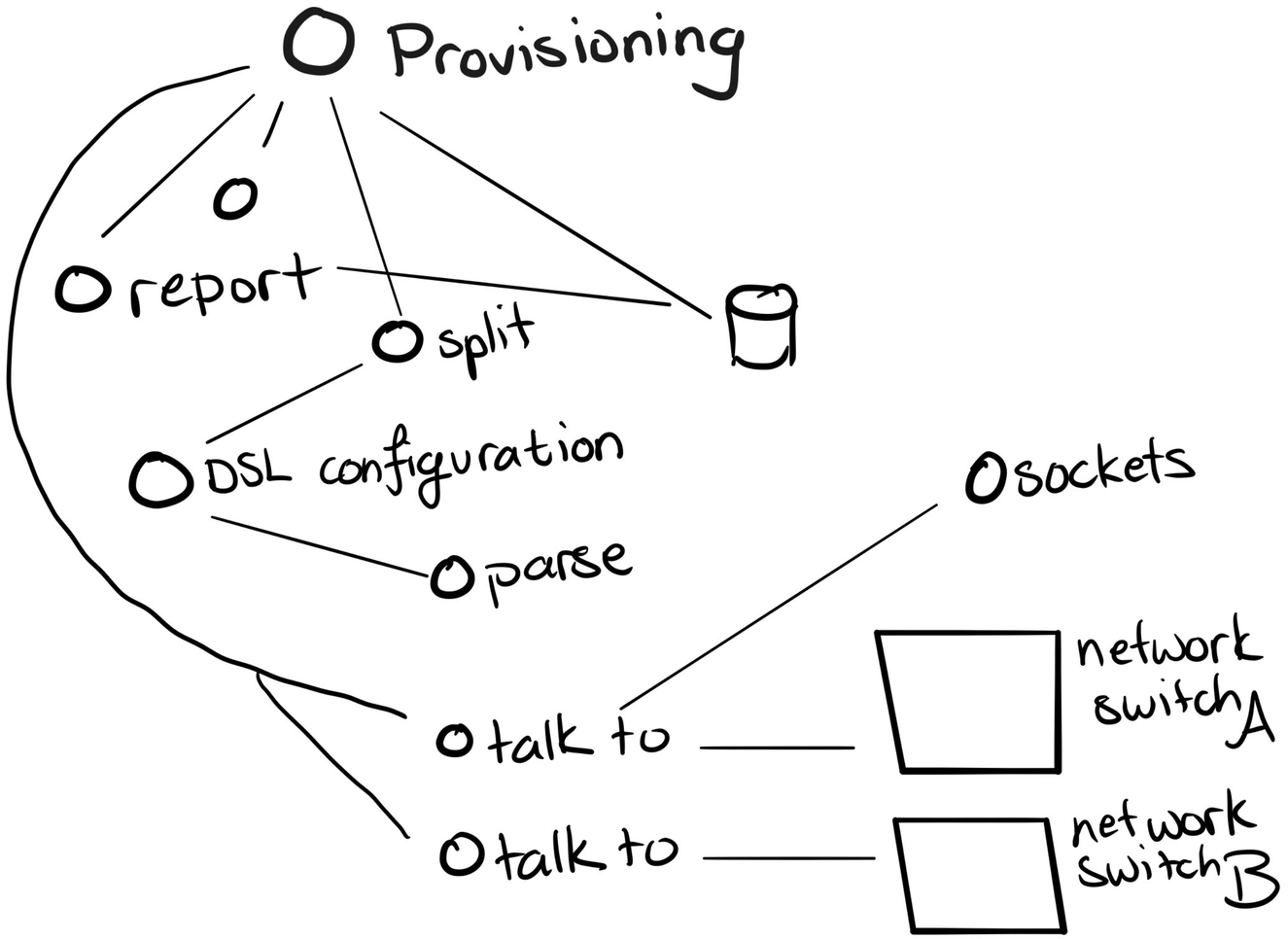

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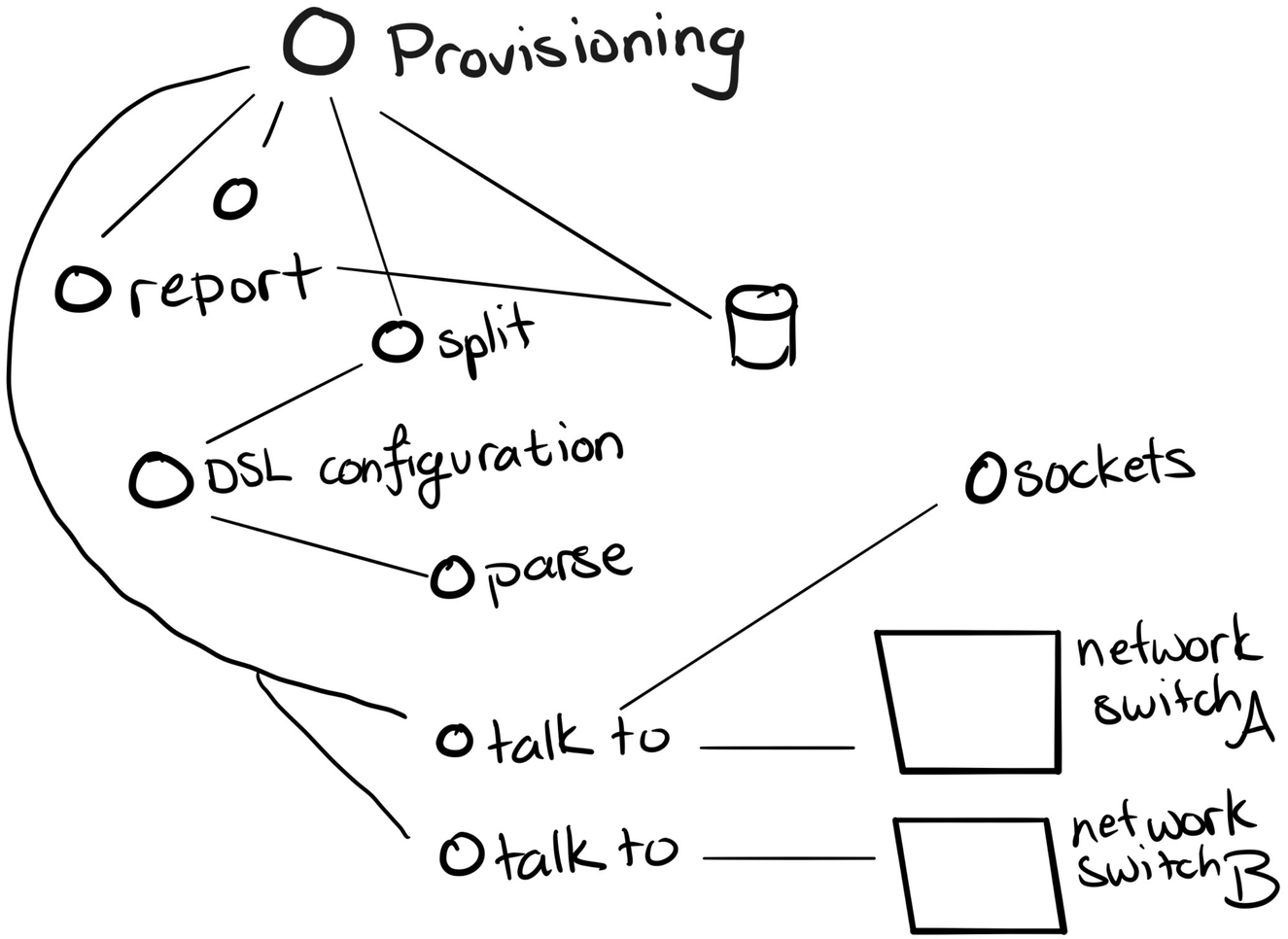

From Puzzles to Products

Puzzles

From Puzzles to Products

Puzzles

- well-defined end state
- some allowed means to reach it

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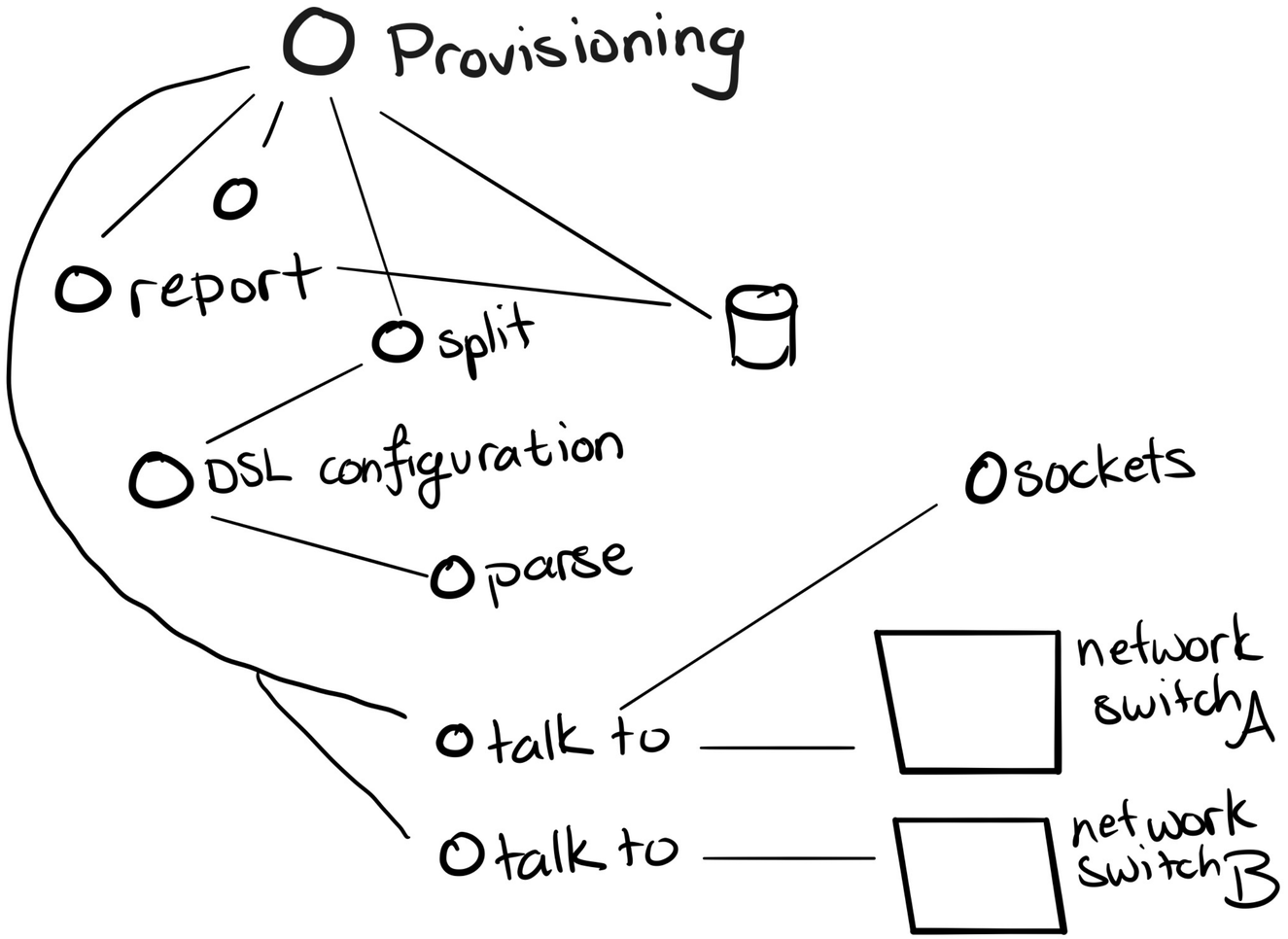

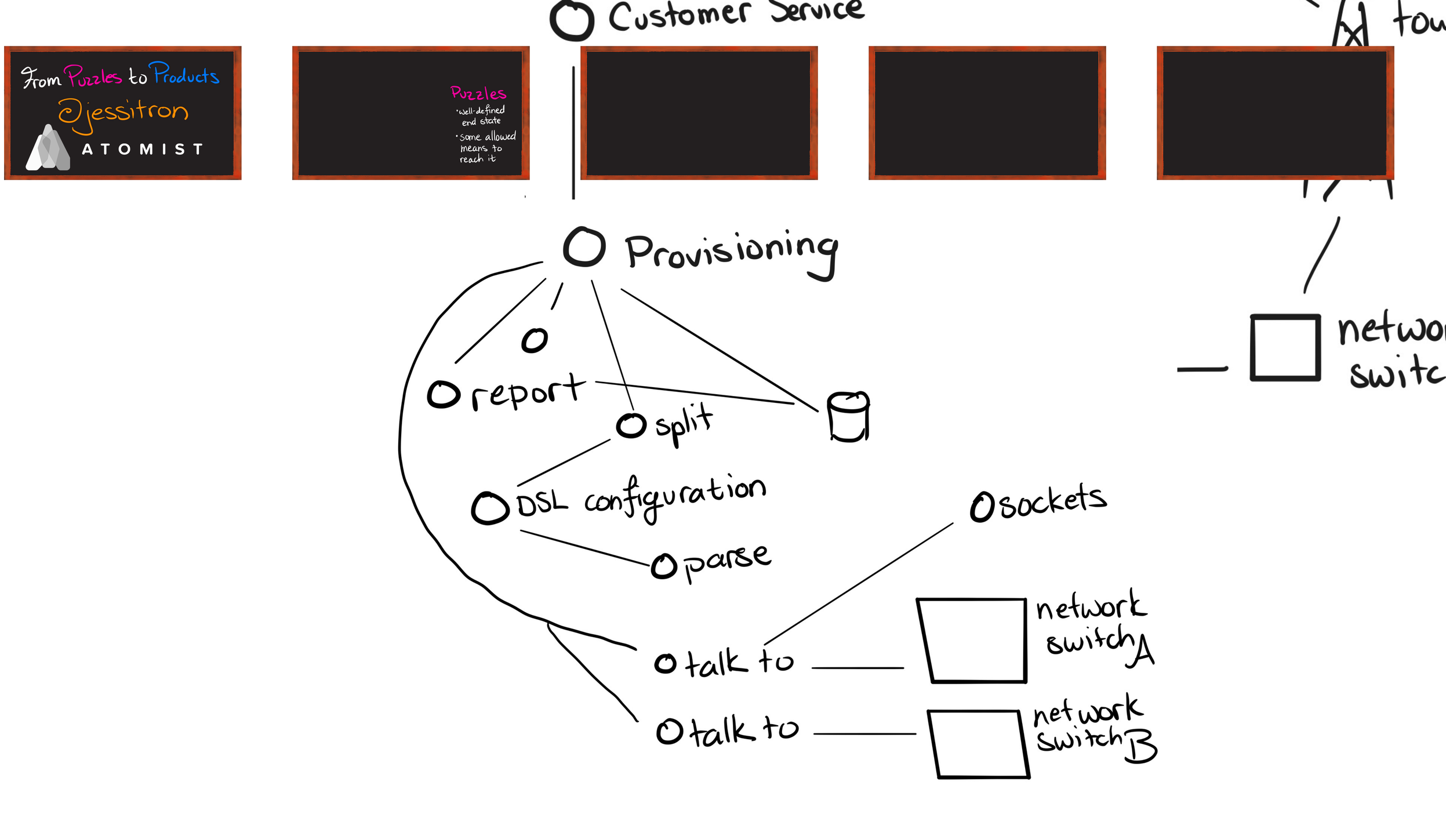
From Puzzles to Products
@jessitron
ATOMIST
Puzzles
•well-defined end state
•some allowed means to reach it
Customer Service
Provisioning
report
split
DSL configuration
parse
sockets
talk to
talk to
network switch A
network switch B

