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# LANDSCAPE, NOT ARCHITECTURE

Maximising ICT in development

# What's it all about?



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- Technology, fundamentally, is a means, not an end in itself
- Technologists, therefore, need to think more like engineers than architects
- Architects work within their environment
- Engineers adjust their environment...
- ... making life easier for architects

# Building an environment



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**COMMITMENT**  
**EDUCATION**  
**UNDERSTANDING**  
**AWARENESS**

# From the bottom up...



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- Seeding network effects
- ‘Get your eyes on the prize’
- Help people see what’s NOT there

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**AWARENESS**



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# Build outward, not upward

- ‘Shared understanding’, especially around the edges
- Emphasis on informal, explicit, specific learning
- Applies to ‘experts’ almost more than others

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# School (as in fish)



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- ‘Understanding’ in detail
- Emphasis (again) on informal, explicit, specific learning
- Includes ‘soft’ (i.e. informal) as well as technical education

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# Little Red Hens



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- Statements of principle are great, but useless alone
- Commitment is the application of money, means and will
- Commitment happens at all levels

## COMMITMENT

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