

# Use a Common Language

## Principle 3 (Communication)

---



Wardley Maps CC3.0

v1.4



PowerMaps

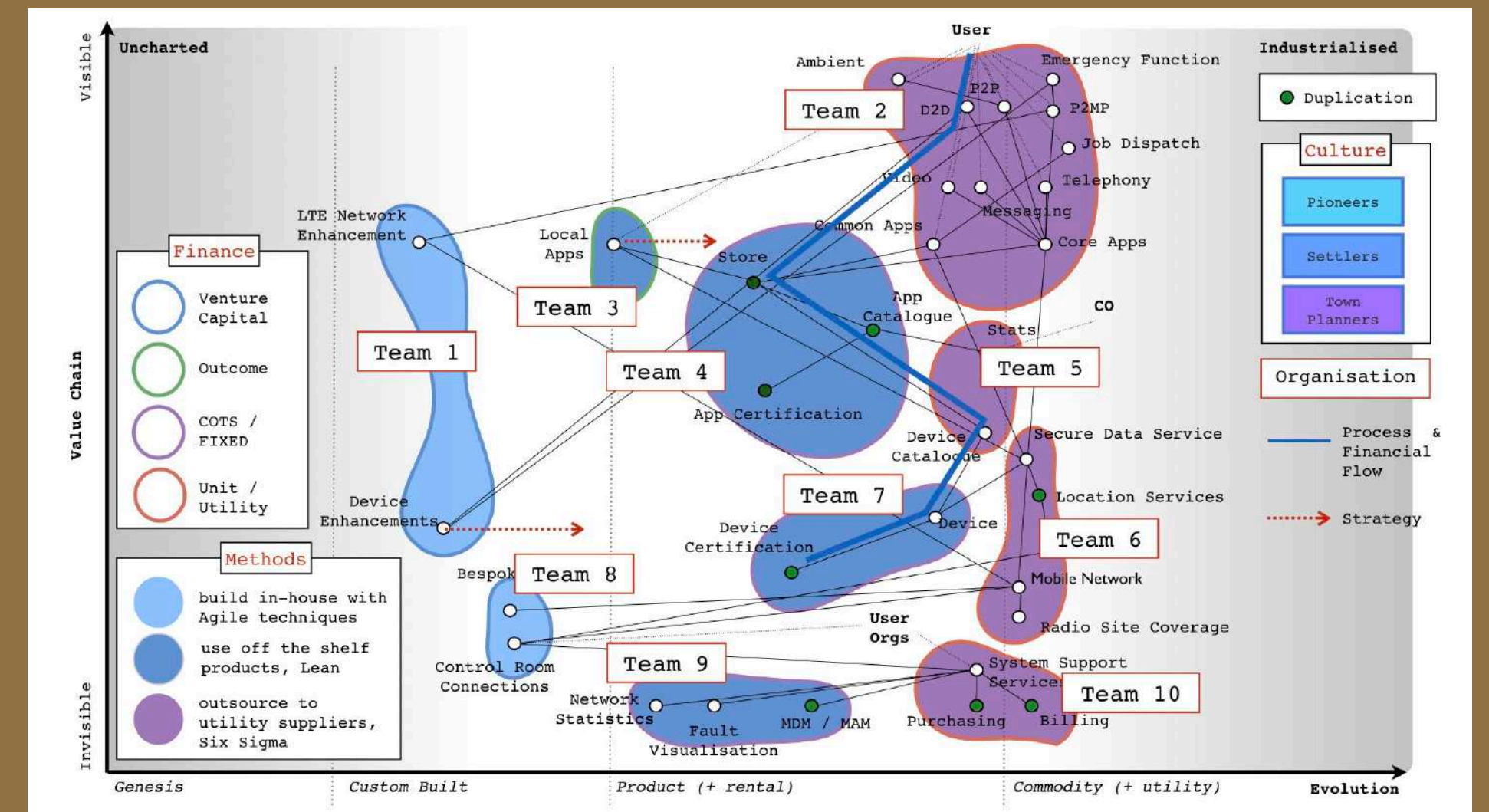
PRINCIPLES (universally useful ways of operating any organisation can adopt)							
CATEGORY	COMMUNICATION	DEVELOPMENT	OPERATIONS	LEARNING	LEADING	STRUCTURE	
PHASE I  <i>TAKE CONTROL</i>	3. Use a common language	1. Know your users	Think small (as in know the details)	Use a systematic mechanism of learning (bias towards data)			
	Challenge assumptions	2. Focus on user needs					
	Understand what is being considered (situational awareness)	Remove bias and duplication					
	Use appropriate methods						
PHASE II  <i>GET FIT</i>	Be transparent (Bias towards open)	Focus on the outcome not a contract	Manage inertia	Bias towards action (learn by playing the game)	Move fast	Think small (as in teams)	
		Think fast, inexpensive, restrained and elegant (FIRE)	Manage failure		Strategy is iterative not linear	Distribute power and decision making	
		Use appropriate tools	Effectiveness over efficiency			Think aptitude and attitude	
		Be pragmatic					
		Use standards where appropriate					
PHASE III  <i>BETTER WITH LESS</i>			Optimise flow (remove bottlenecks)	Bias towards the new (be curious, take appropriate risks)	Commit to the direction, be adaptive along the path	Provide purpose, mastery & autonomy	
					Be the owner		
			Do better with less		Think big, inspire others	Seek the best	
			Set exceptional standards (great is just not good enough)		Embrace uncertainty		
					Be humble (listen, be selfless, have fortitude)		
PHASE IV  <i>REAL-TIME STRATEGY</i>				Listen to your ecosystems (future sensing engine)	Exploit the landscape	There is no one culture	
					There is no core (everything is transient)	Design for constant evolution	

