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AN
EVENT
STORYING
TALE

ORANGE STICKIES

LATER

@ziobrando

6

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AN
EVENT
STORYING
TALE

ORANGE STICKIES

LATER

GOTO AMSTERDAM 2018

@ziobrando

ABOUT ME

- VERY HARD TO EXPLAIN MY JOB TO MY MOTHER
- RUNNING WWW.AVANSOPERTA.IT
- MODELLING (ALMOST) EVERYTHING WITH STICKY NOTES, MARKERS AND A PAPER ROLL.
- CALLING THIS STUFF **EVENT**
STORMING



**SHOW ME YOUR
AGGREGATES!!!**

2013

- FIRST BLOG POST ABOUT EVENTSTORMING
- ONE SINGLE PATH FROM BUSINESS TO AGGREGATE DISCOVERY
- THE BEGINNING OF A LONG JOURNEY

2018

- GROWING MOMENTUM
- MANY PRACTITIONERS -> MANY IDEAS
- MANY DIFFERENT FORMATS:
 - BIG PICTURE / PROCESS MODELLING / SOFTWARE DESIGN
 - RETROSPECTIVE / INDUCTION / MORE...
- RUNNING OUT OF ORANGE AND LILAC POST-IT WORLDWIDE.

BIG PICTURE EVENTSTORMING

MAKING SENSE OF A HUGE MESS

BIG PICTURE WORKSHOP

- INVITE THE RIGHT PEOPLE -> BUSINESS, IT, UX
- PROVIDE UNLIMITED MODELLING SPACE
 - SURFACE, MARKERS, STICKIES
- MODEL A WHOLE BUSINESS LINE WITH DOMAIN EVENTS

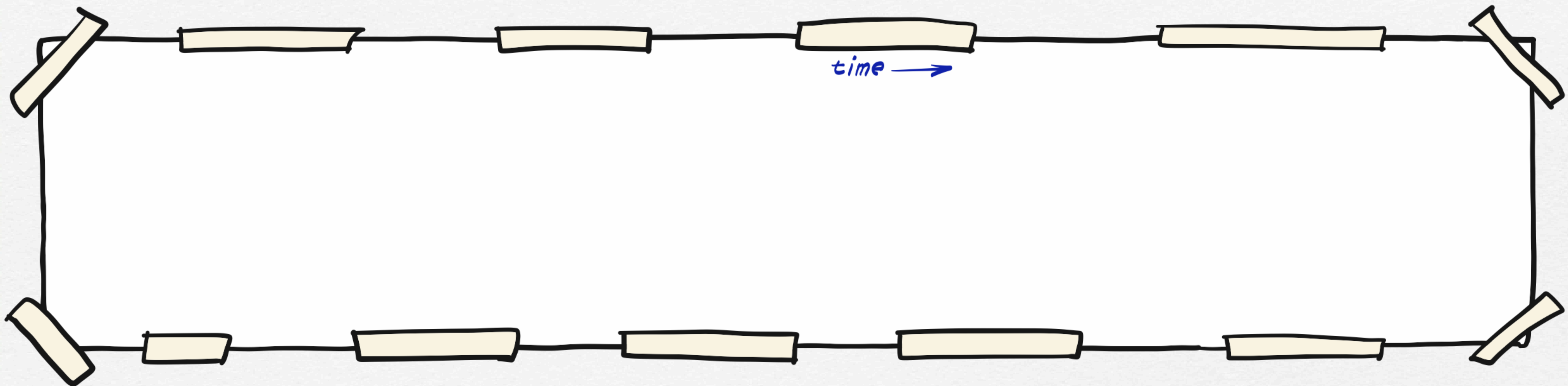


HEY! SHOULDN'T
WE FOCUS ON A
SPECIFIC AREA?