From Puzzles to Products

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ATOMIST

Puzzles

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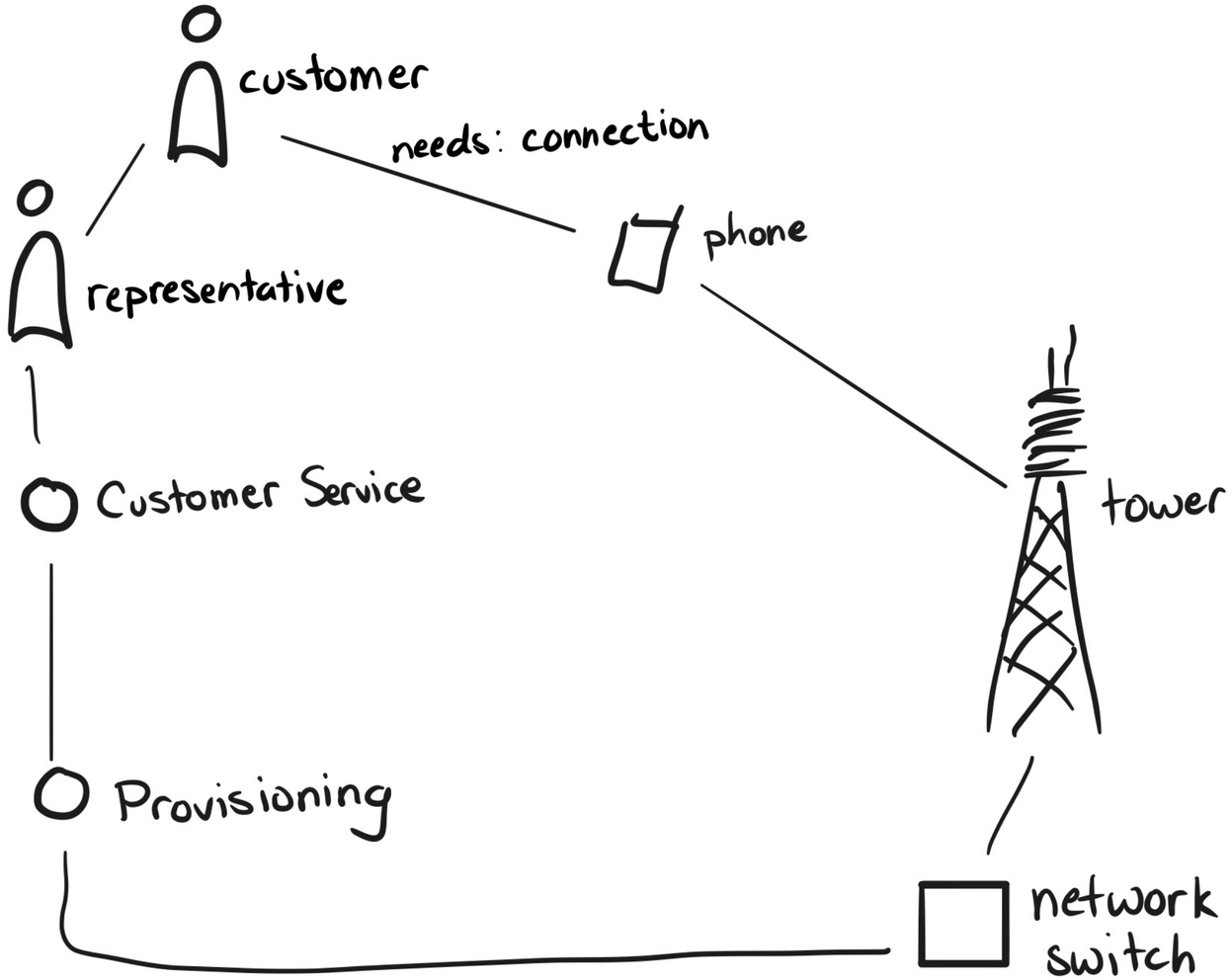
- some allowed means to reach it



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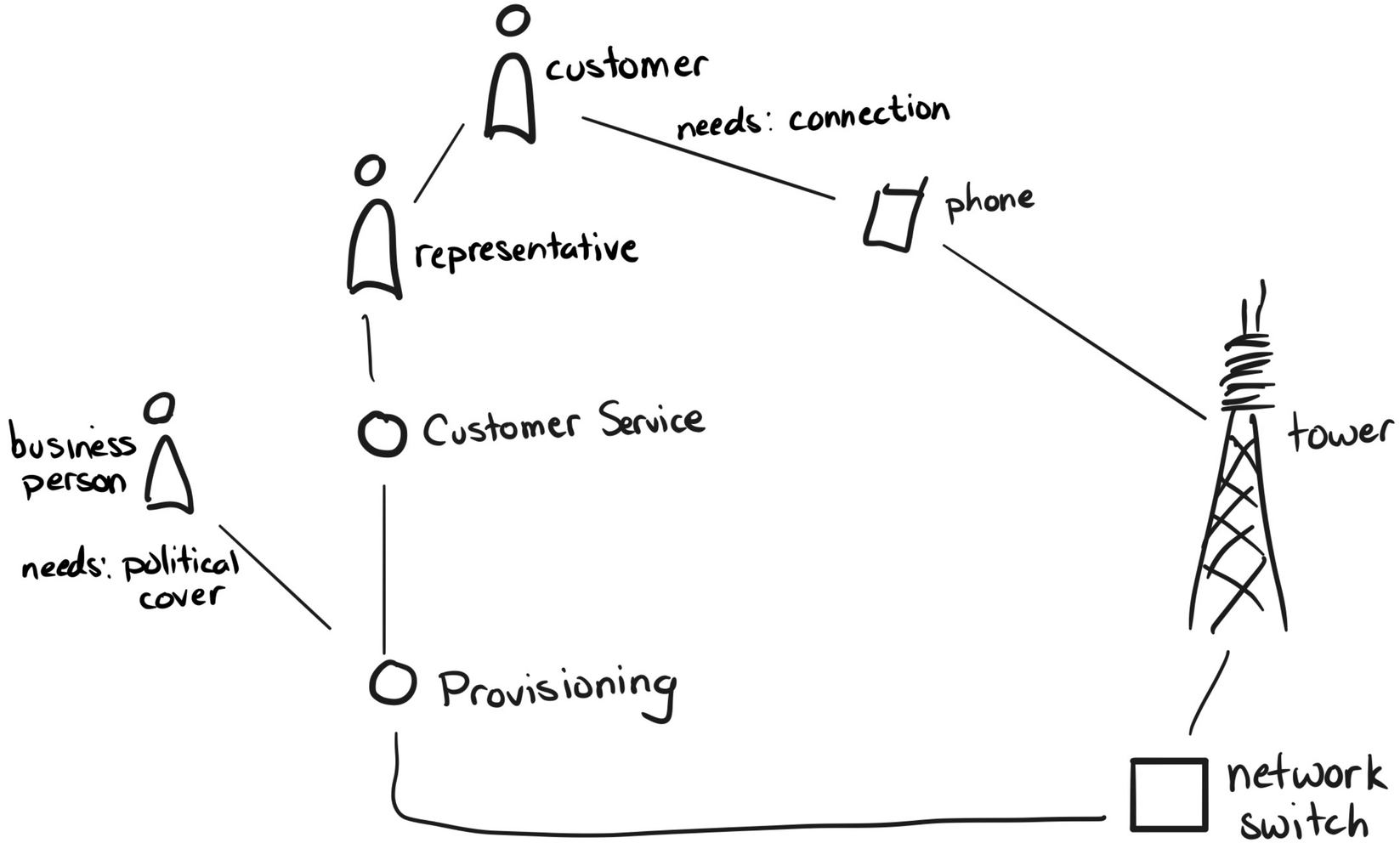

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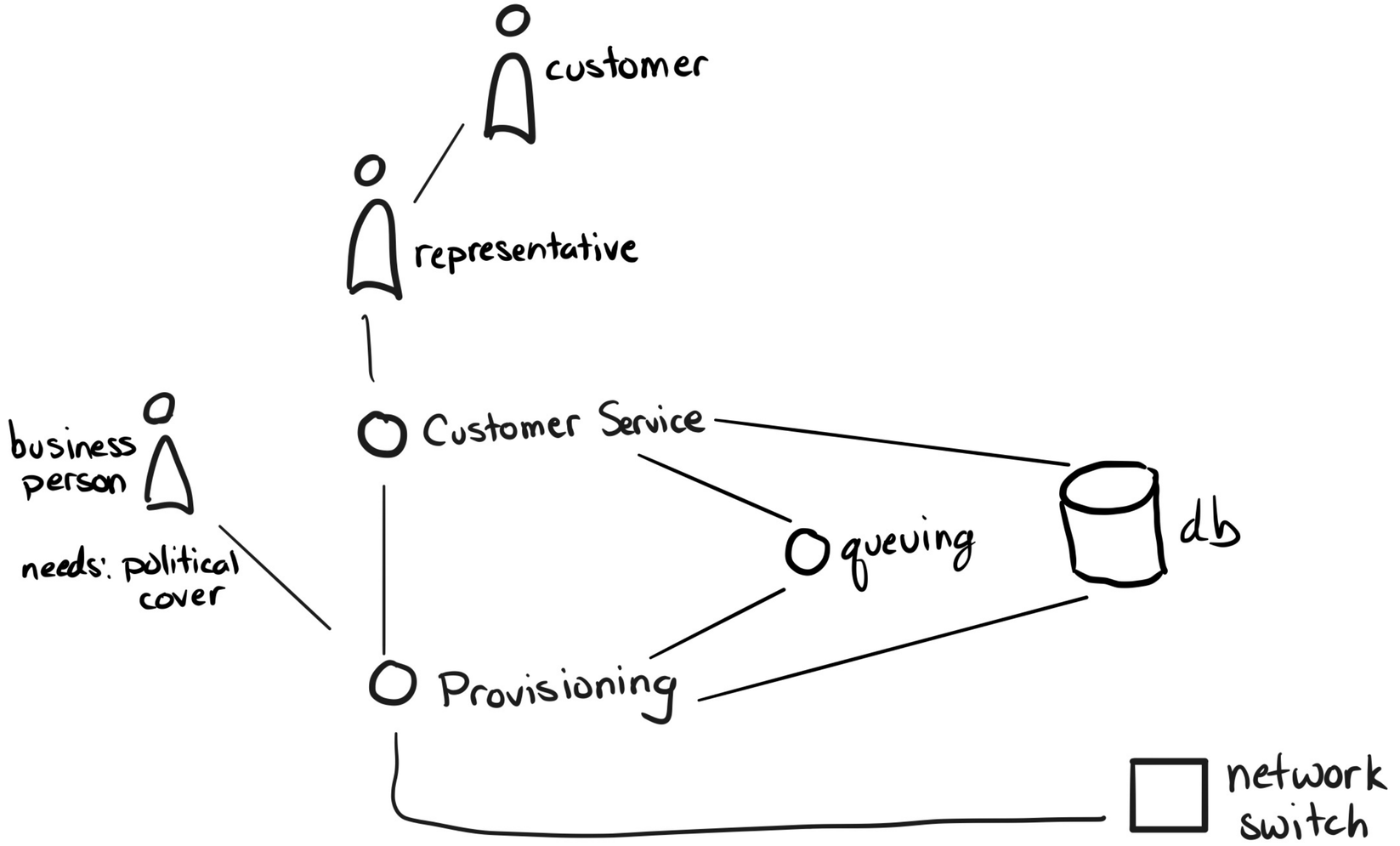

From Puzzles to Products

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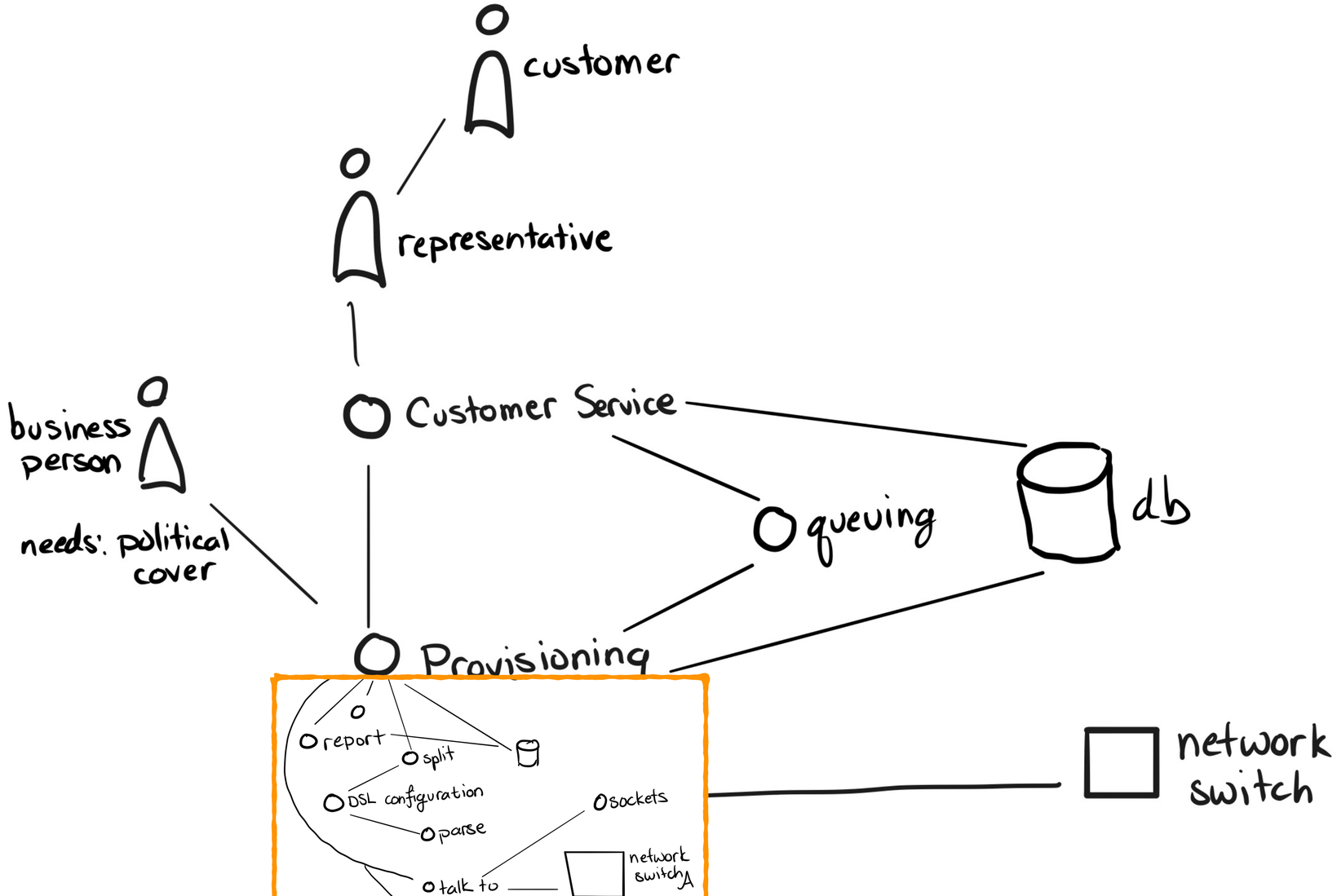
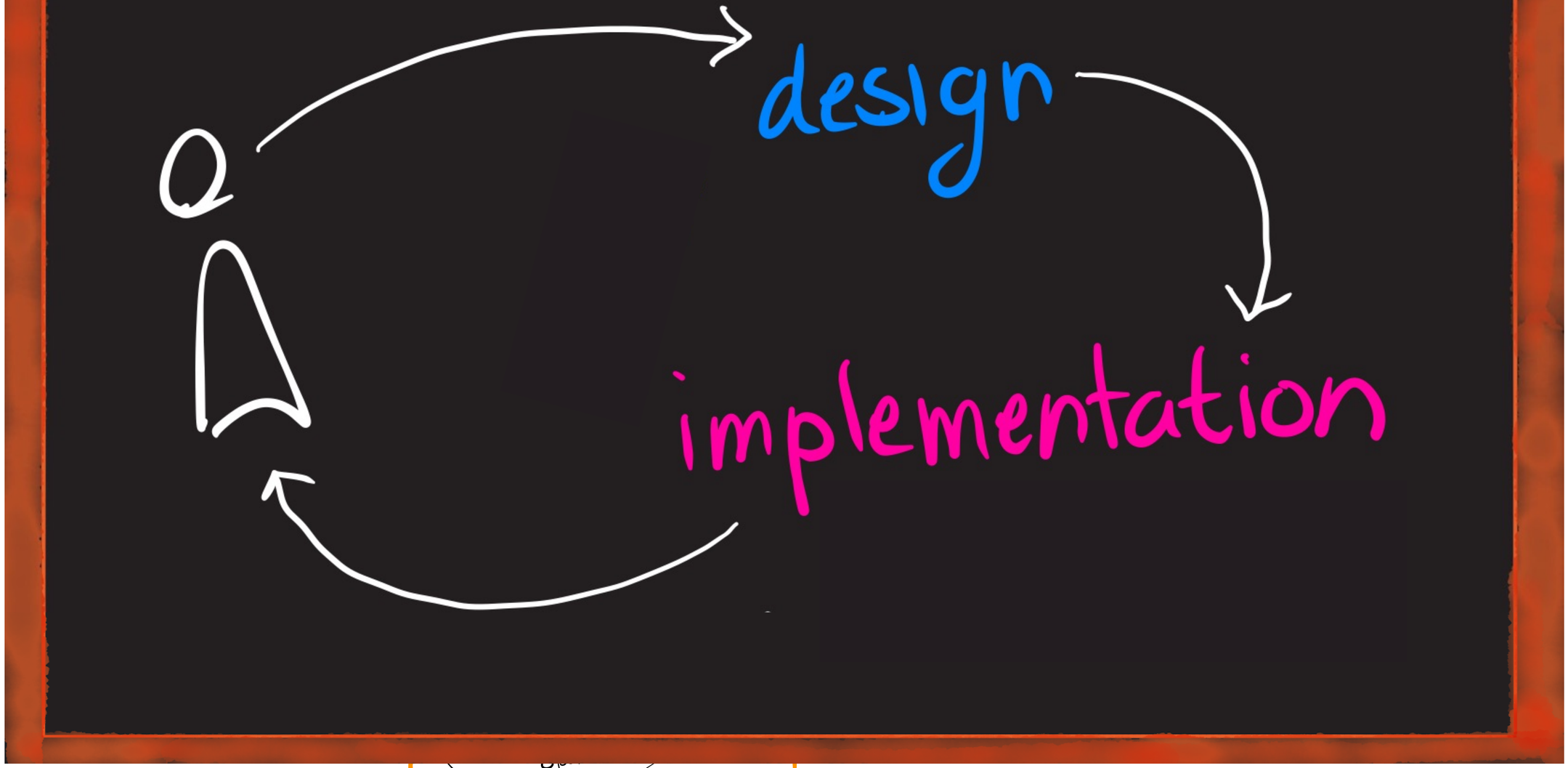


