



living strategy

make strategy great again

@markusandrezak | überproduct | agile100 | 29 May 2020

status quo of strategy ?

my boss level enemy ...

what strategy could be

pristine clarity of mission

involvement

engagement

hallmarks of bad strat

egy

fluff

**mistaking goals for
strategy**

**failure to face the
challenge**

**bad strategic
objectives**

after: gary rumelt - "good strategy, bad strategy"

**to understand ...
let's start with some music!**



what's the connection?

well ... **this machine
connects the music**

START

STOP

**wouldn't you like to have that
impact in your field?**

research: how did the tr-808 come into the world?

Ikutaro Kakehashi

founder roland music

creator tr-808 drum machine



ikutaro kakehashi: who he is

● REC



**mechanical
engineer**

**hobby:
music**

electronics?

who he is

ikutaro kakehashi - decisions

● REC

Then I looked at manufacturers



mechanical
engineer

hobby:
music

electronics?

who he is

musical
instruments

mechanics

electronics

decisions

rhythm box

for organs

programm-
able

REC



**mechanical
engineer**

**hobby:
music**

electronics?

who he is

conga first

drum sounds

**store
expensive**

**musical
instruments**

mechanics

electronics

what he has to do

no sampling

**character,
not copy**

**own
generator**

rhythm box

for organs

**programm-
able**

**bad
transistors**

clipping

**unique
sound**

decisions

From kakehashi-san's mind towards a model

who he is

what he has to do

decisions

identity

what he has to do

decisions

markers

what he has to do

decisions

markers

what he has to do

options

coherent

consistent

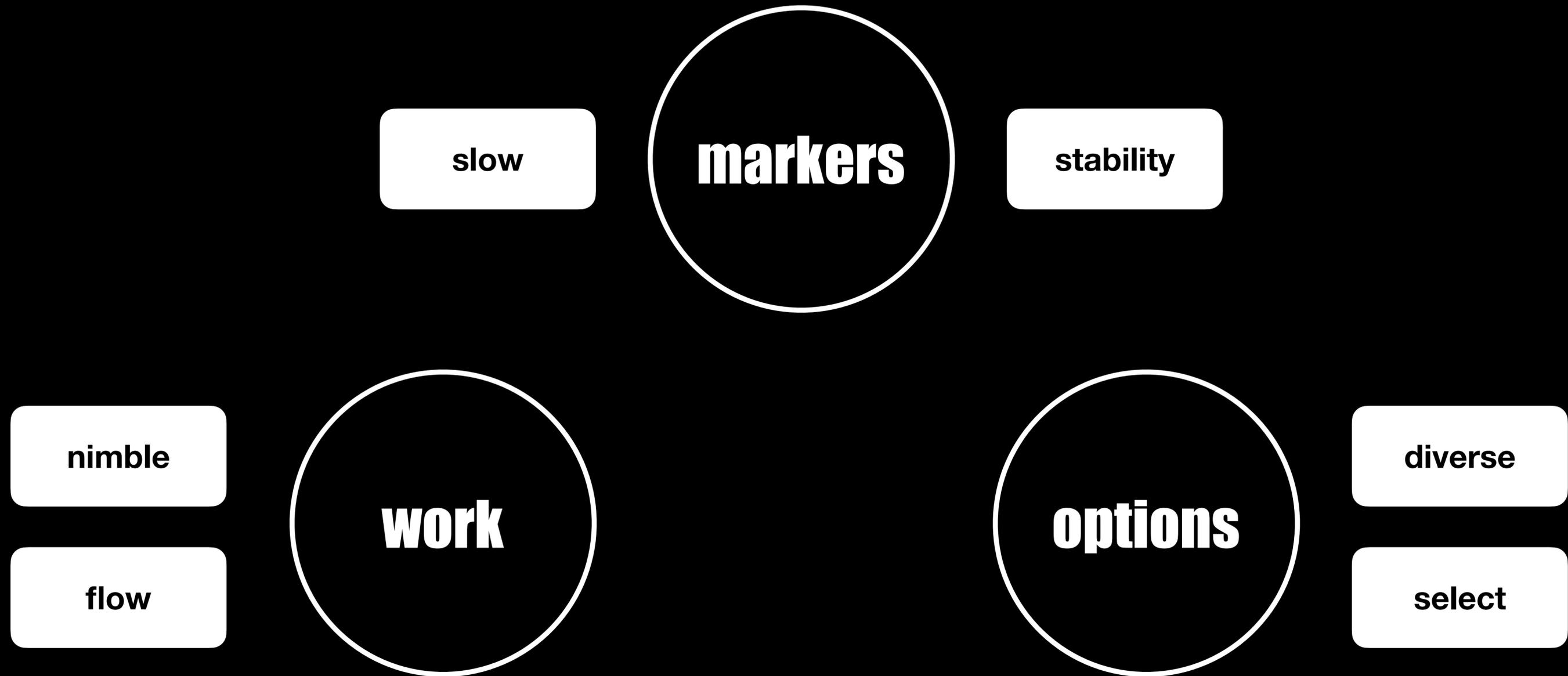
conscious

markers

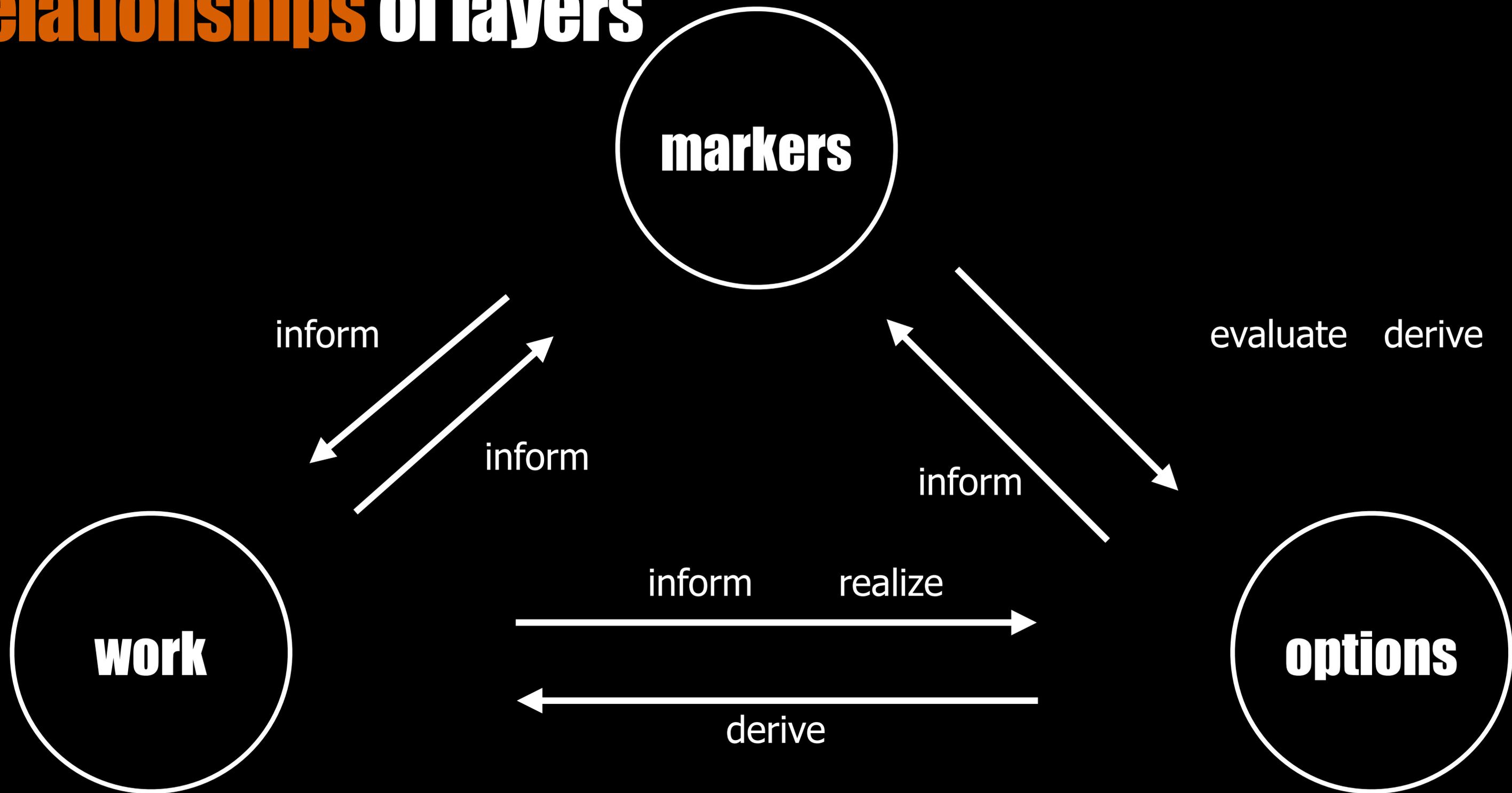
work

options

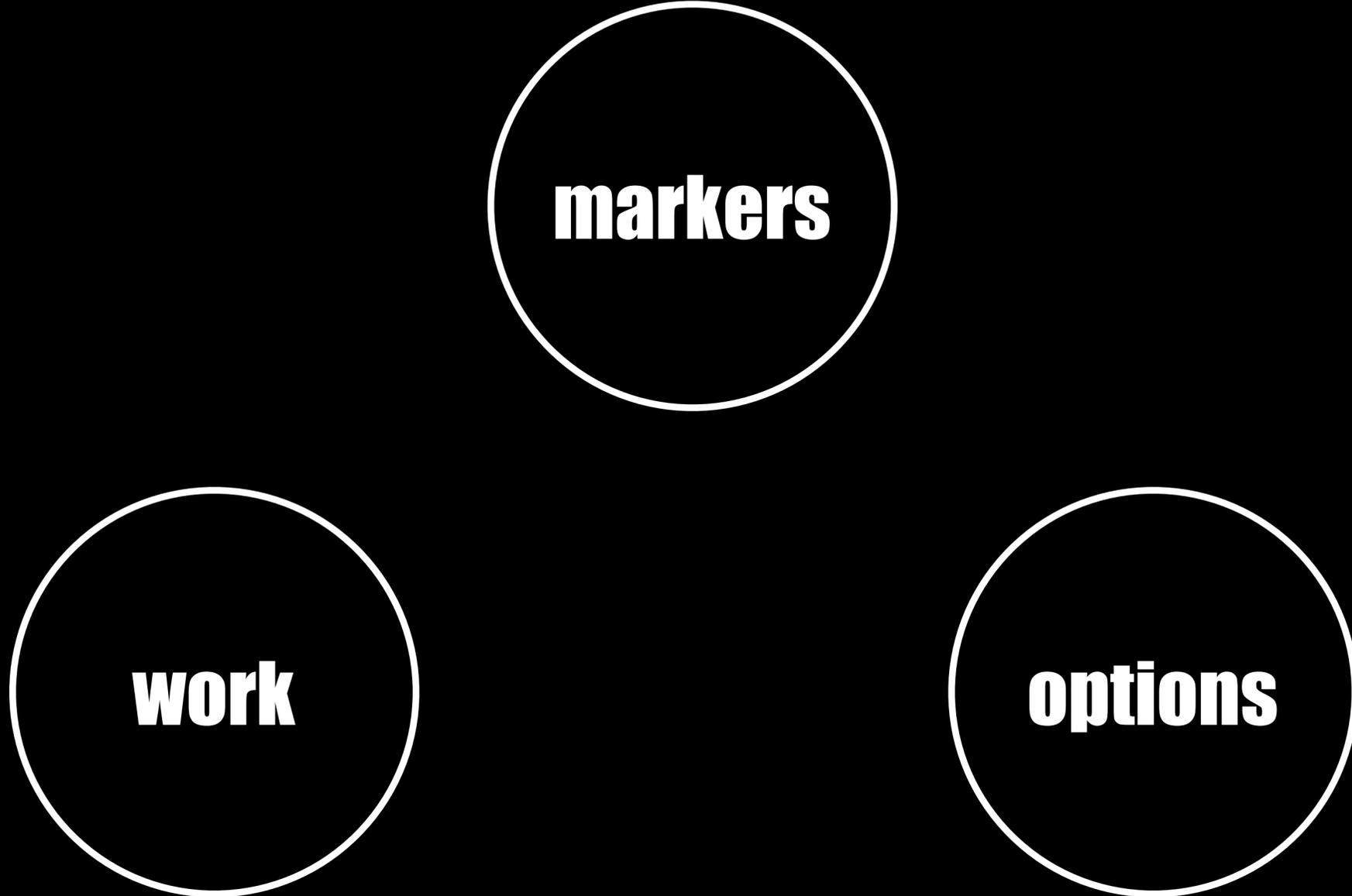
properties of layers



relationships of layers



what layer does your company **talk / care most about?**



markers

work

options

how strategy fails

but ... hallmarks of bad strategy?

fluff

sunday words, extreme or banal wording

mistaking goals for strategy

just statements of desire (unhelpful)

failure to face the challenge

no clarity in defining the challenge

bad strategic objectives

not addressing critical issues

and gary rumelt - "good strategy, bad strategy"

what I hear

we don't have any ...

the plan is the goal ...

it's wrong ...

huh ...?

never heard of it ...

it doesn't tell me what to do ...

it makes no sense to me ... you mean ... fixing the bucket?

it's easy in the beginning ...

it's easy in the beginning

● REC

then I started **In that time I have many caps** other step



why does it break down?