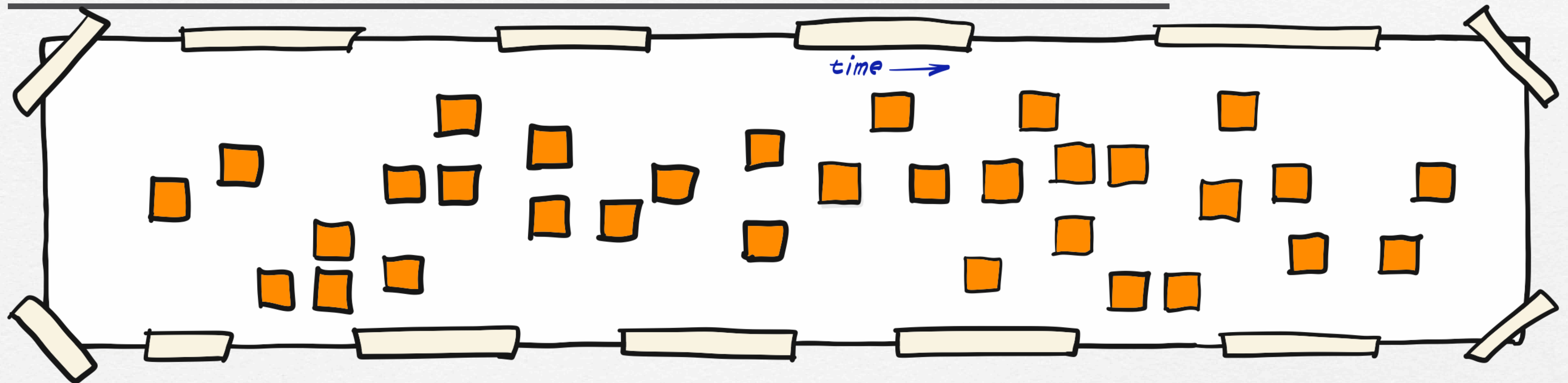
NOPE!

