

# Getting fit - the plan

|   | Name               | Description   | Related topics   | Main tasks   |
|---|--------------------|---|--|--|
| 1 | Customer Awareness | The company understands what is its purpose and how it generates value.   | Purpose, User Groups, User Journeys, User Needs, Value Chains. | <ol style="list-style-type: none"> <li>1. Define company purpose.</li> <li>2. Identify user groups, their journeys and needs.</li> <li>3. Ensure user groups are properly balanced.</li> <li>4. Prepare Wardley Maps describing the company.</li> </ol>      |
| 2 | Organization       | The company consist of small, autonomous teams that are fully responsible for their components.                                       | Pioneers, Settlers, Town Planners, Value Chains.               | <ol style="list-style-type: none"> <li>5. Build small, autonomous teams around components. No more silos or team waiting for other team do process something.</li> </ol>   |
| 3 | Outsourcing        | The company properly uses outsourcing. This includes outsourcing mature components, and avoiding outsourcing of uncharted components. | Outsourcing.   | <ol style="list-style-type: none"> <li>6. Establish outsourcing guidelines to protect know-how.</li> <li>7. Outsource components that should be outsourced.</li> </ol>   |
| 4 | Approach           | Proper tools and people are assigned to components, depending on their evolution level.   | Approach, Pioneers, Settlers, Town Planners,                   | <ol style="list-style-type: none"> <li>8. Gain knowledge about agile, lean and six sigma.</li> <li>9. Ensure teams use proper approach.</li> </ol>   |
| 5 | Innovation & Risk  | The company considers the nature of innovation and the risk associated with uncharted components.                                     | Economic patterns, Evolution.                                  | <ol style="list-style-type: none"> <li>10. Remove unnecessary sources of risk (rely on mature components where it is possible).</li> <li>11. Manage innovation - put effort where it is important.</li> </ol>  |
| 6 | Inertia            | The company actively identifies and mitigates possible sources of inertia.  | Inertia  | <ol style="list-style-type: none"> <li>12. Identify sources of existing inertia and prepare plans how to cope with it.</li> <li>13. Consider inertia potential before introducing any new idea.</li> </ol>   |
| 7 | Anticipation       | The company tries to predict on what may happen in the future, and prepares itself accordingly.                                       | Economic patterns.   | <ol style="list-style-type: none"> <li>14. Analyse possible variants of future. Be prepared for changing conditions.</li> </ol>  |
| 8 | Communication      | All employees understand maps, and can explain their environment to others.   | Organization   | <ol style="list-style-type: none"> <li>15. Make sure that every person in your company understands mapping, and can show how his/her work contributes to the success of the company.</li> <li>16. Use maps to gather knowledge about the company.</li> </ol> |

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| 9  | OODA       | The process of reviewing the organisation is continuous. Maps are constantly inspected, and as new things emerge, the company is properly prepared in advance. | All.           | 17. Make steps 1-16 a continuous process.<br>18. Consider establish a component management committee.  |
| 10 | Extra mile | The company teaches customers and contractors mapping in order to secure the entire value chain.   | All.           | 19. Educate your customers to avoid inertia. You do not want to get trapped by your own success.<br>20. Educate your vendors to avoid inefficient solutions. You do not want to get trapped with inefficient value chains. |