it's all in his mind

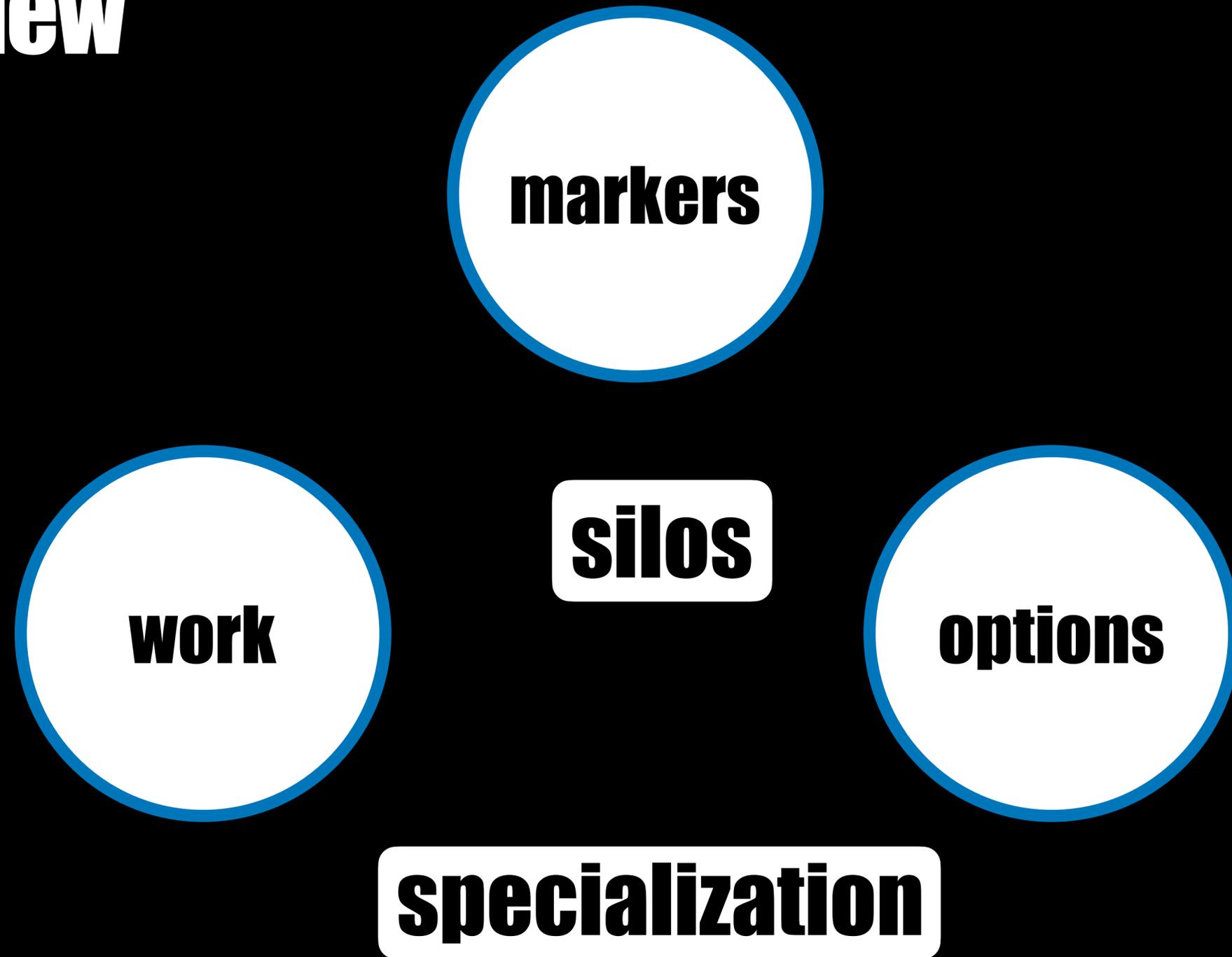
markers

work

options



systems view



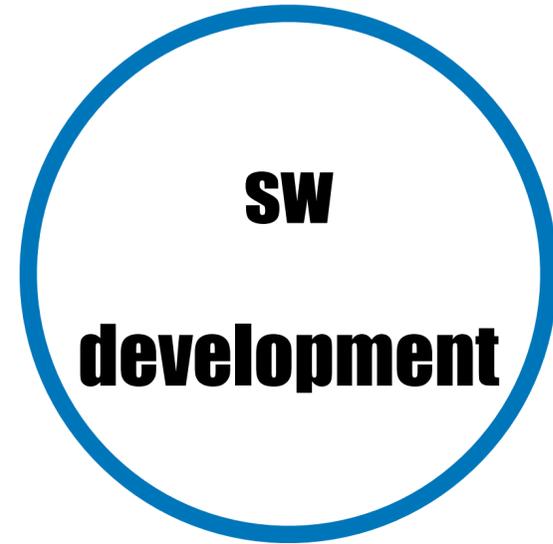
sounds familiar?



sounds familiar?



sounds familiar?



devops

marketing view ;)

markers

work

options

strategy ops?

dynamics

markers

work

temporality

options

not everything the same

temporality of stories in organisations

ceo

3-5 years

pmo

3-9 months

worker

d a y s

Based on research by Elliott Jaques (Requisite Organization & handbook of time spans as introduced to me by Jabe Bloom, @cyetain)

A diagram consisting of four nodes arranged in a diamond shape. The top node is a white circle with a blue border containing the word 'markers'. The bottom node is a white circle with a blue border containing the word 'work'. The left node is a white rounded rectangle with a blue border containing the word 'empathy'. The right node is a white circle with a blue border containing the word 'options'. All text is in a bold, black, sans-serif font.