ESTABLISH A TIMELINE



- SOME FACILITATOR TRICKS WILL KICKSTART THE DISCUSSION QUICKLY

EXPLORE WITH DOMAIN EVENTS



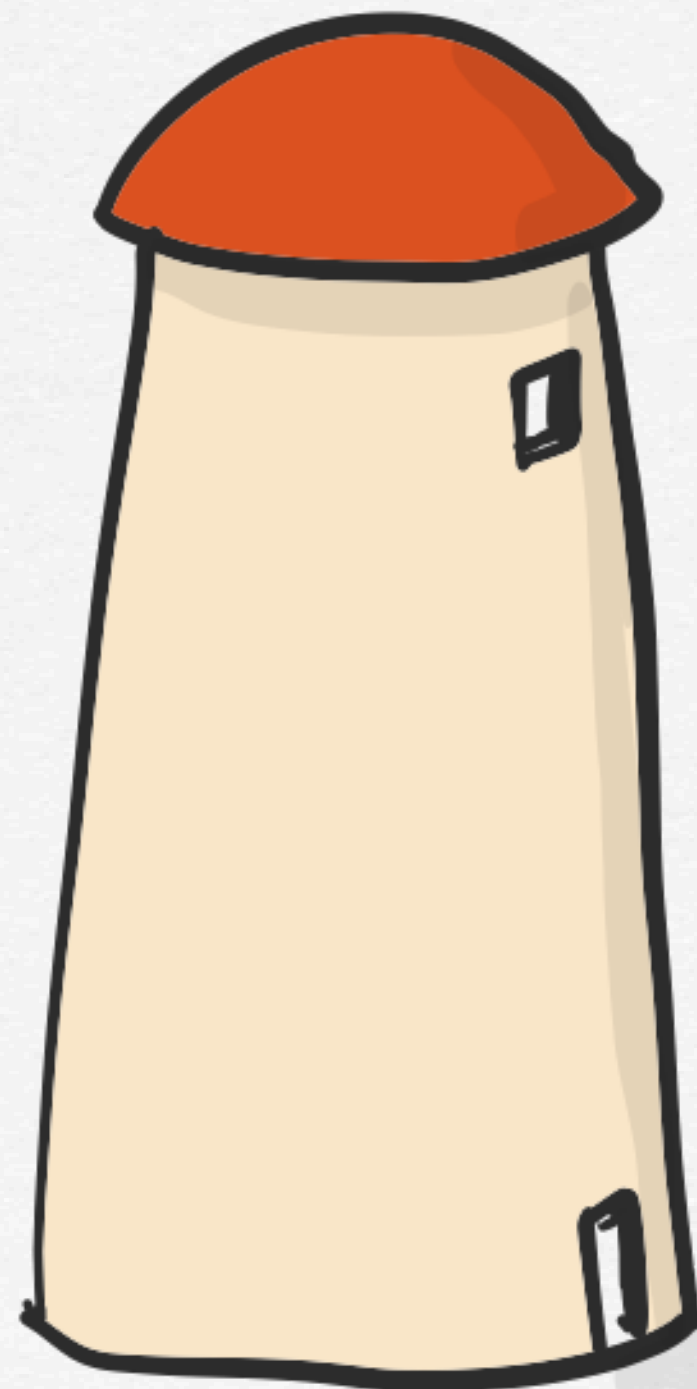
ITEM
ADDED TO
CART

THIS IS A DOMAIN EVENT

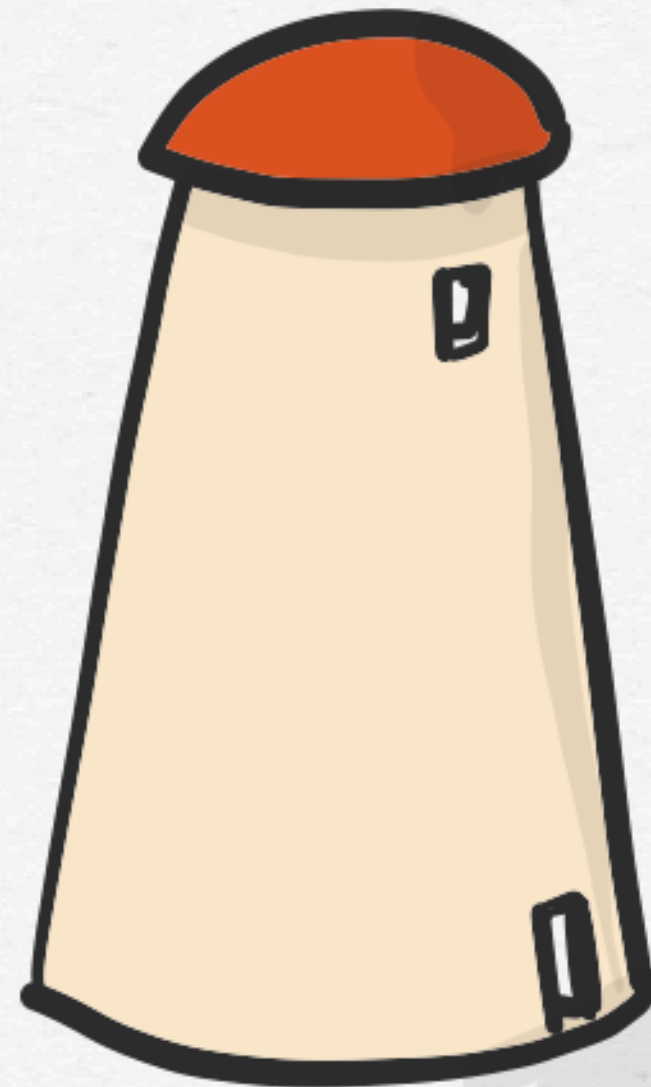
- **ORANGE** STICKY NOTE
- VERB AT **PAST TENSE**
- **RELEVANT** FOR DOMAIN EXPERTS