From Puzzles to Products

Puzzles

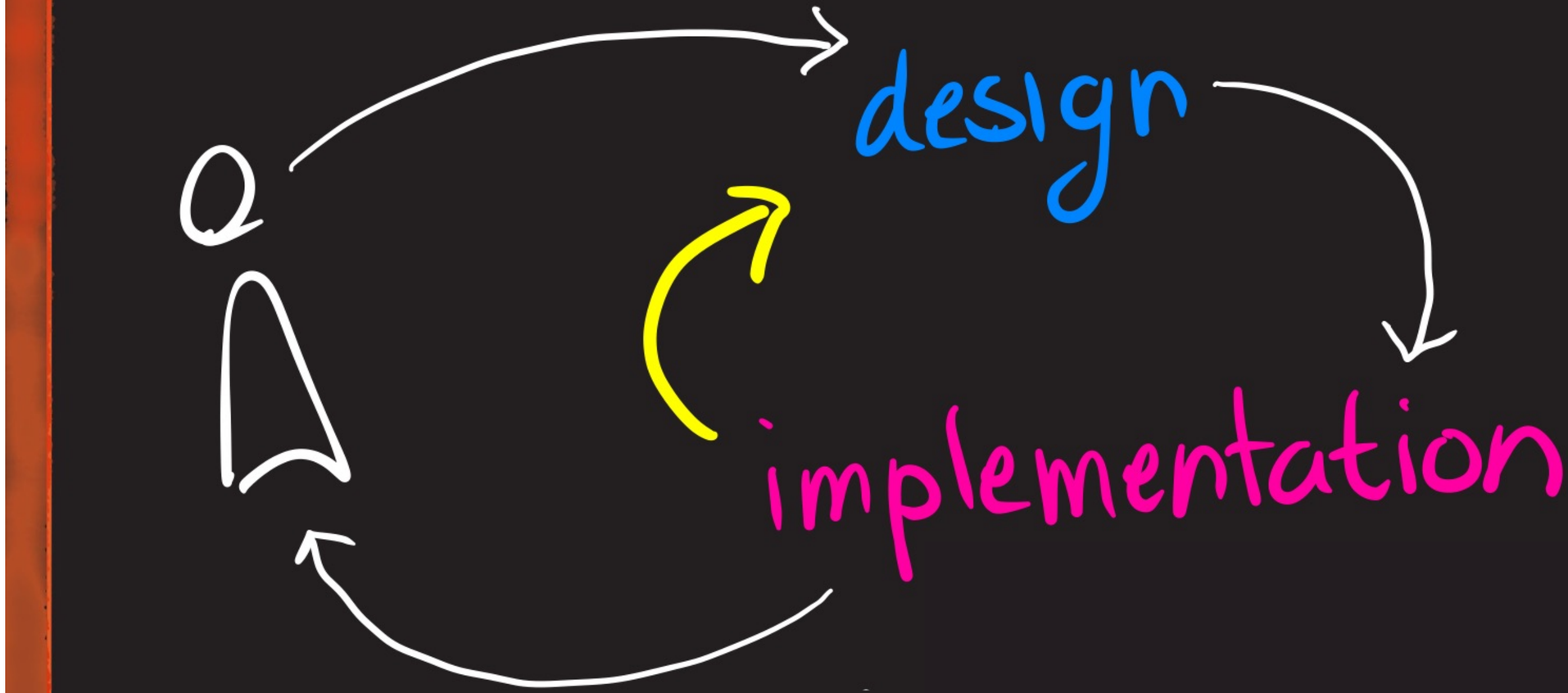


talk to

network switch A

From Puzzles to Products

Puzzles



talk to

network switch A

From Puzzles to Products

Puzzles

design

implementation

rest of the world

talk to

network switch A

From Puzzles to Products
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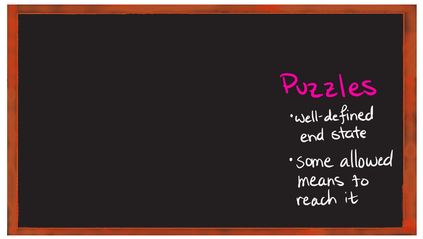
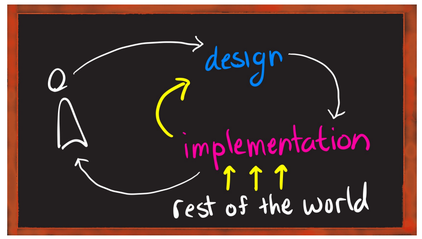
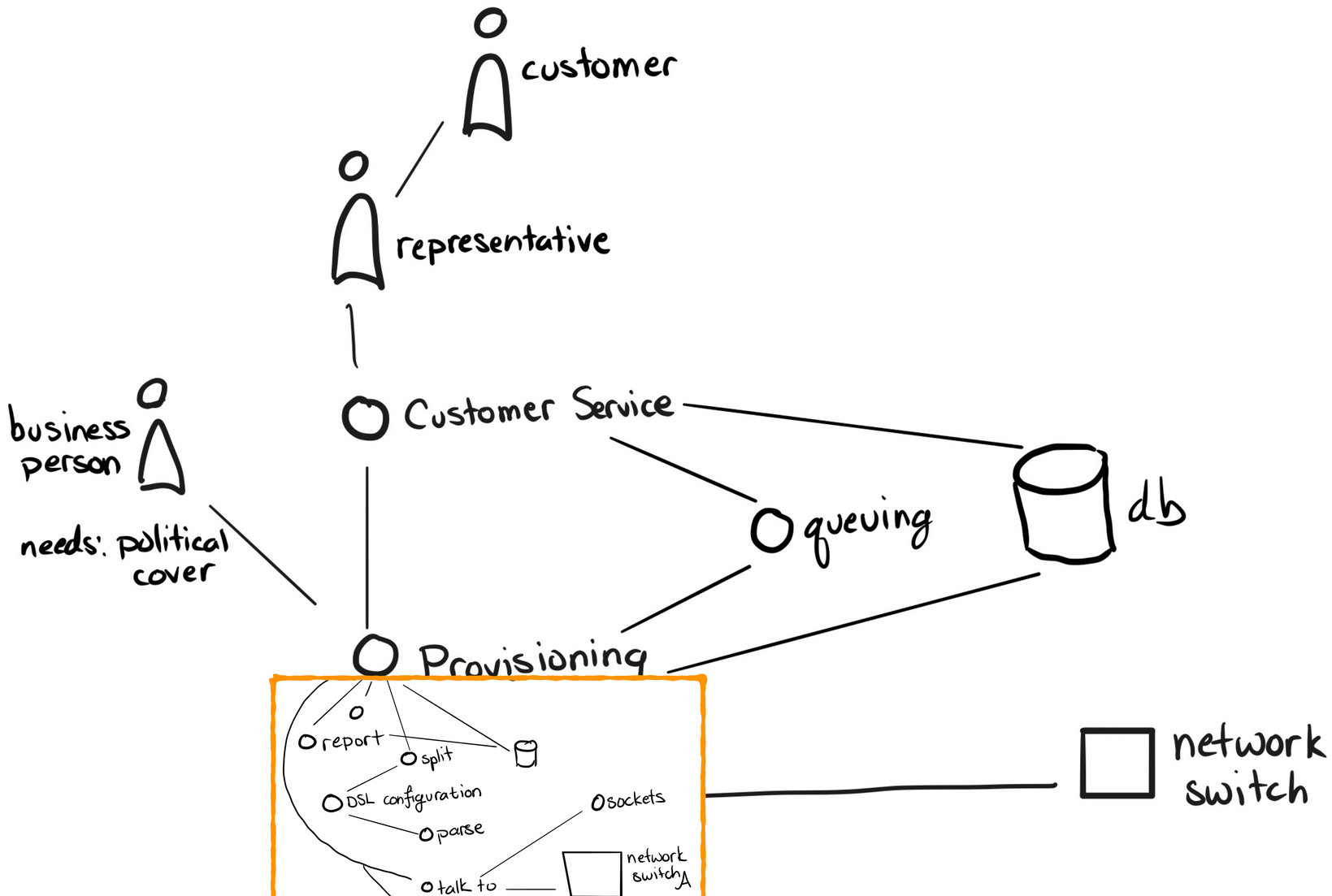
ATOMIST


Puzzles
•well-defined end state
•some allowed means to reach it


design
implementation
rest of the world


customer
representative
business person
needs: political cover
Customer Service
queuing
db
Provisioning
report
split
DSL configuration
parse
sockets
talk to
network switch A
network switch