markers

work

empathy

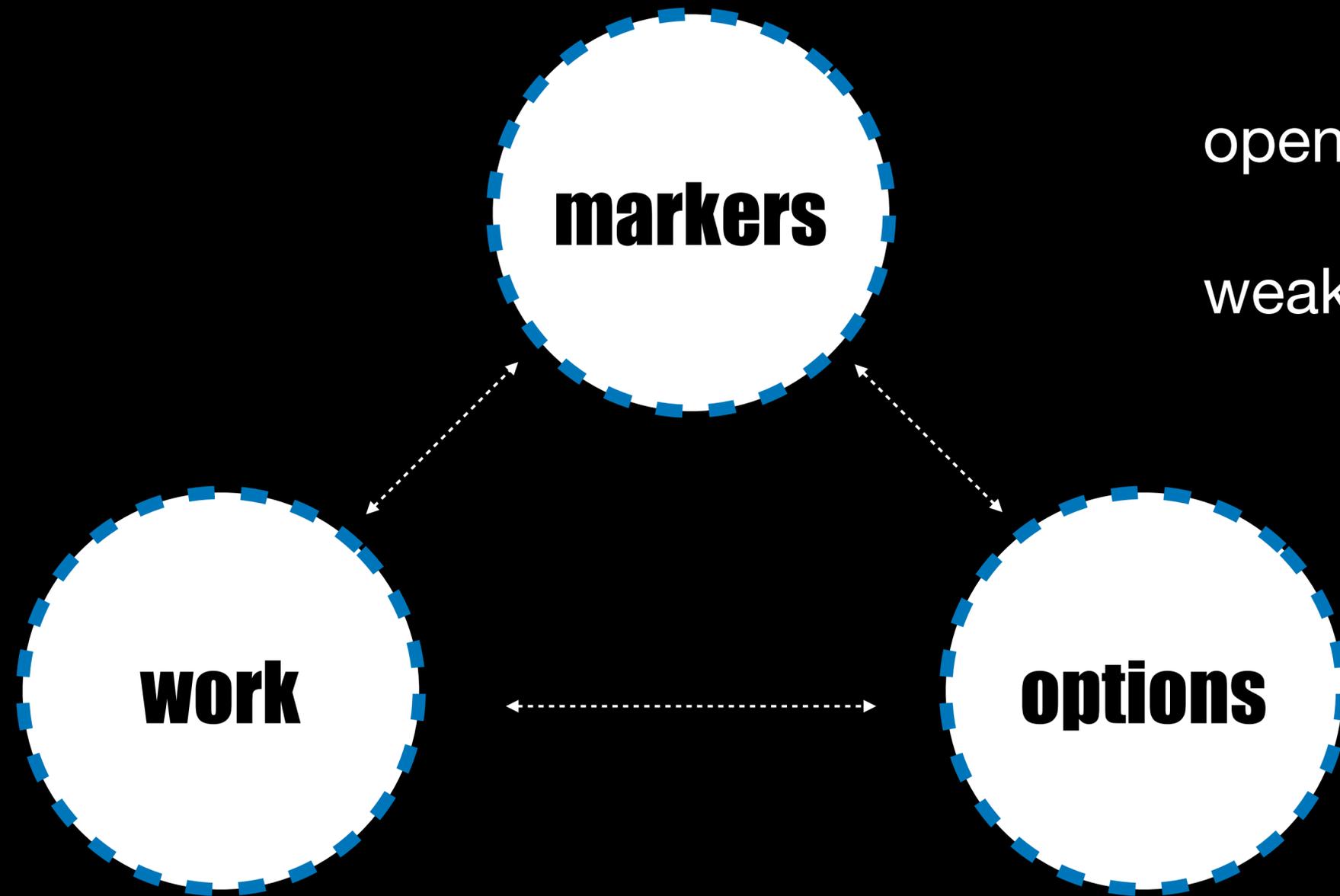
options

markers

work

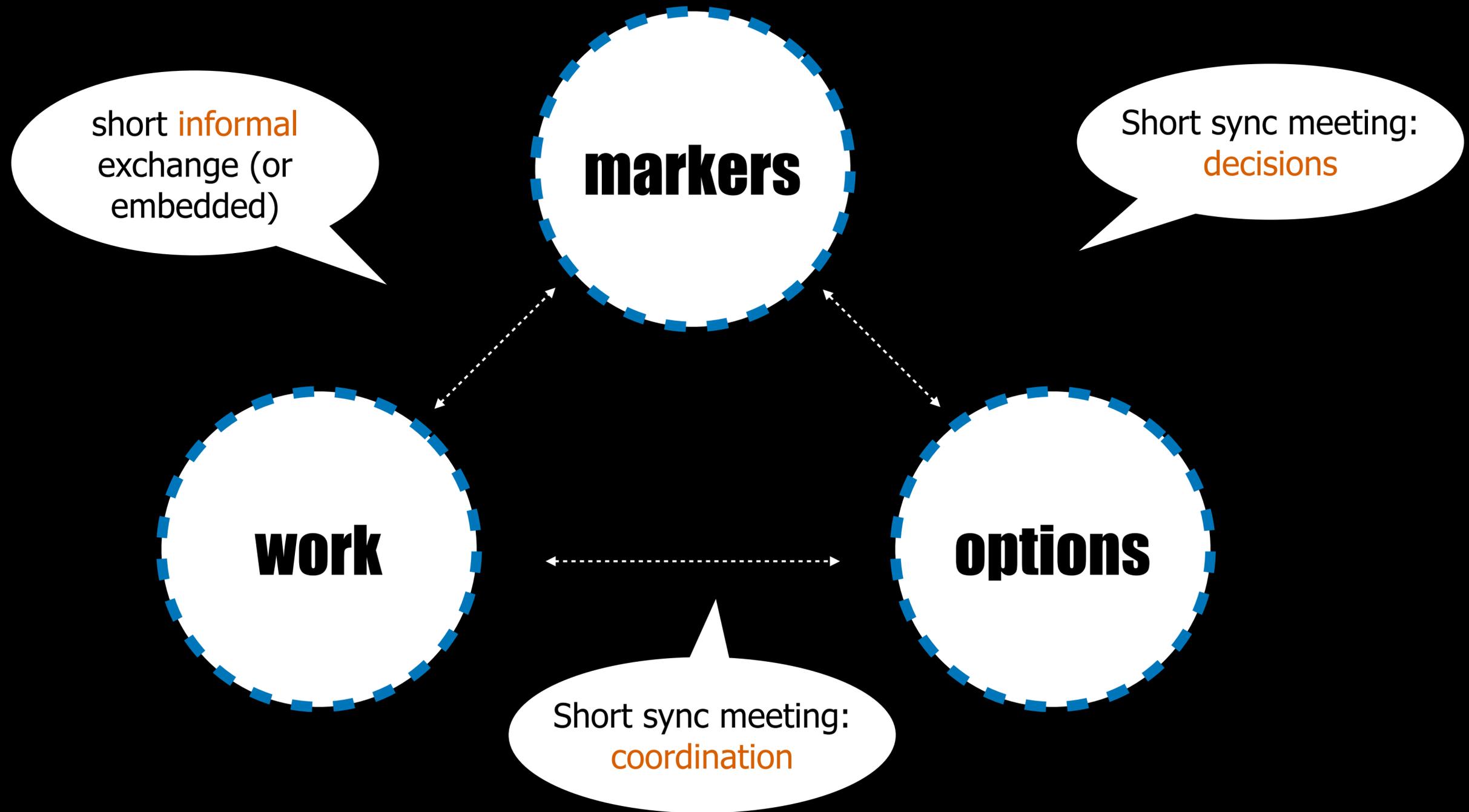
options

silolikeapro!

