LANDSCAPE, NOT ARCHITECTURE

Maximising ICT in development

Dan McGarry, CTO PiPP
What’s it all about?

• 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

COMMITMENT
EDUCATION
UNDERSTANDING
AWARENESS
From the bottom up...

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

COMMITMENT

EDUCATION

UNDERSTANDING

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
School (as in fish)

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

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