From Puzzles to Products

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ATOMIST

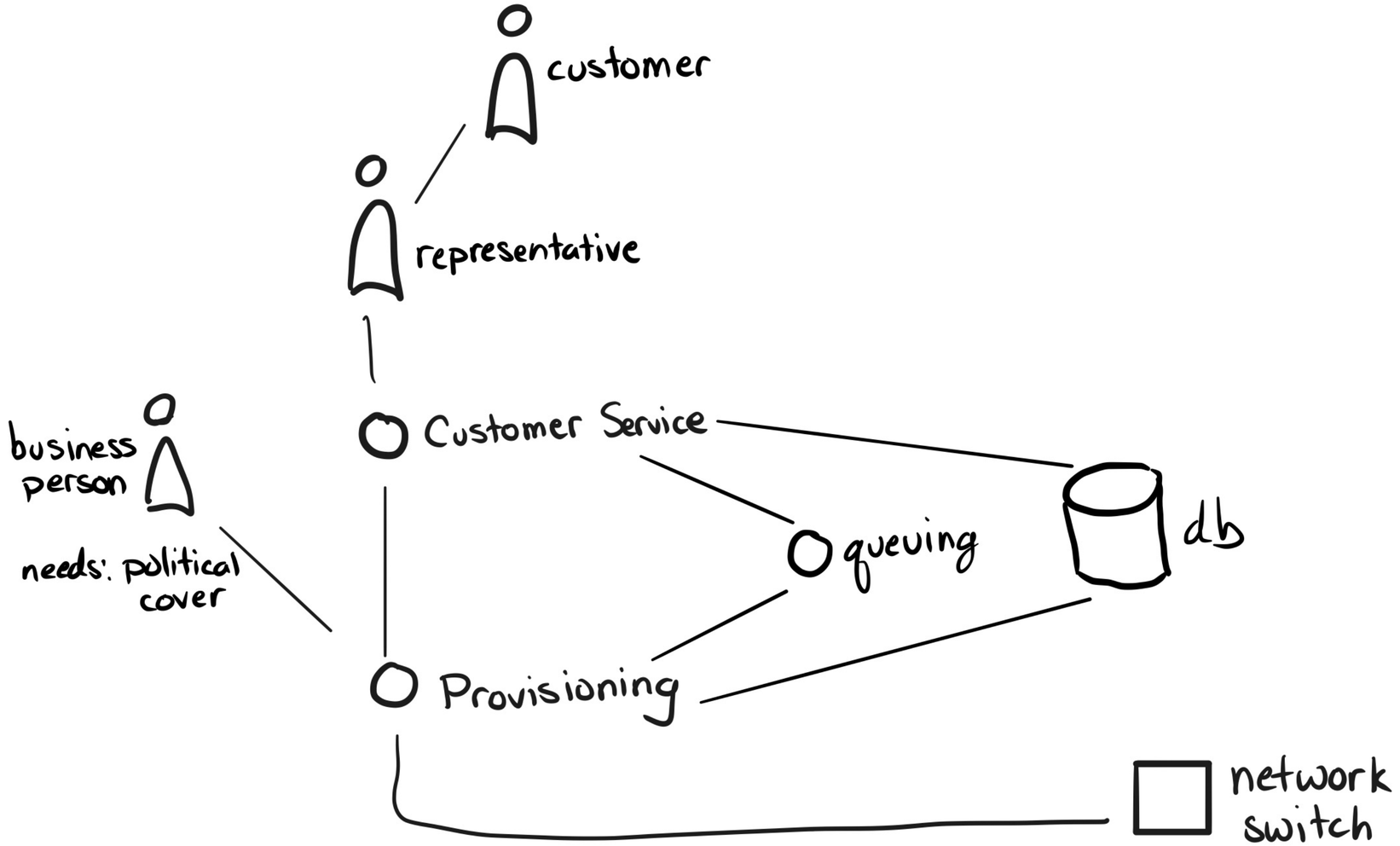
Puzzles

- well-defined end state
- some allowed means to reach it

design

implementation

rest of the world



From Puzzles to Products
@jessitron
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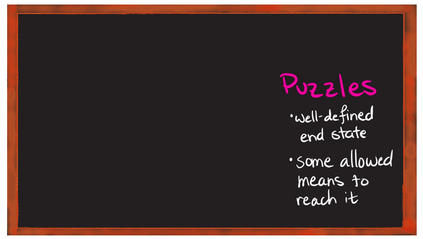
Puzzles
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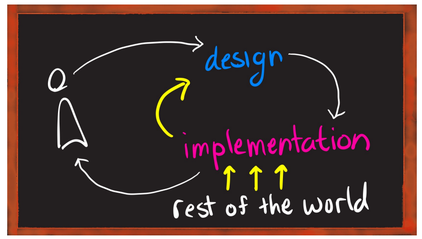
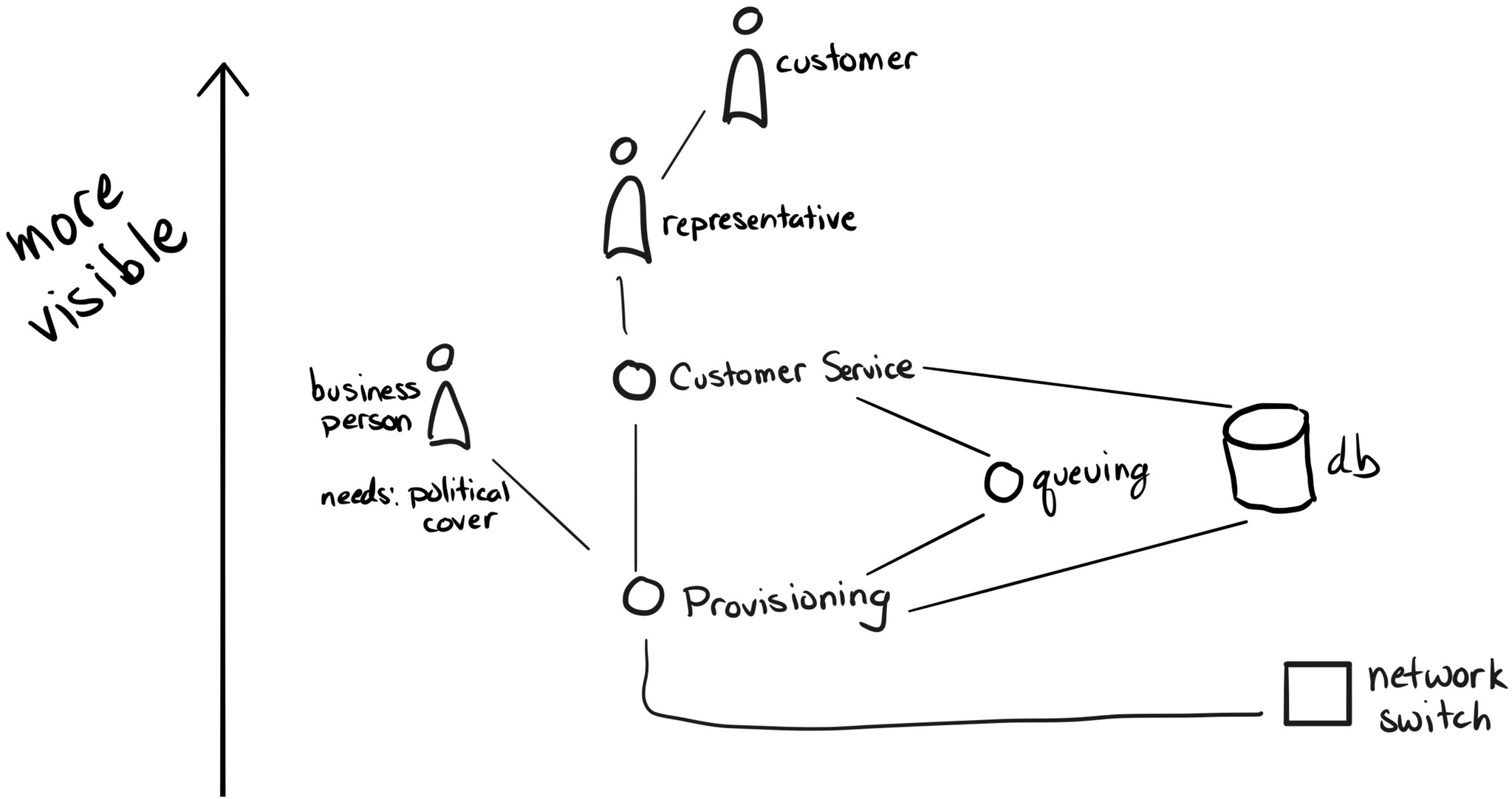

design
implementation
rest of the world


more visible
customer
representative
business person
needs: political cover
Customer Service
queuing
db
Provisioning
network switch

From Puzzles to Products

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ATOMIST

Puzzles

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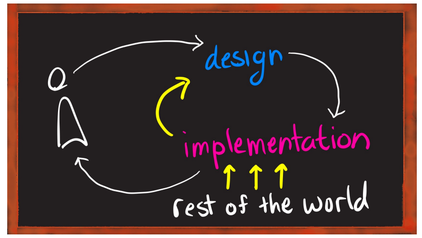

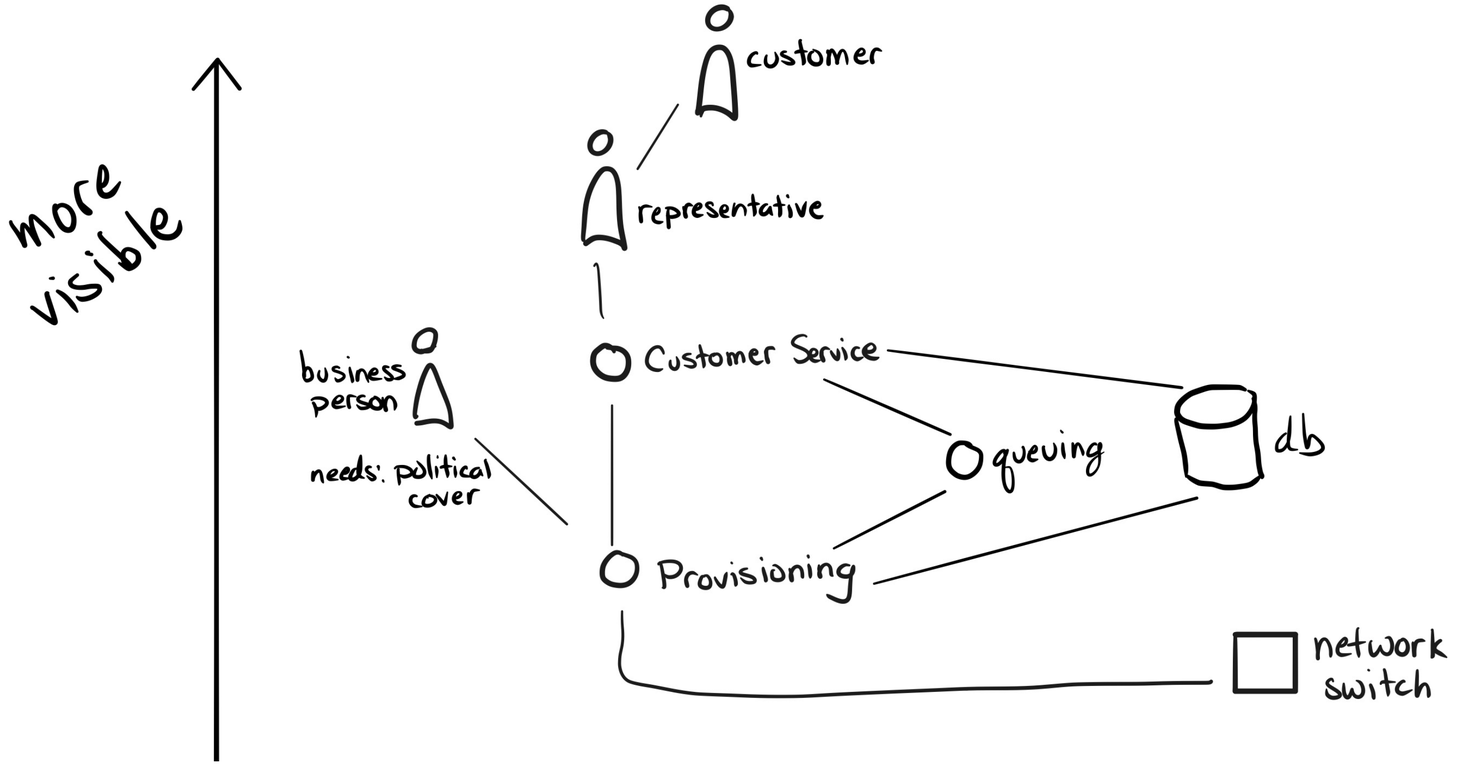

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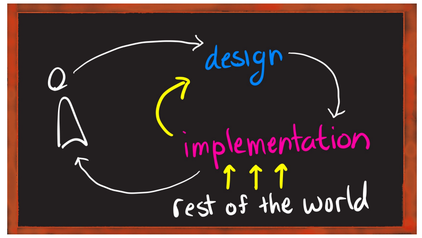

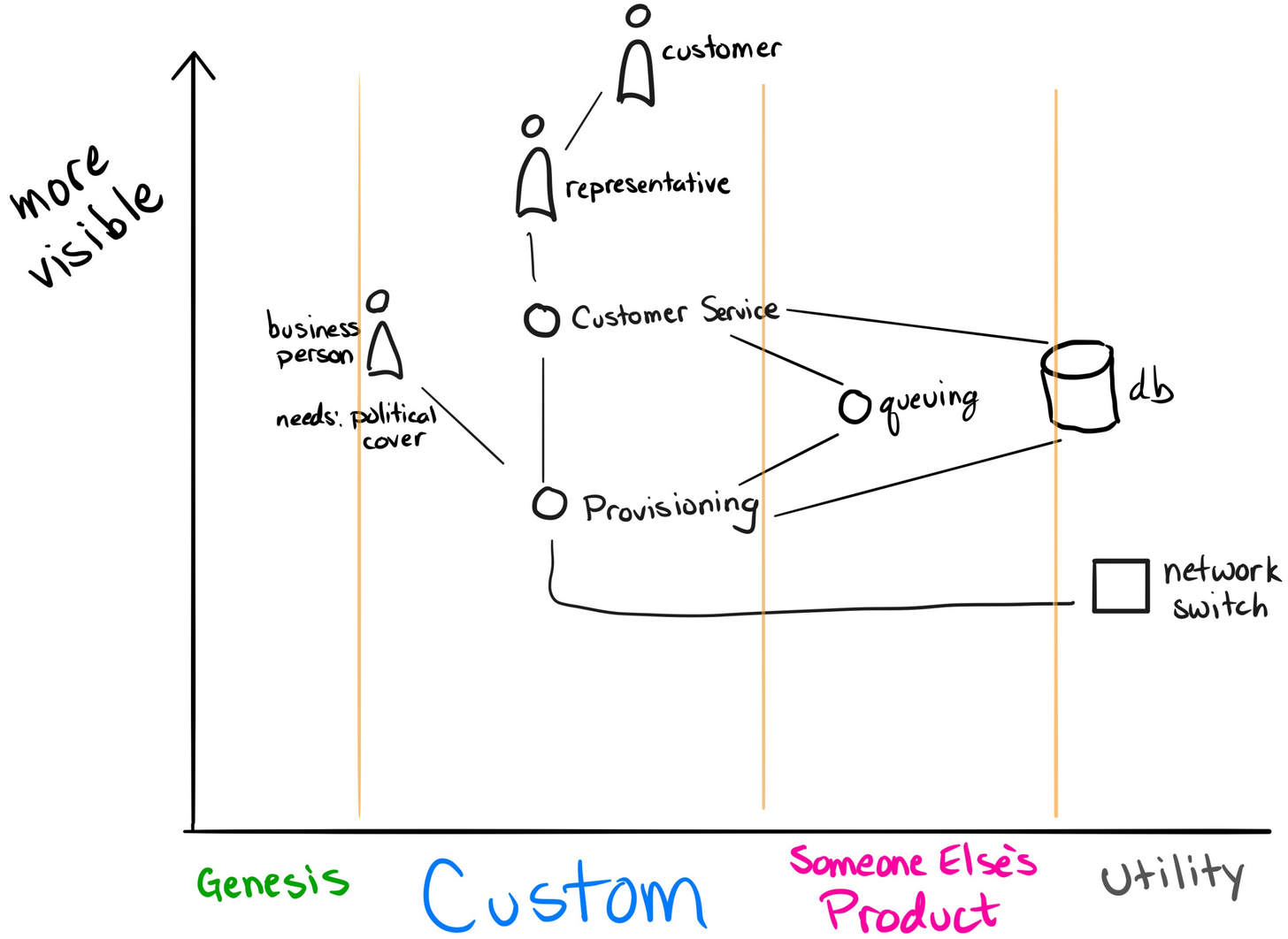

Wardley Map

From Puzzles to Products

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ATOMIST

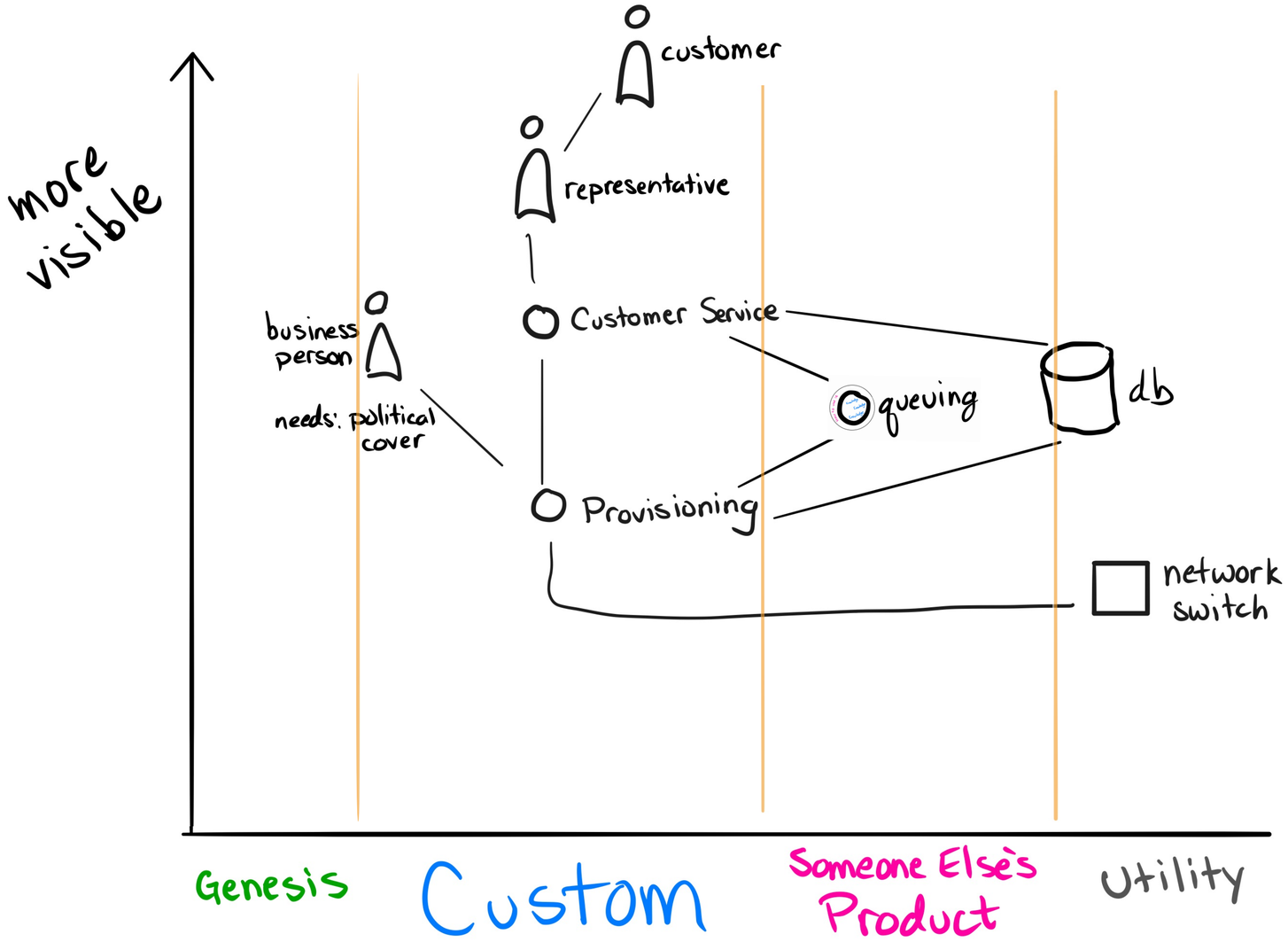
Puzzles

- well-defined end state
- some allowed means to reach it

design

implementation

rest of the world



From Puzzles to Products

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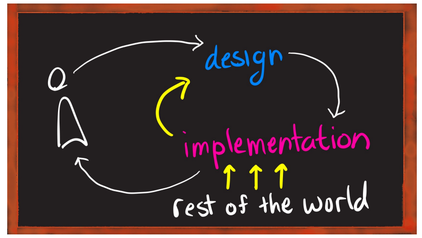

queuing

From Puzzles to Products

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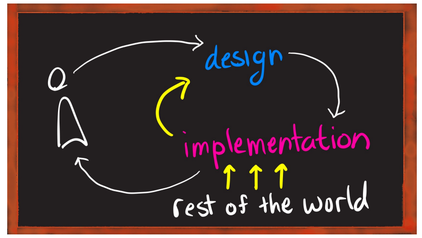