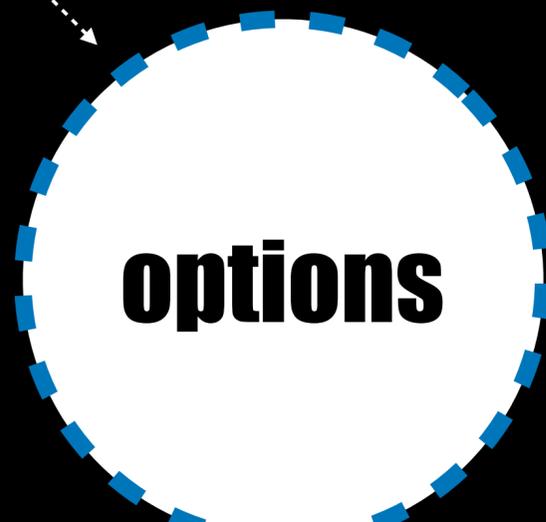


open slightly
weak coupling

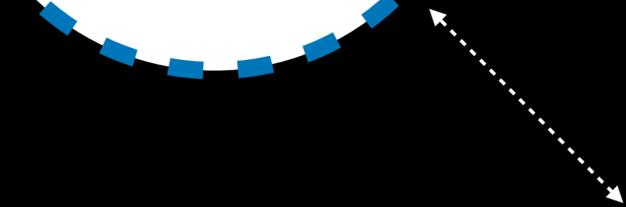
silo like a **pro**!

