



Understanding and managing uncertainty with Cynefin

Optional Conference, Budapest,
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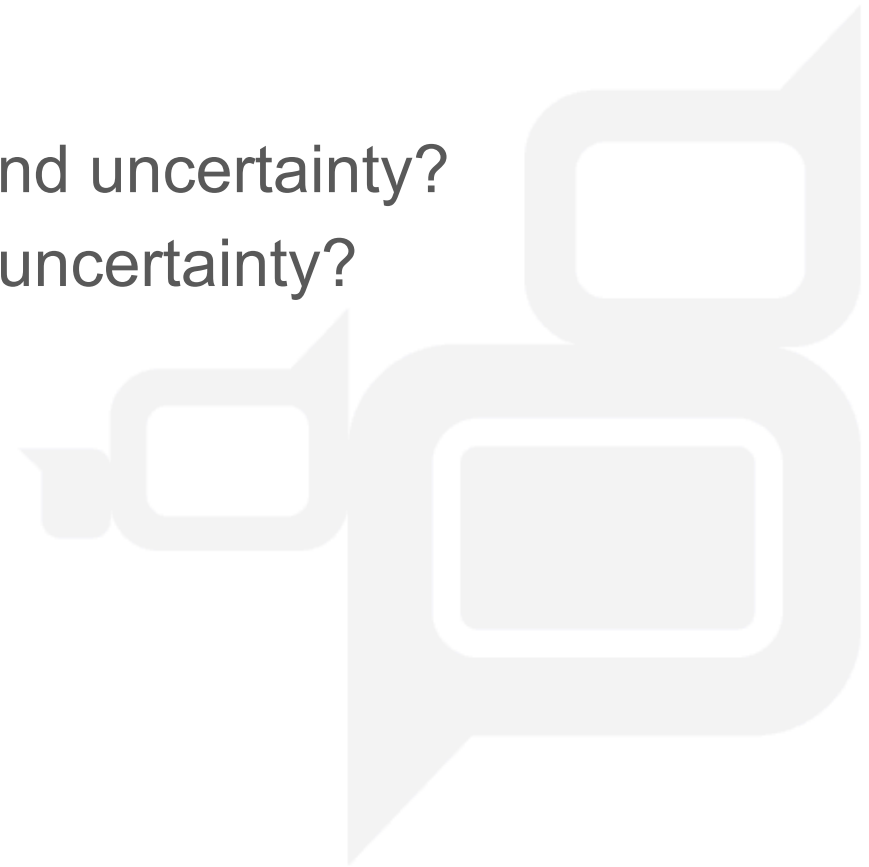
- >7 years Software development (Java, C#)
- >7 years Project management
- >5 years Agile project management
- >3 years Agile and Lean consultant



Trainees	3000+
Countries	20
Companies	2-3 dozen
Project size	3-350 people

“This is the era of uncertainty” – Daniel Kolya, Optional Conference 2014

- Why do we need to understand uncertainty?
- Why do we need to manage uncertainty?



- Natural preference order of people is:
 - Being right
 - Being wrong
 - Being uncertain



<http://commitment-thebook.com/>

Cynefin

/ˈkʌnɪvɪn/

Habitat or place

- Cynefin is a general strategy model
- Helps understand the nature of our different situations and how we try to make sense of them
- Enables seeing multiple perspectives of the same thing
- Thus allows leaders to make better decisions
- Guides finding the right management style (and get away from their preferred one) and
- Gives us solution patterns



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“Complex things cannot be predicted” – Jutta Eckstein,
Optional Conference 2014



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“Everything is complex” – Daniel Kolya, Optional Conference 2014

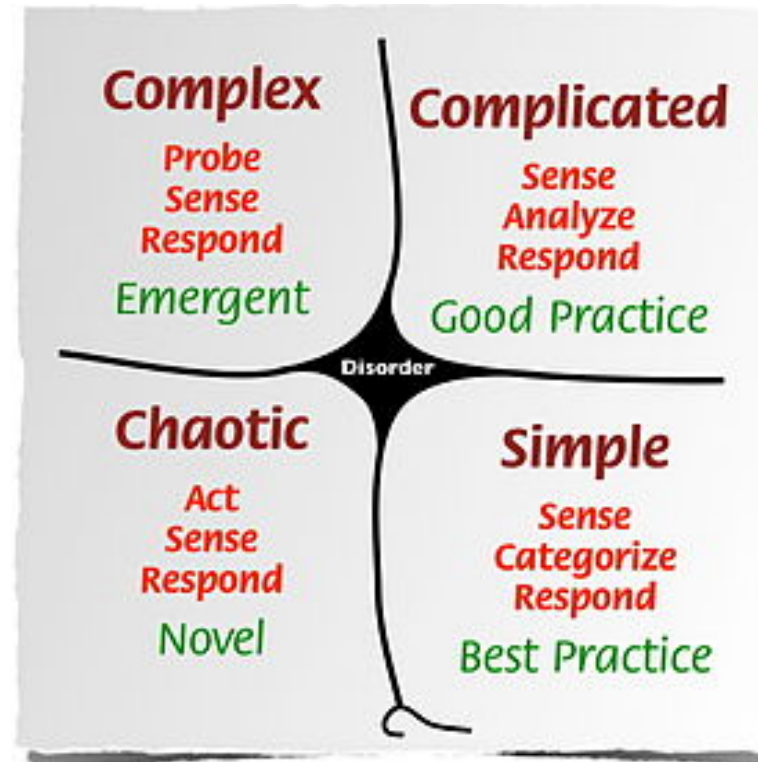


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- Knowledge management
- Cultural change
- Product development
- Marketing
- Branding
- Analysing the effects of Bush's faith on US policy making
- British National Health Service
- Food chain risk management
- Disaster control

1. Share the theory
2. Collect examples from your past for the domains
3. Understand your dominant domain
4. Optimize your organization for that domain
5. Always challenge your perception of where you are
6. Break down issues with multiple aspects
7. Focus on movement between domains
8. Avoid complacency

- Dave Snowden - <https://cognitive-edge.com/blog>
 - Cynthia Kurtz, Mary E. Boone
- Olav Maassen, Chris Matts, Chris Geary: Commitment
- Liz Keogh - <http://lizkeogh.com/>



Questions?



Thank you!

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