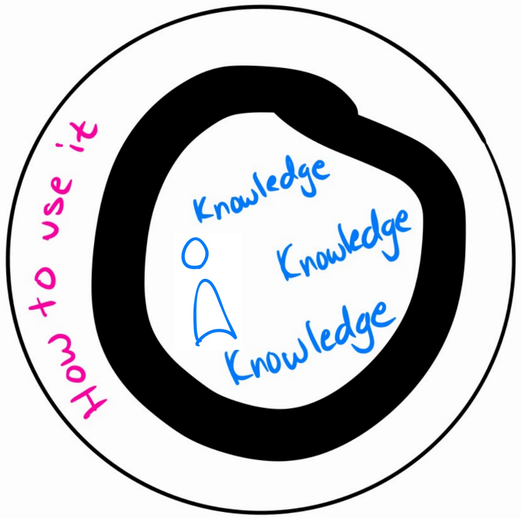

Queuing

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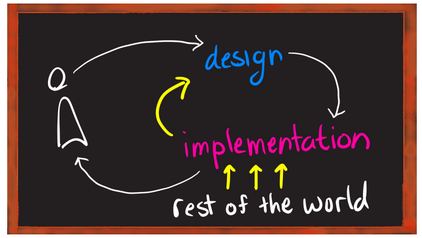

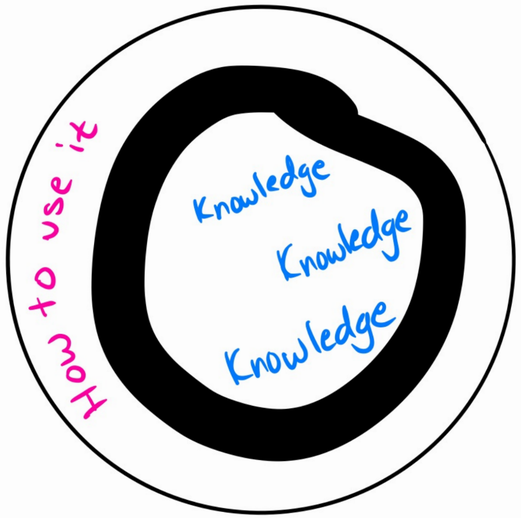

Queuing

From Puzzles to Products

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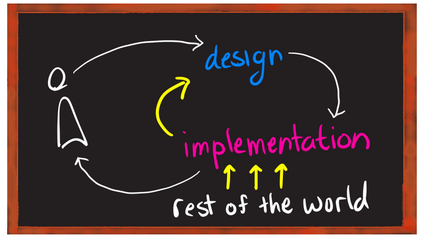
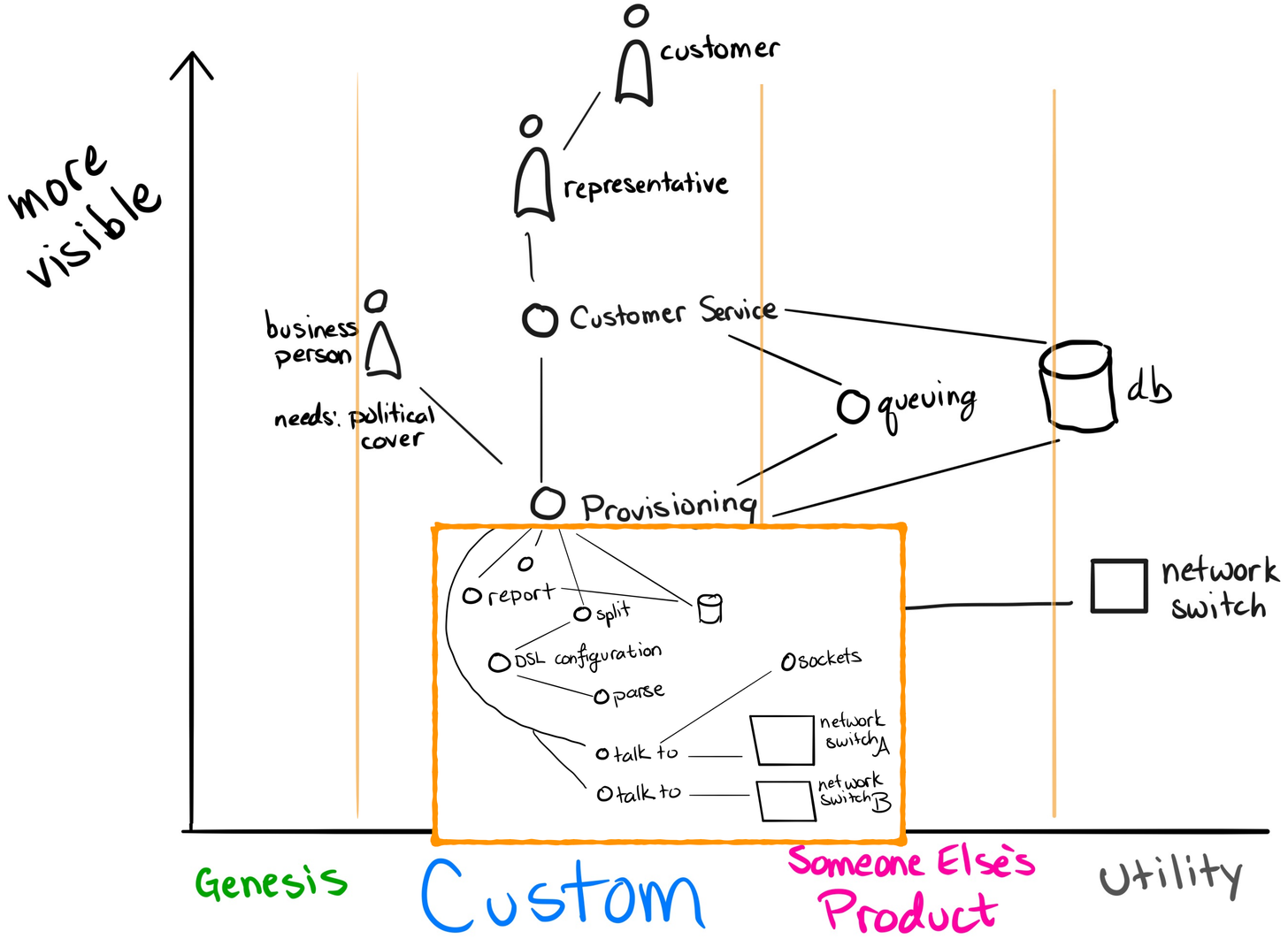




From Puzzles to Products

@jessitron

ATOMIST

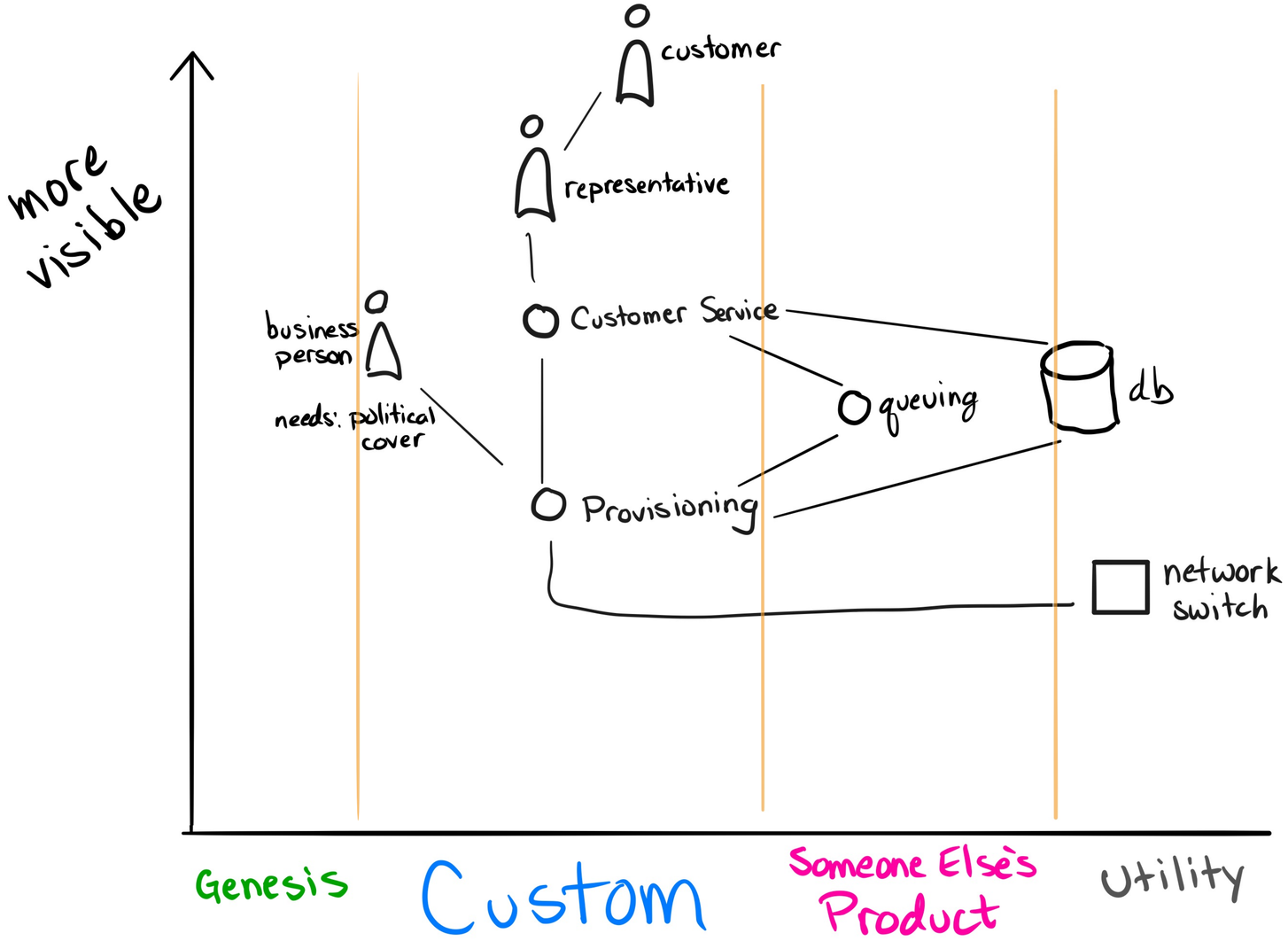
Puzzles

- well-defined end state
- some allowed means to reach it

design

implementation

rest of the world



From Puzzles to Products

Puzzles

- well-defined end state
- some allowed means to reach it

From Puzzles to Products

design

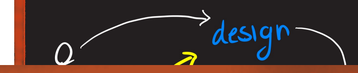
Products

- goal is to keep being useful

Puzzles

- well-defined end state
- some allowed means to reach it

From Puzzles to Products



open games

closed games

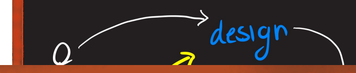
Products

- goal is to keep being useful
- grow more powerful with change

Puzzles

- well-defined end state
- some allowed means to reach it

From Puzzles to Products



open games

closed games

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Puzzles

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From Puzzles to Products

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ATOMIST

open games

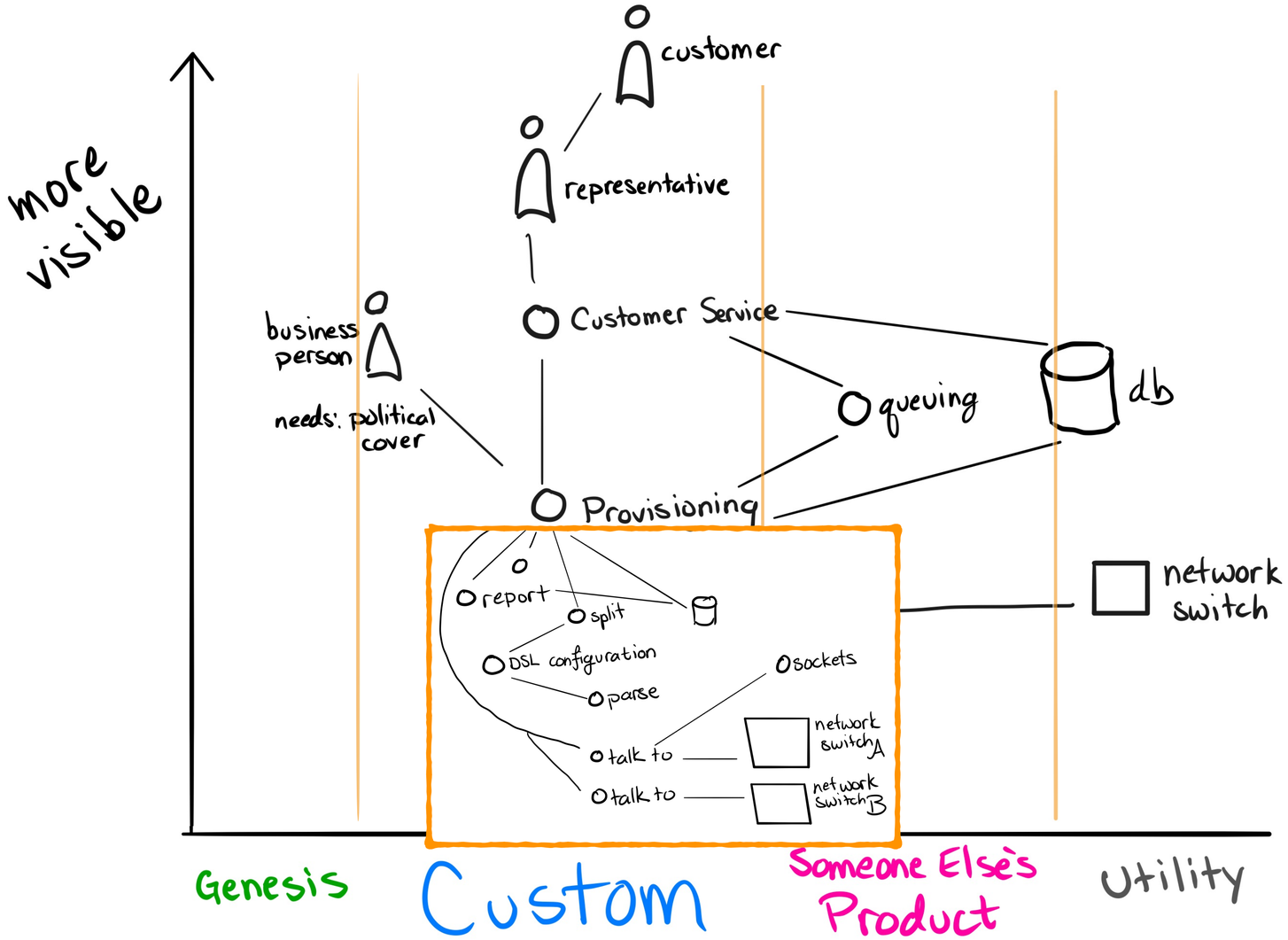
closed games

Products	Puzzles
• goal is to keep being useful • grow more powerful with change	• well-defined end state • some allowed means to reach it

