CONNECTING THE DOTS

SE BEYOND TECHNOLOGY

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Oliver Fels

PERSONAL BUBBLES

Humans live in personalized bubbles

The bubble defines the level of complexity they frequently deal with

Stepping outside the bubble raises challenges
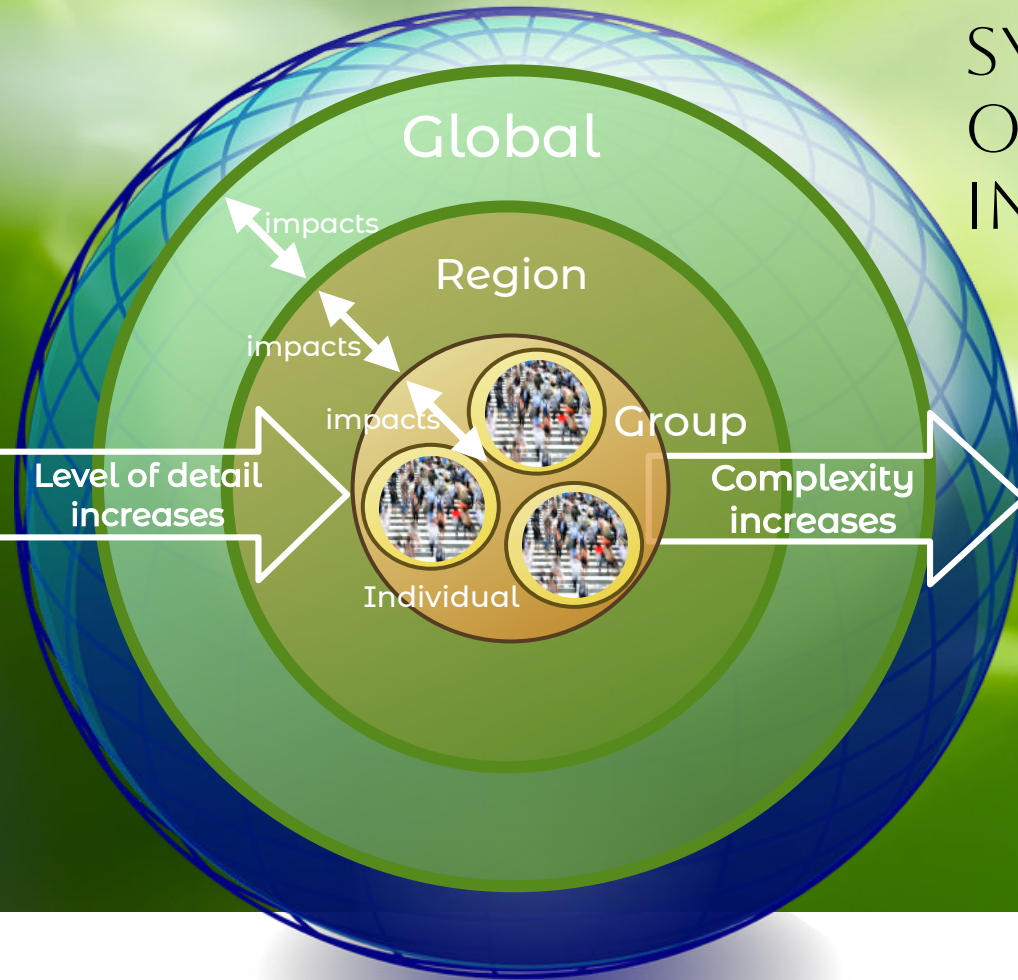
PROFESSIONAL BUBBLES

Regardless of the role, professionals work in bubbles

The bubble defines the level of complexity they frequently deal with

Each stakeholder has his own bubble of interest

THE IMMINENT SIMILARITY TO SYSTEMS ENGINEERING: THE ONION MODEL OF BUBBLES OF INTEREST

Global

Region

Group

Individual

impacts

impacts

impacts

Level of detail increases

Complexity increases

Stepping outside the bubble increases complexity and abstraction

Stepping outside the bubble raises challenges

Stepping inside the bubbles, the level of detail increases

Stakeholder
Requirements
Needs
Pains

Products
System

BRIDGING THE BUBBLES

BRIDGE OVER TROUBLED WATER

Emotional

Facts & Figures

BRIDGING THE BUBBLES

Stakeholder Management Yesterday

COMPLEXITY

Stakeholder Management Today

THINGS HAVE CHANGED

ELABORATE

To feel your stakeholders needs, you will have to get a feel for their bubble.