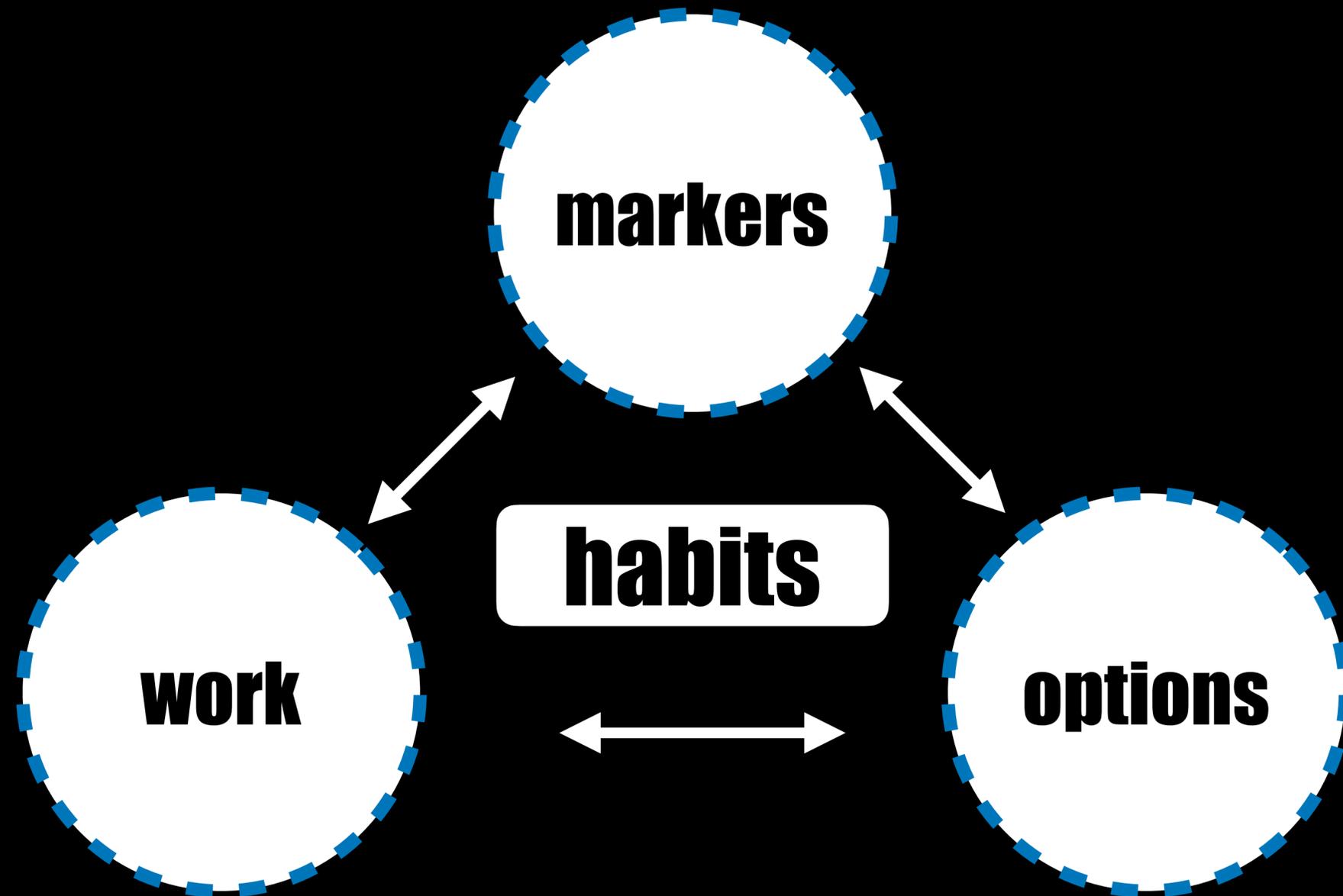


short **coupling meetings**

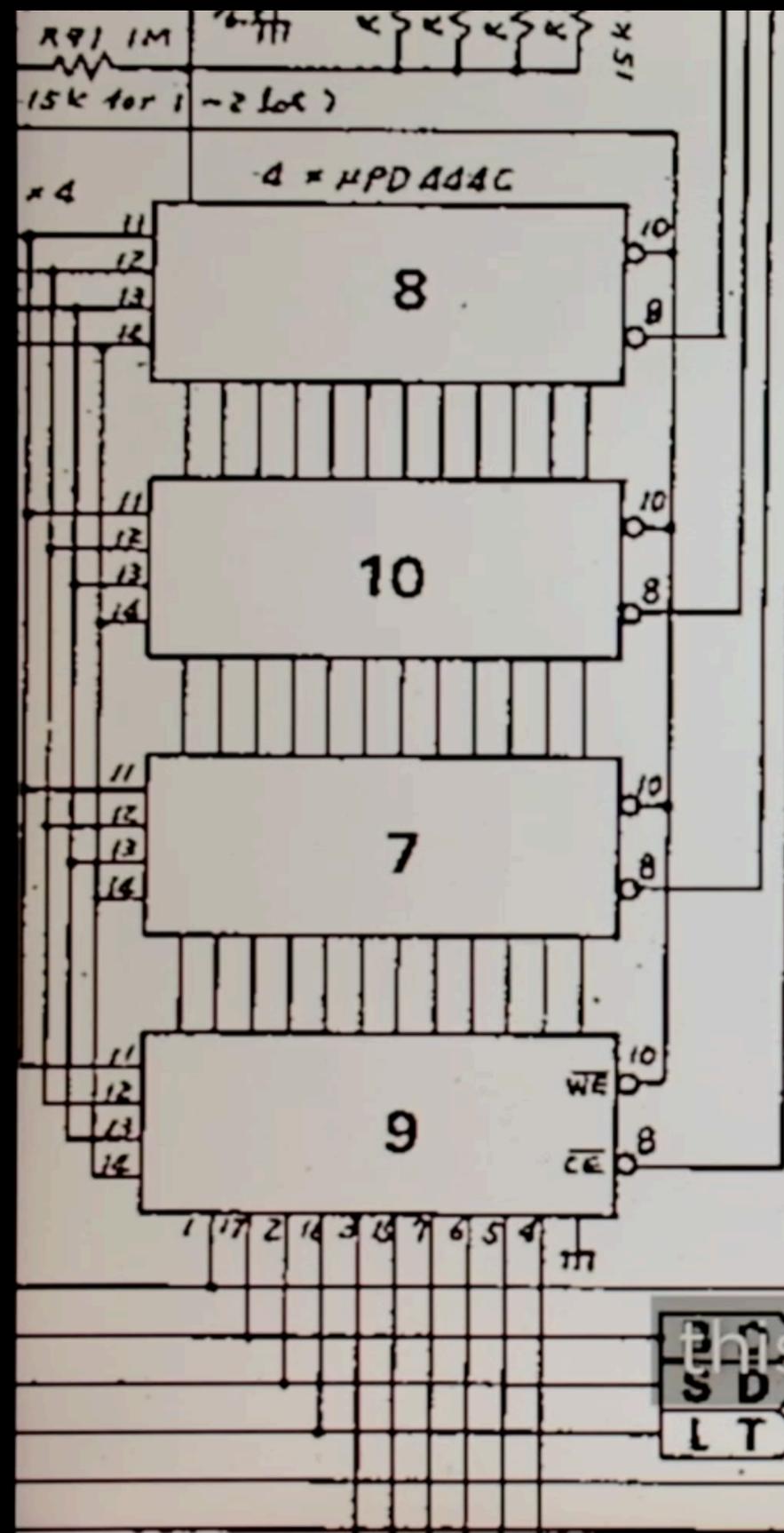


weekly cadence
only 15-30 mins



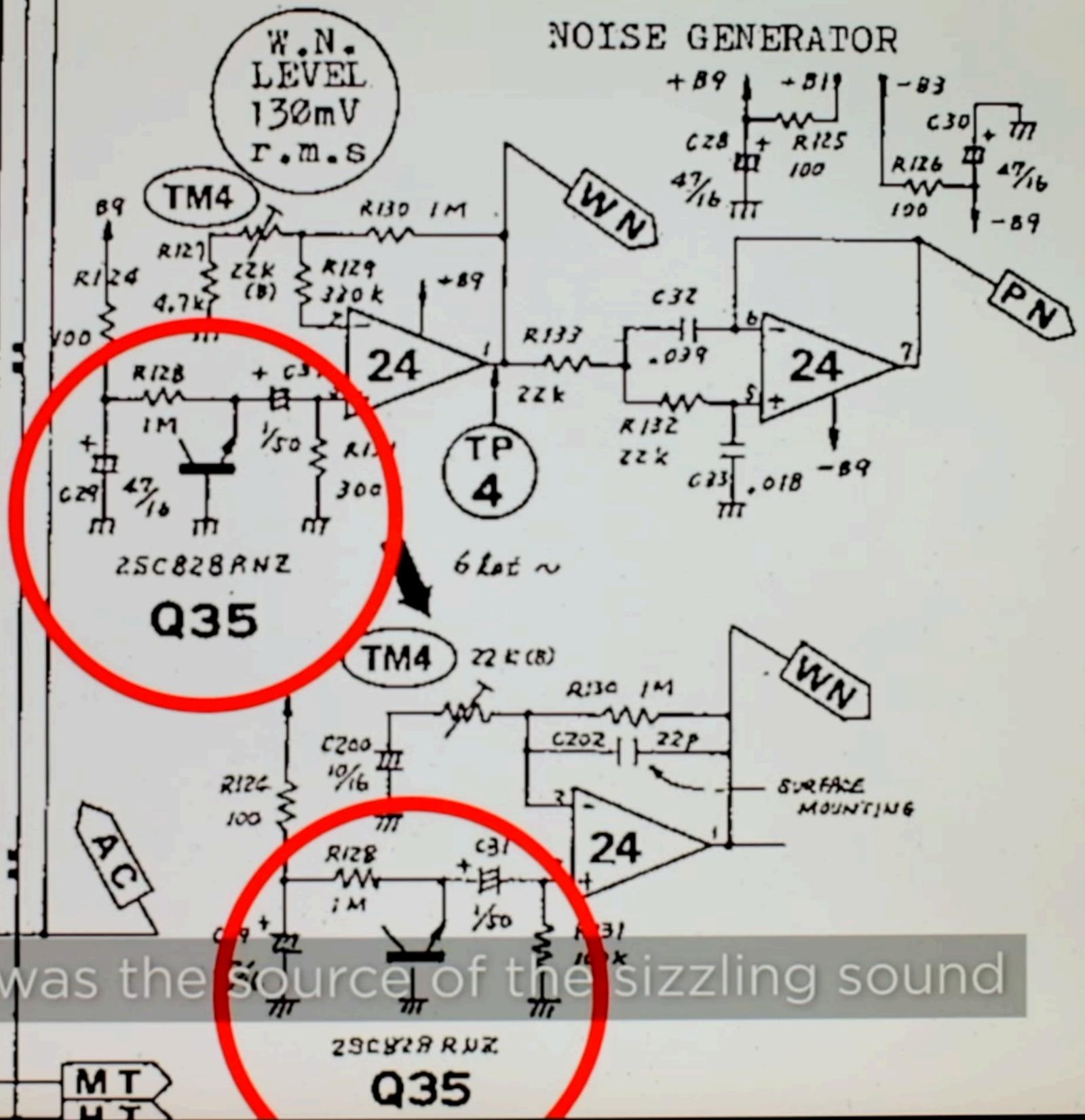


**so, what happened
to the tr-808?**

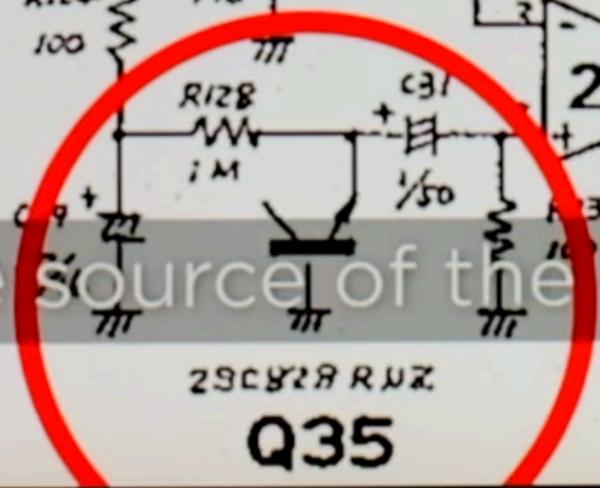


-82 -83 -84 -85 -86 -87 -88

NOISE GENERATOR



W.N.
LEVEL
130mV
r.m.s



this was the source of the sizzling sound

only 12.000 tr-808s were produced

now, why is he **happy, laughing?**

because



Roland

TR-909

TOTAL ACCENT

BASS DRUM

SNARE DRUM

LOW TOM

MID TOM

TUNE

LEVEL

ATTACK

DECAY

TUNE

LEVEL

TONE

SNAPPY

TUNE

LEVEL

DECAY

TEMPO

MEAS/TEMPO

SLOW

FAST

STOP/CONT



TRACK

MIX IN WAVEFORM SYNC IN