design

implementation

rest of the world



From Puzzles to Products

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ATOMIST

open games	closed games
Products	**Puzzles**
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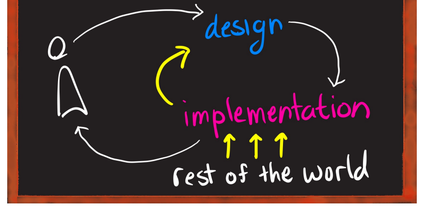
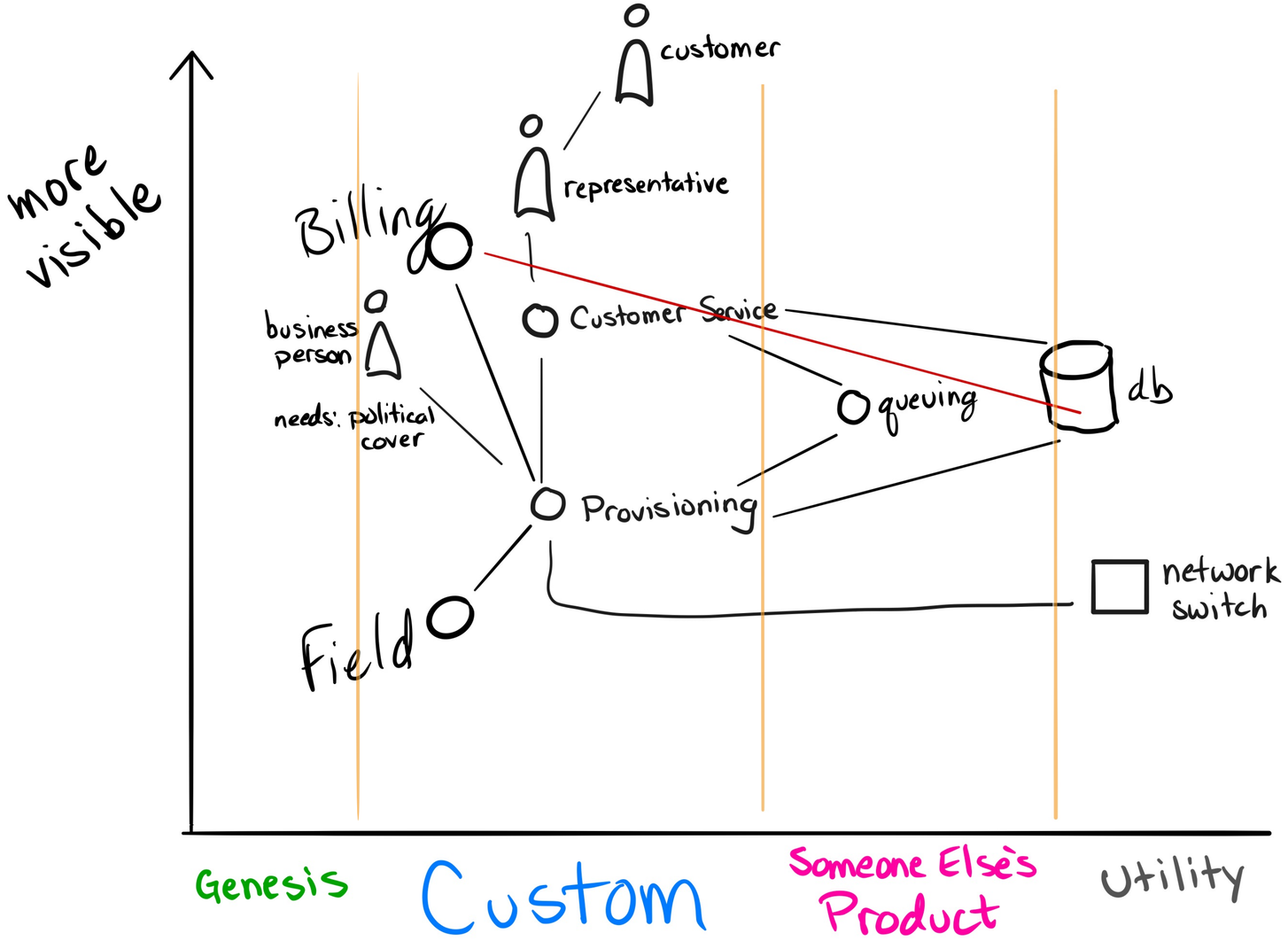




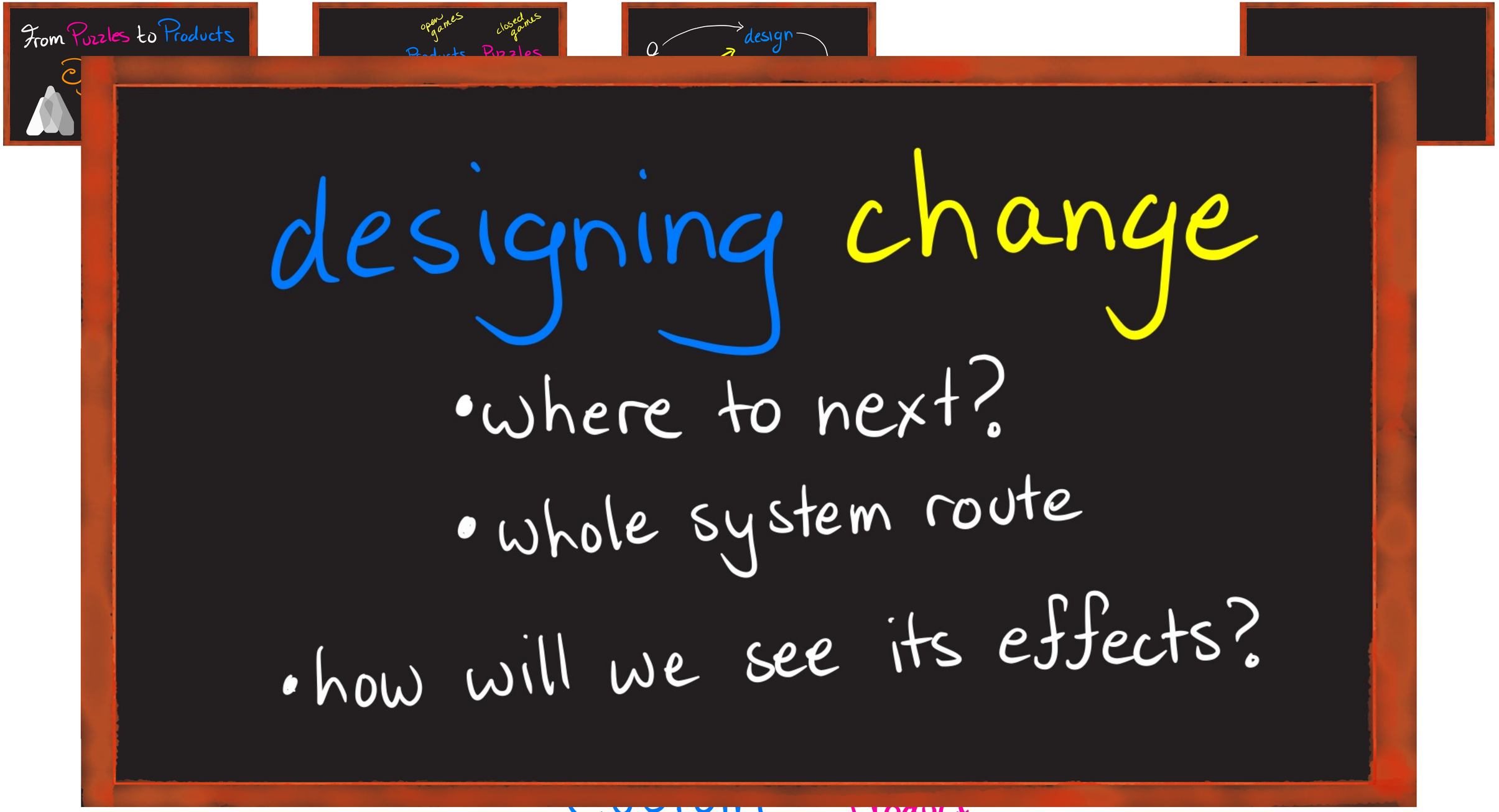
From Puzzles to Products

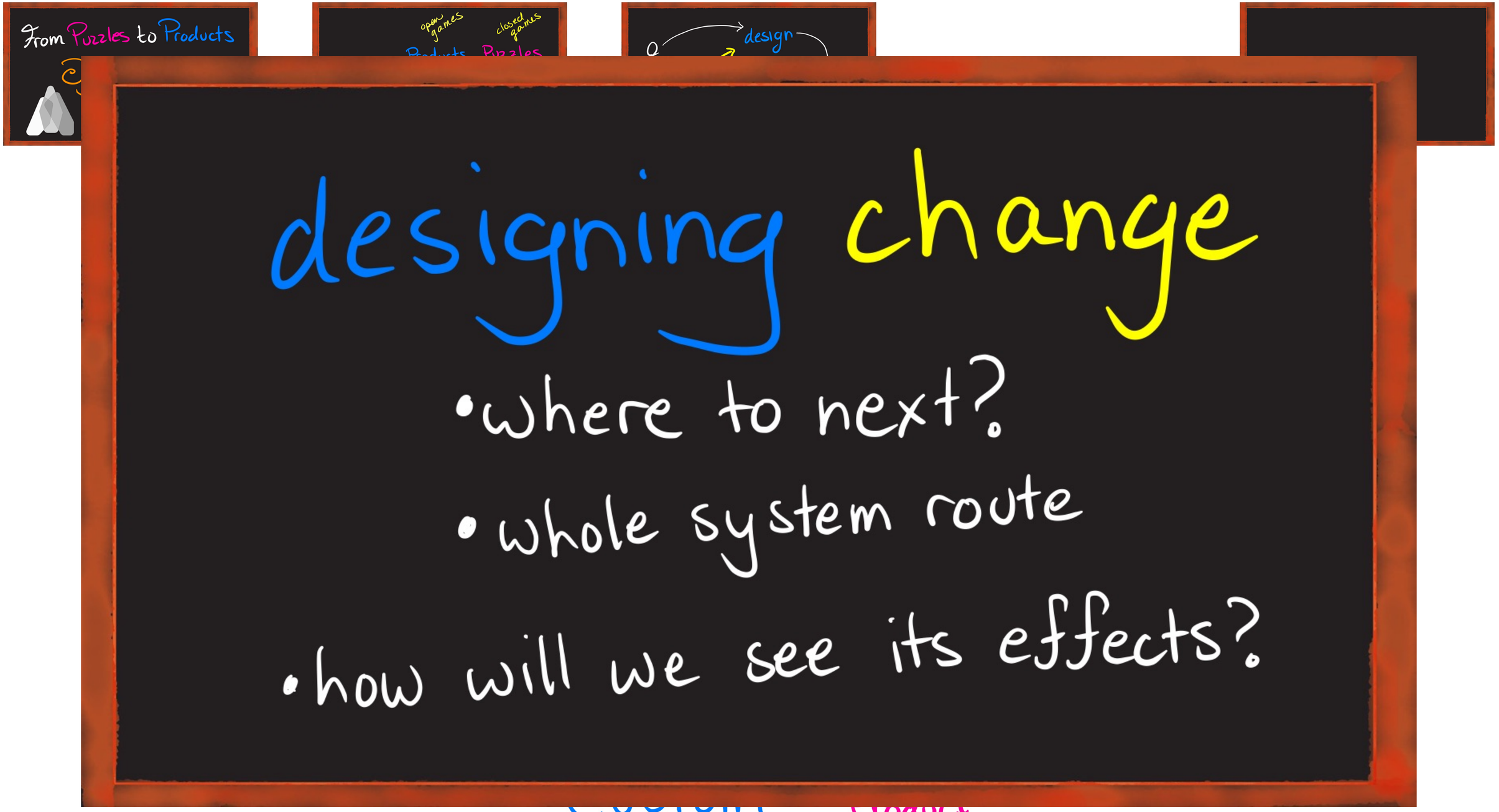
open games

closed games

Products Puzzles

design


From Puzzles to Products
open games
closed games
design
designing change
• where to next?
• whole system route
• how will we see its effects?


From Puzzles to Products
open games
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• where to next?
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From Puzzles to Products

@jessitron

ATOMIST

open games

closed games

Products	Puzzles
• goal is to keep being useful • grow more powerful with change	• well-defined end state • some allowed means to reach it

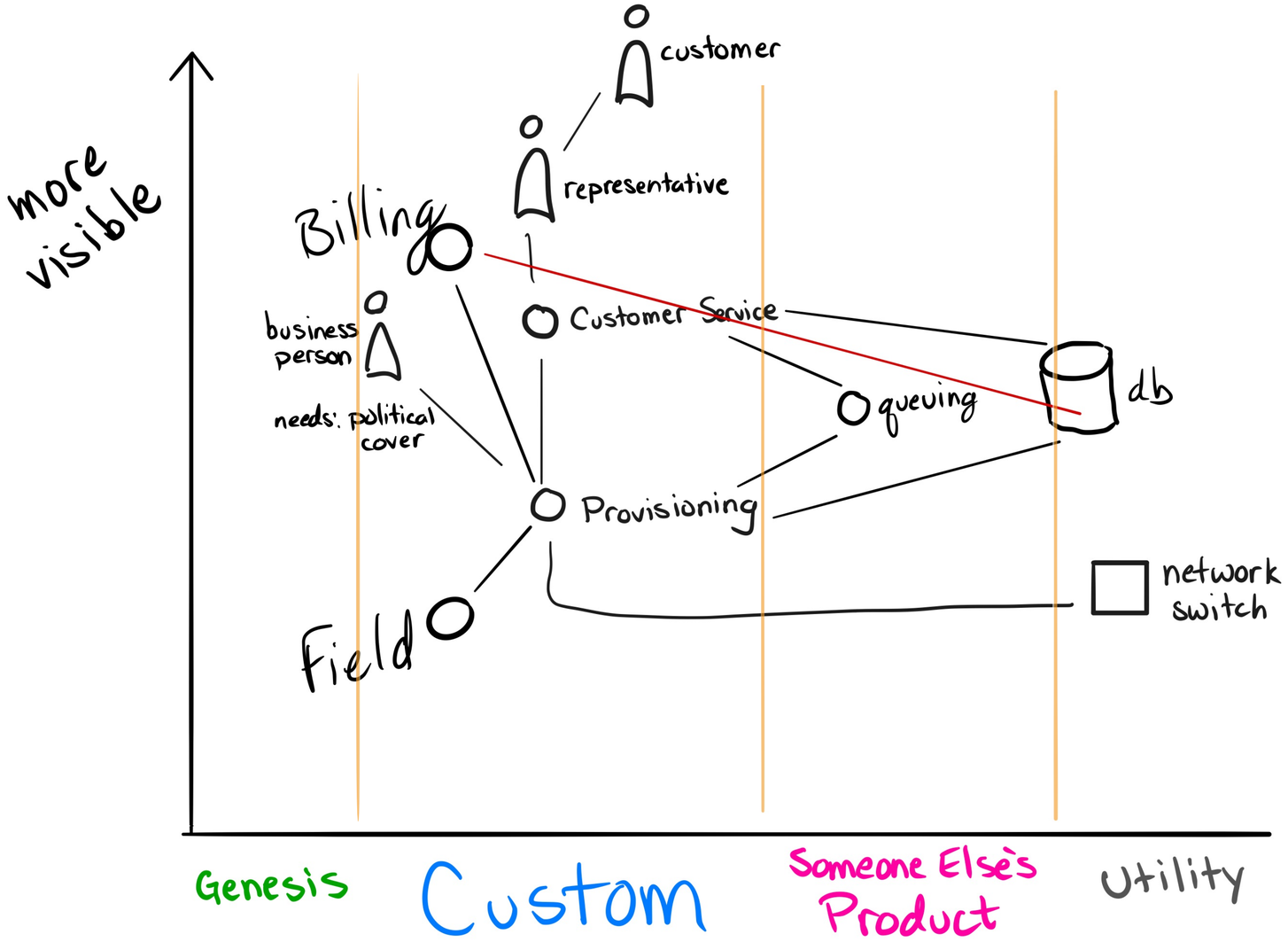
design

implementation

rest of the world

designing change

- where to next?
- whole system route
- how will we see its effects?