Adaption to their level of complexity is elementary

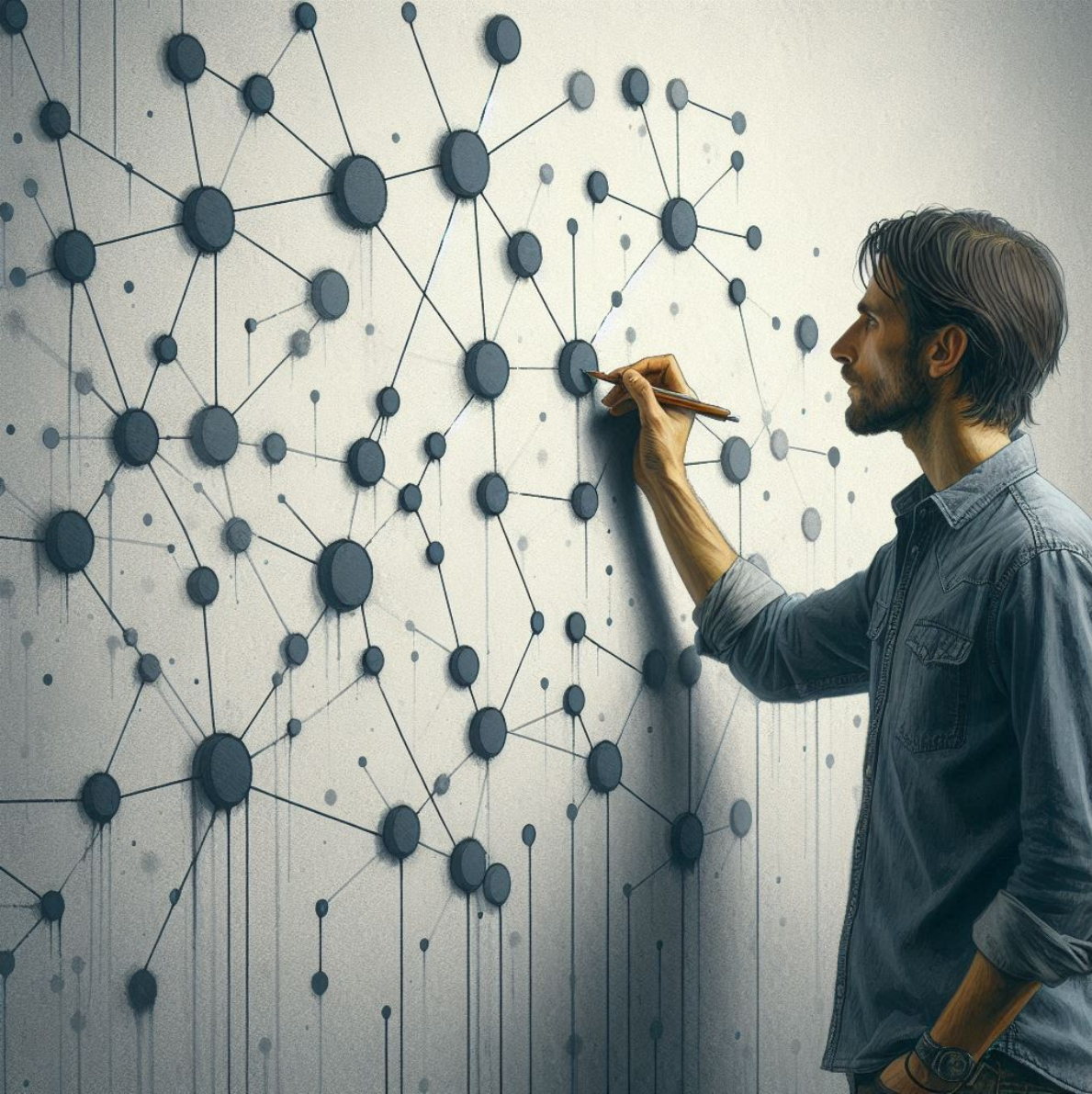Identifying new and unknown bubbles brings new insights

ORCHESTRATE

Systems engineering is orchestrating bubbles of interest.

Analytical and social and planning skills are elementary requirements.

The most difficult pictures to paint are big pictures.

SYSTEMS ENGINEERING
CONNECT THE DOTS

*"The action of **working artfully** to bring something about. 'Engineered systems' may be composed of any or all of **people, products, services, information, processes, and natural elements**."*

INCOSE

In other words:

Bubbles

Your task is to bring them artfully together and keep the dots connected.

ROLE BLURRING

You no longer have a specific role, today.
You have tasks. Many tasks.

So you have to

BRIDGE THE BUBBLES & CONNECT THE DOTS

TIME TO WAKE UP

never stop learning

THANK YOU FOR LISTENING