Instead of using different ways of explaining the same thing between different functions in the company try to use one.

Use a map.



PowerMaps





# Effective collaboration requires a Common Language

Maps allow many people with different skills (marketing, IT, operations, finance etc.) to work together and create a common understanding.

Collaboration without a common language is just noise before failure.



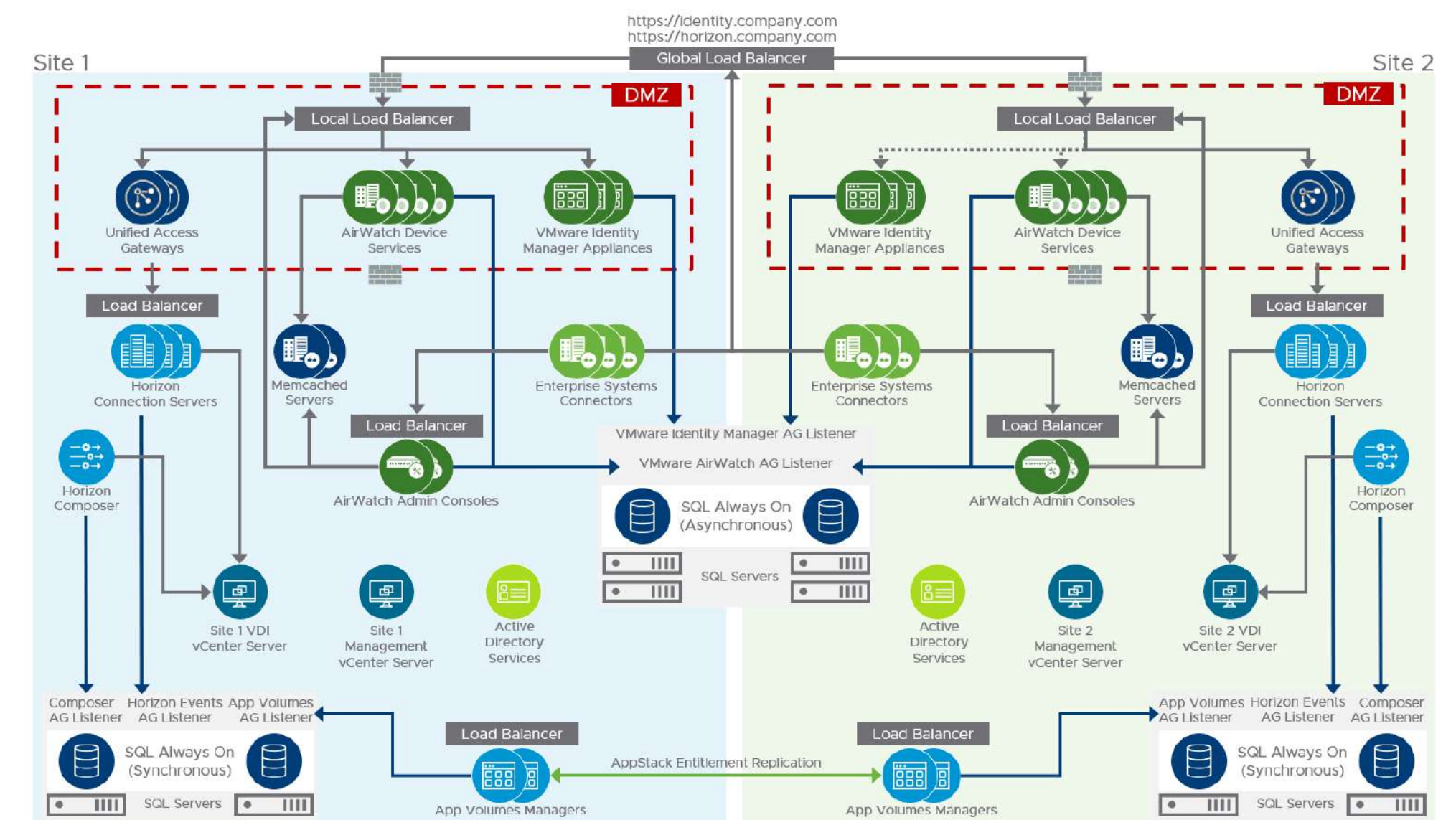
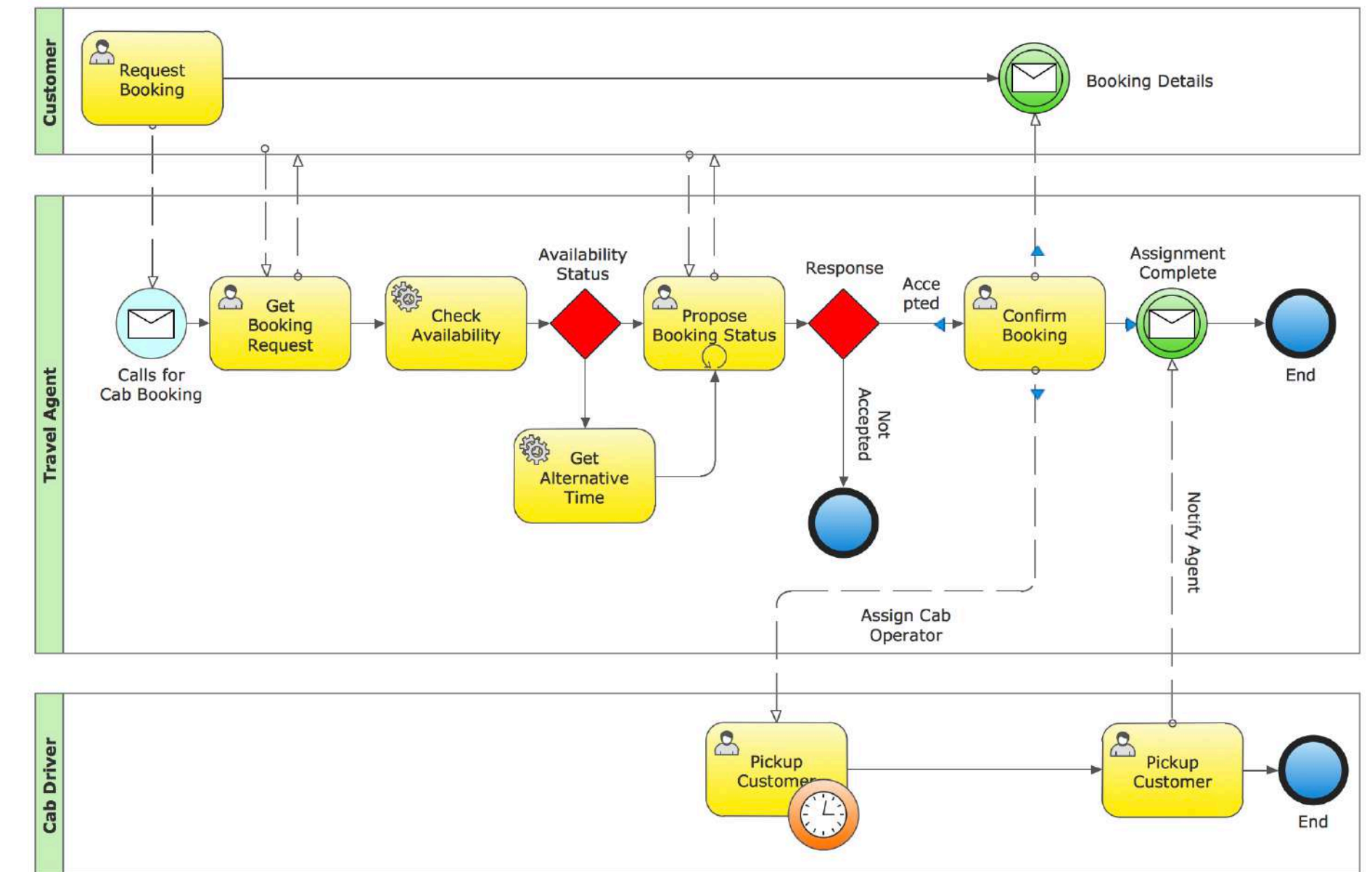
**PowerMaps**



If you're using **business process diagrams** on one side and **IT architecture diagrams** on another then you'll end up with **translation errors, misalignment & confusion.**



PowerMaps







Soldiers don't need to know how to operate a boat to work with someone from the Navy. Nor does a sailor need to know how to operate a mortar to work with the Army. **They use maps to co-ordinate.**



The problem in business is the lack of a common language  
(i.e. the lack of any form of mapping).

**If you can't map what  
you're doing how do you  
know you're making the  
right moves?**



**PowerMaps**

# You must have a common language

## **PowerMaps are that language.**

**Effective  
engagement and  
coordination  
across silos**

**Mechanism  
for shared  
discovery and  
learning**

**Disseminating  
good practices  
across the  
organisation**



**PowerMaps**