From Puzzles to Products

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ATOMIST

open games	closed games
Products	**Puzzles**
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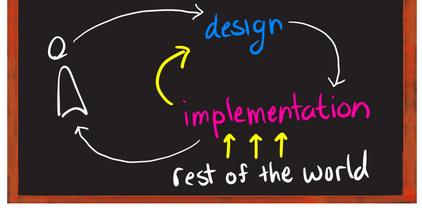

designing change

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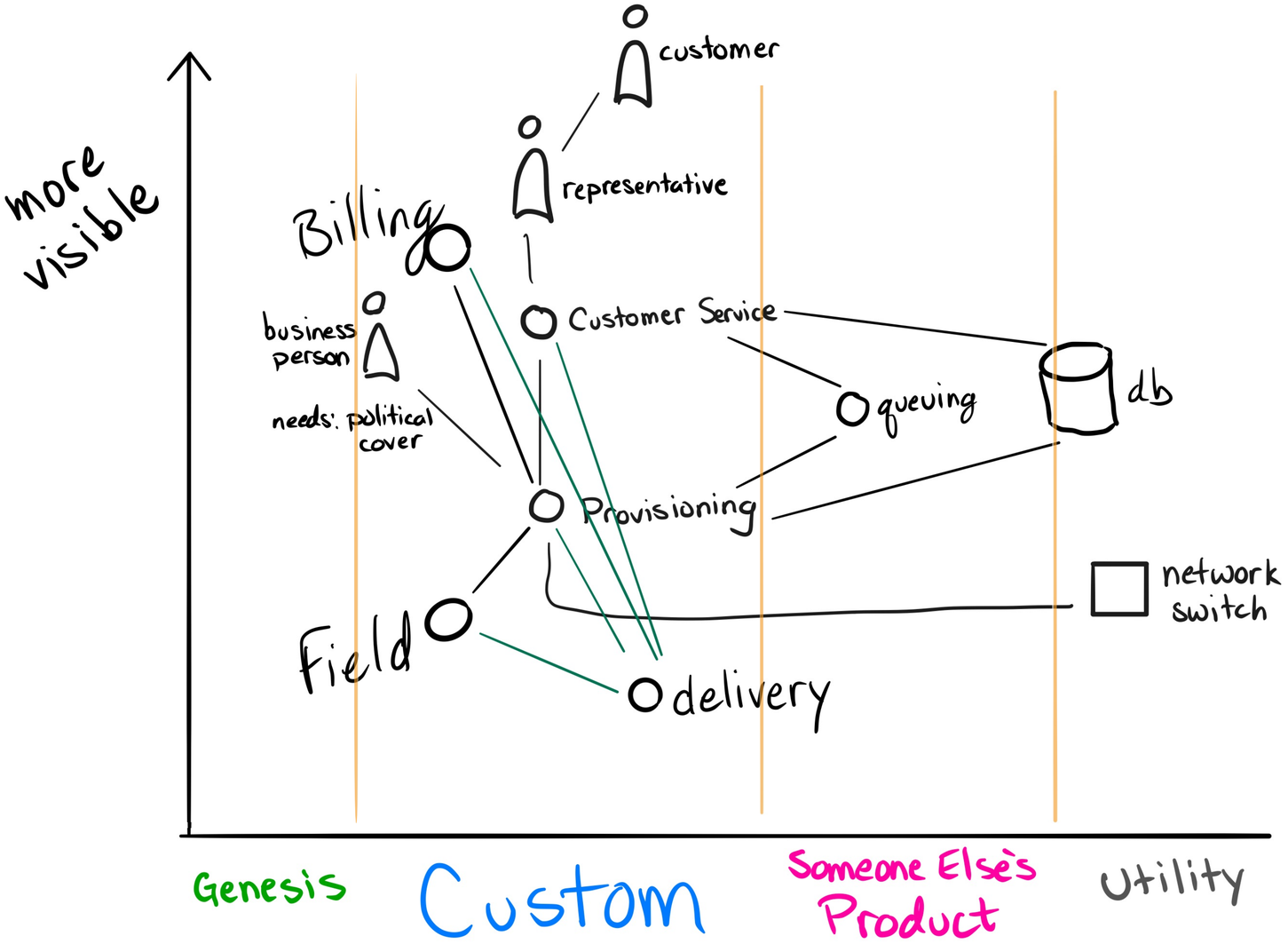

From Puzzles to Products

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open games	closed games
Products	**Puzzles**
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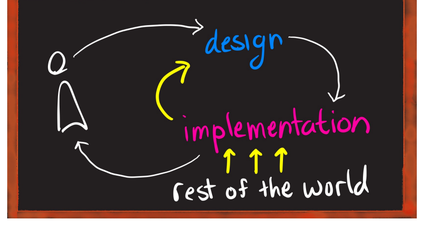

designing change

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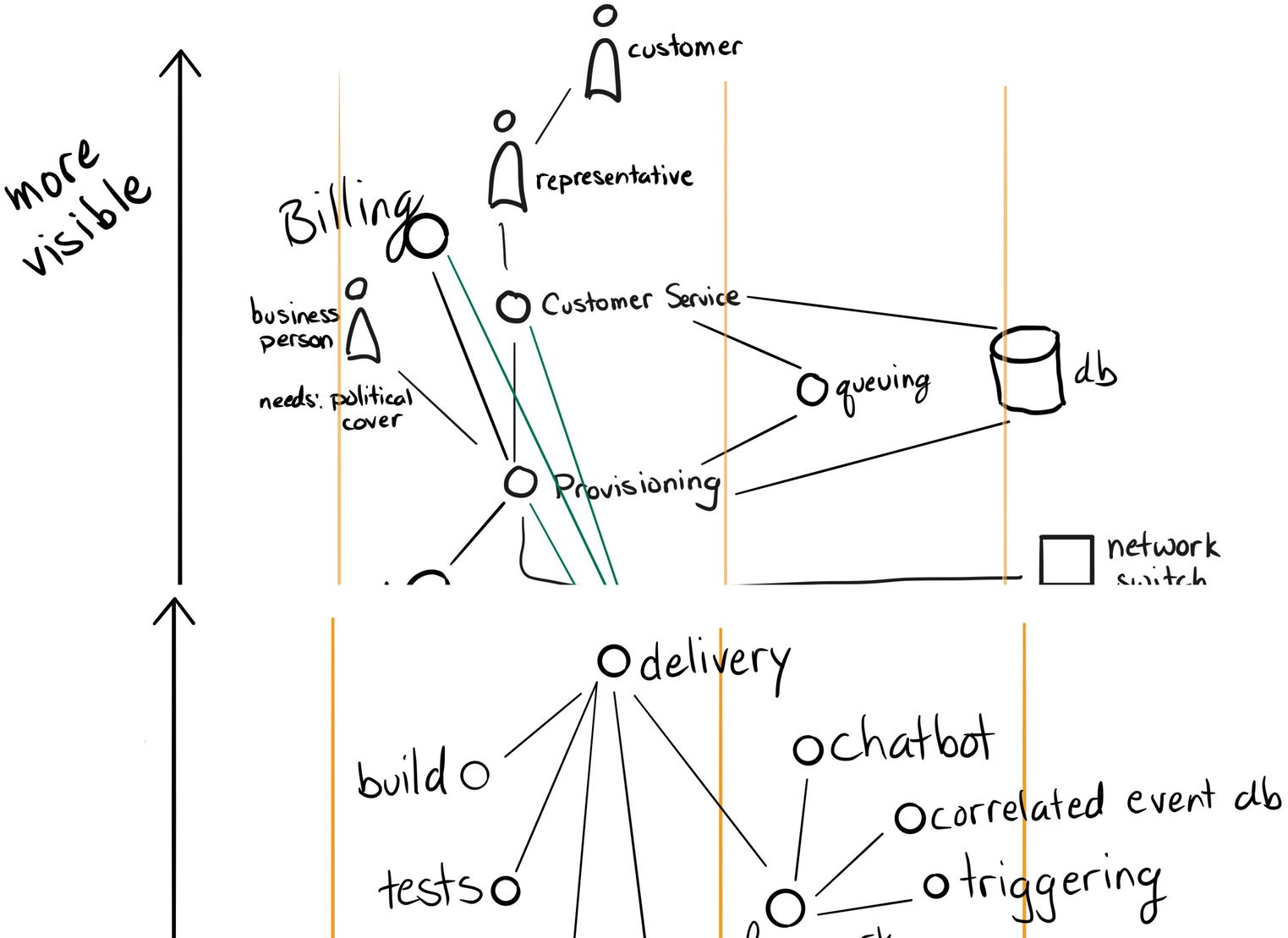

From Puzzles to Products

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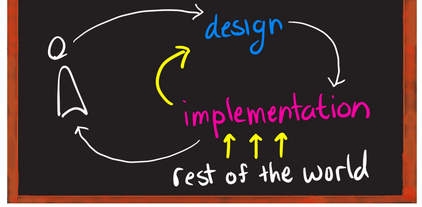
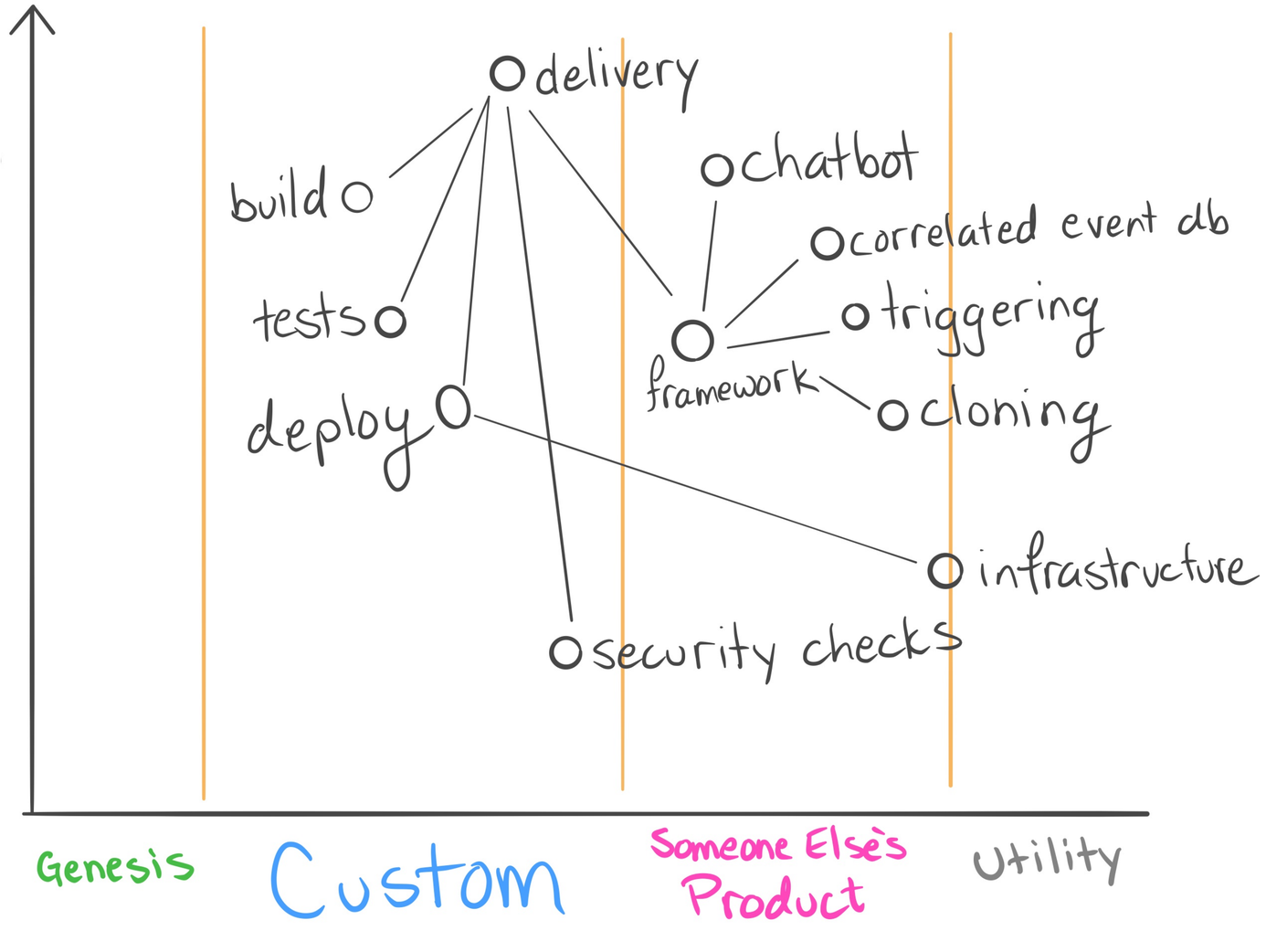


designing change

- where to next?
- whole system route
- how will we see its effects?



From Puzzles to Products

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ATOMIST

open games

closed games

Products	Puzzles
• goal is to keep being useful • grow more powerful with change	• well-defined end state • some allowed means to reach it

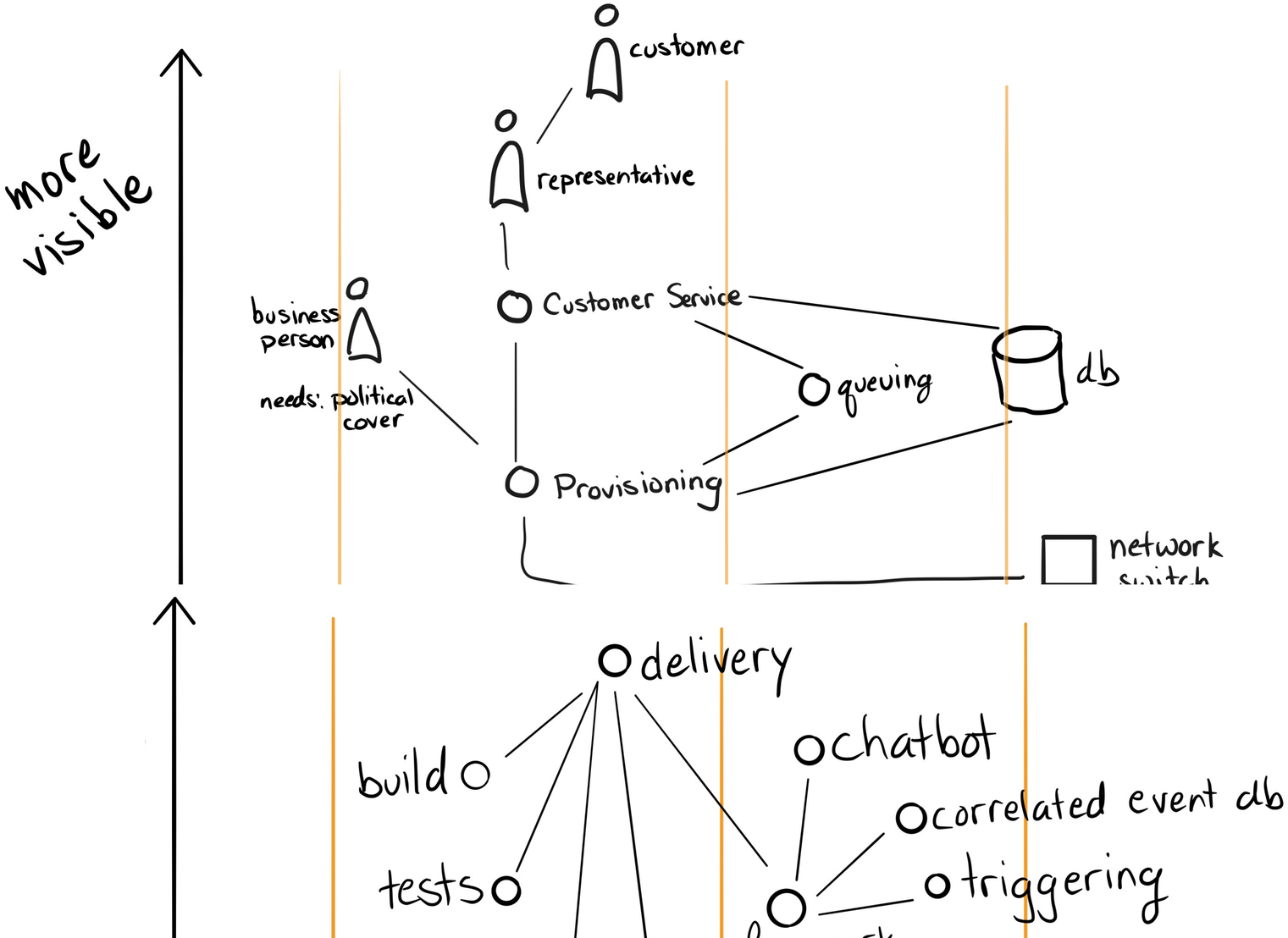
design

implementation

rest of the world

designing change

- where to next?
- whole system route
- how will we see its effects?