Roland

TUNING CUT OFF FREQ RESONANCE ENV MOD DECAY ACCENT

CV GATE HEADPHONE OUTPUT DC 9V

Bass Line

TEMPO

TRACK PATT. GROUP

MODE

VOLUME

TB-303

Computer Controlled

D.C. BAR RESET

PATTERN CLEAR

RUN BATTERY

RUN/STOP

PITCH MODE

FUNCTION NORMAL MODE

BAR

PATTERN SELECTOR

C	C#	D	D#	E	F	F#	G	G#	A	A#	B	C
DEL	INS											
1	2	3	4	5	6	7	8					

SELECTOR 1 DEL 2 INS 3 4 5 6 7 8

TIME MODE

TRANSPOSE DOWN UP

ACCENT SLIDE

STEP

PATT. SECTION A B

100 200

BACK

D.S.

WRITE/NEXT

TAP

MODULATION GRIP

DC IN 9V~12V EXT CLK IN HOLD CV IN GATE CV OUT GATE PHONES OUTPUT

MODULATOR

VCO

SOURCE MIXER

VCF

VCA

ENV

TUNE



LFO/CLK RATE



WAVE FORM



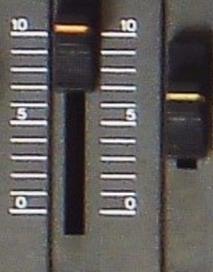
MOD



RANGE



PULSE WIDTH



LFO MAN ENV

NOISE



10CT DOWN



20CT DOWN



20CT DOWN



SUB OSC



FREQ



RES



ENV



MOD



KYBD



ENV GATE



GATE TRIG



GATE



LFO



A



D



S



R



POWER



LOAD PLAY SEQUENCER



DOWN U & D UP ARPEGGIO



HOLD LEGATO



KEY TRANSPOSE REST



Roland

SH-101

VOLUME



PORTAMENTO



VCO



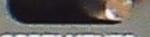
VCF



LFO MOD



AUTO OFF ON



PORTAMENTO



L M H



TRANSPOSE



BENDER







וכוח

did he use this?

markers

work

options

sure not, but ...

thanks!

twitter:

Podcast:

Youtube:

web:

@markusandrezak

“Stories Connecting Dots“

“Strategie Machen!“

<http://ueberproduct.de>