From Puzzles to Products

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open games	closed games
Products	**Puzzles**
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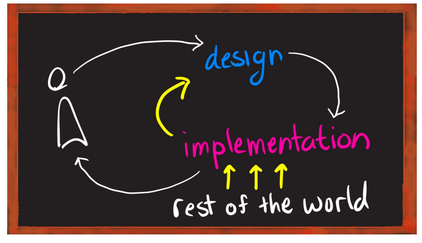
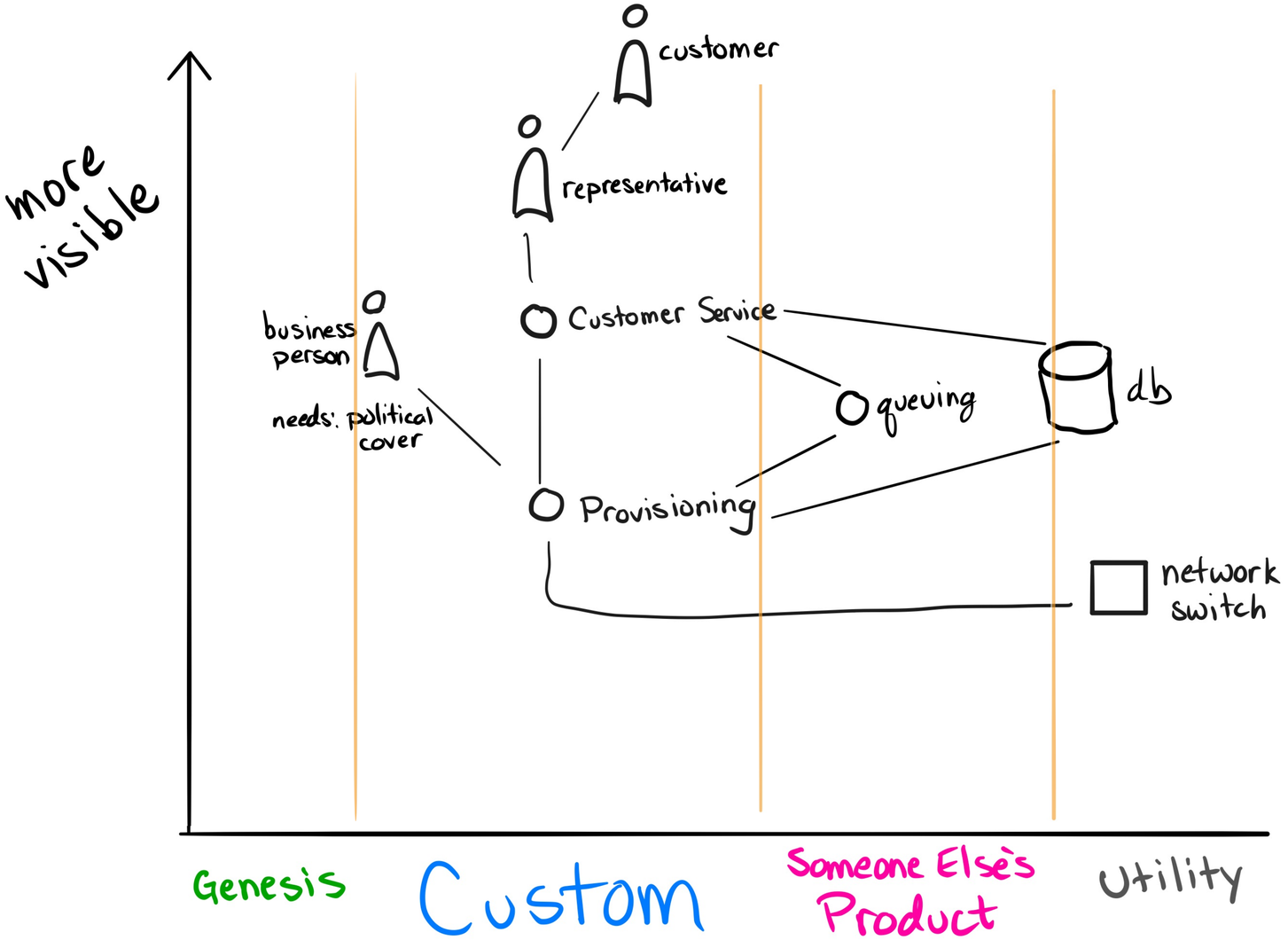


designing change

- where to next?
- whole system route
- how will we see its effects?



From Puzzles to Products

design

designing change

open games

closed games

Products

- goal is to keep being useful
- grow more powerful with change

Puzzles

- well-defined end state
- some allowed means to reach it

From Puzzles to Products

designing change

new games!

open games

closed games

Questions

- find better questions to ask
- look for surprise

Products

- goal is to keep being useful
- grow more powerful with change

Puzzles

- well-defined end state
- some allowed means to reach it

From Puzzles to Products

design

designing change

new games!

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Questions

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Puzzles

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From Puzzles to Products

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new games!	open games	closed games
Questions	Products	Puzzles
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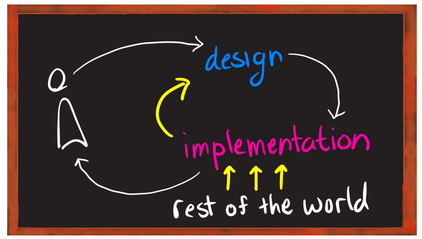

designing change

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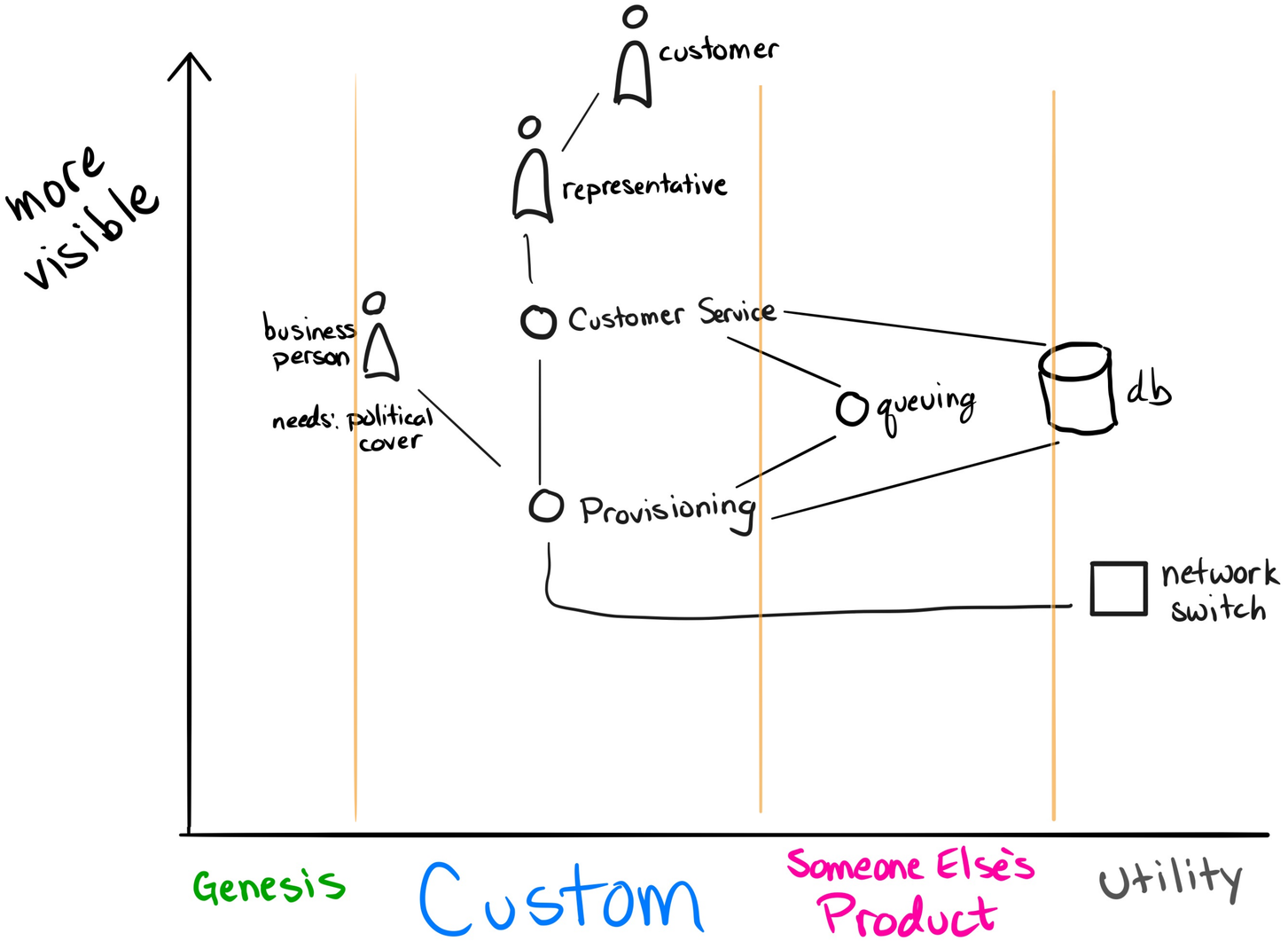
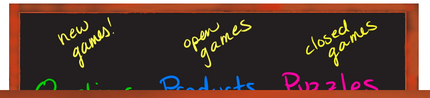
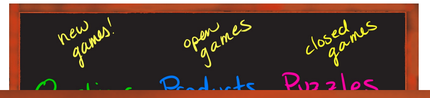




growing products



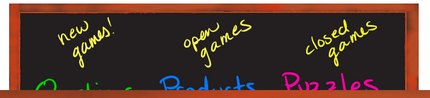
growing products

you get:

impact

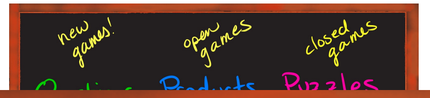
teamwork

meaning



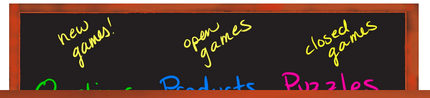
growing products

you need:	you get:
efficacy	impact
visibility	teamwork
autonomy	meaning



growing products

you need:	you get:	you are:
efficacy	impact	☺ wrong
visibility	teamwork	interested
autonomy	meaning	accountable to tell the story



growing products

you need:	you get:	you are:
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From Puzzles to Products

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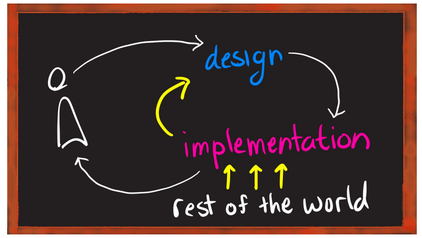

designing change

- where to next?
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growing products

you need:	you get:	you are:
efficacy	impact	:(wrong
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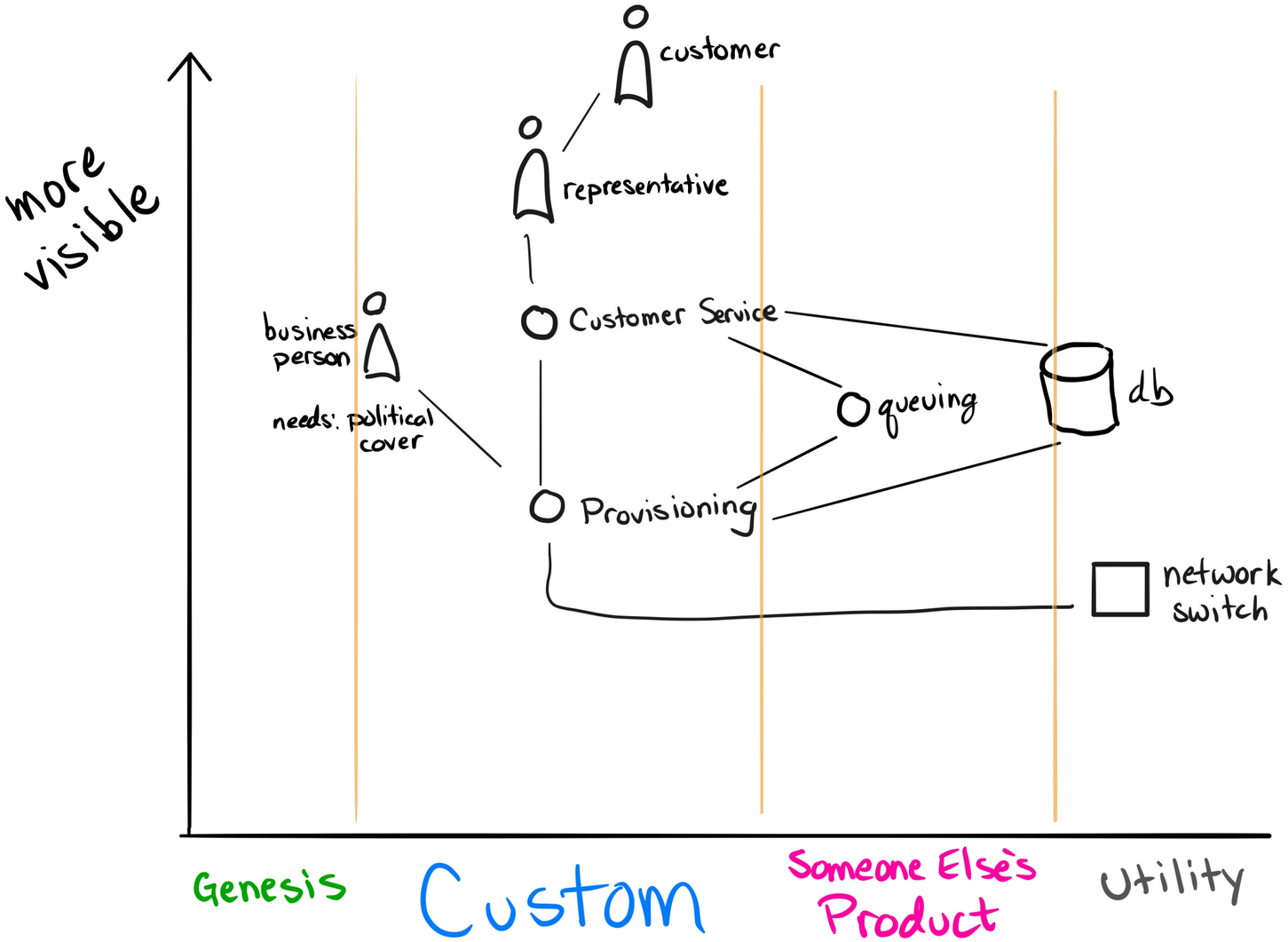

From Puzzles to Products

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growing products		
you need:	you get:	you are:
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special thanks to:
@ericevans0
@springrod
@avdi
@dehowell
@swardley
@cesifoti

Full text & references at blog.atomist.com