THE SHAPE OF THE ORGANIZATION

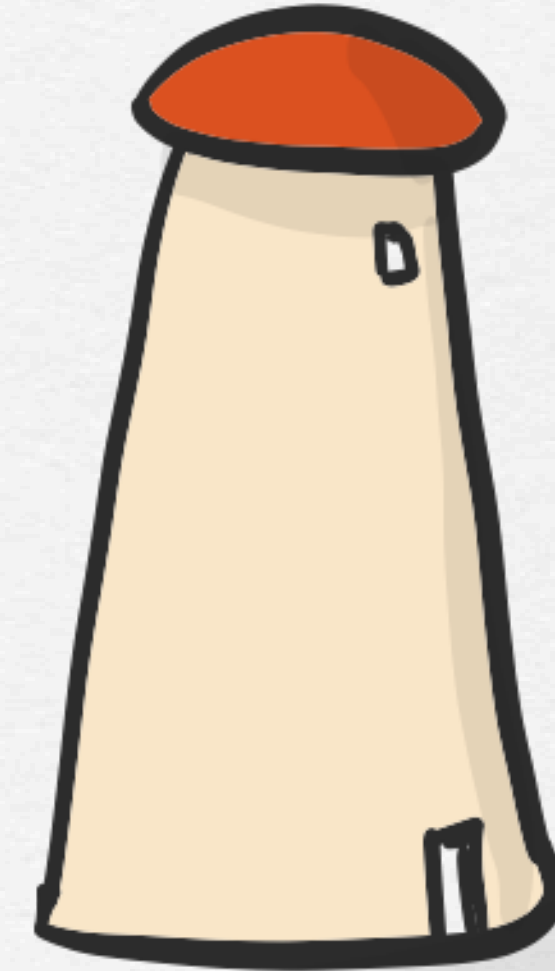
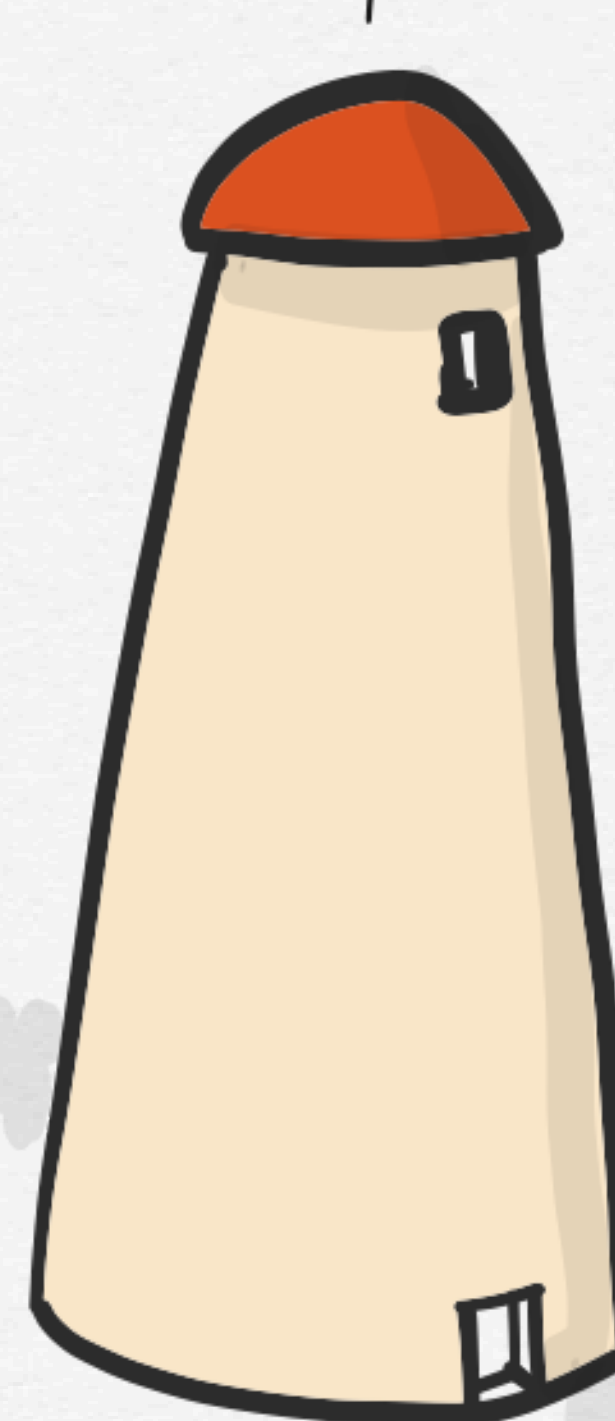
NOBODY KNOWS
OUR STUFF BETTER



WE'RE GREAT

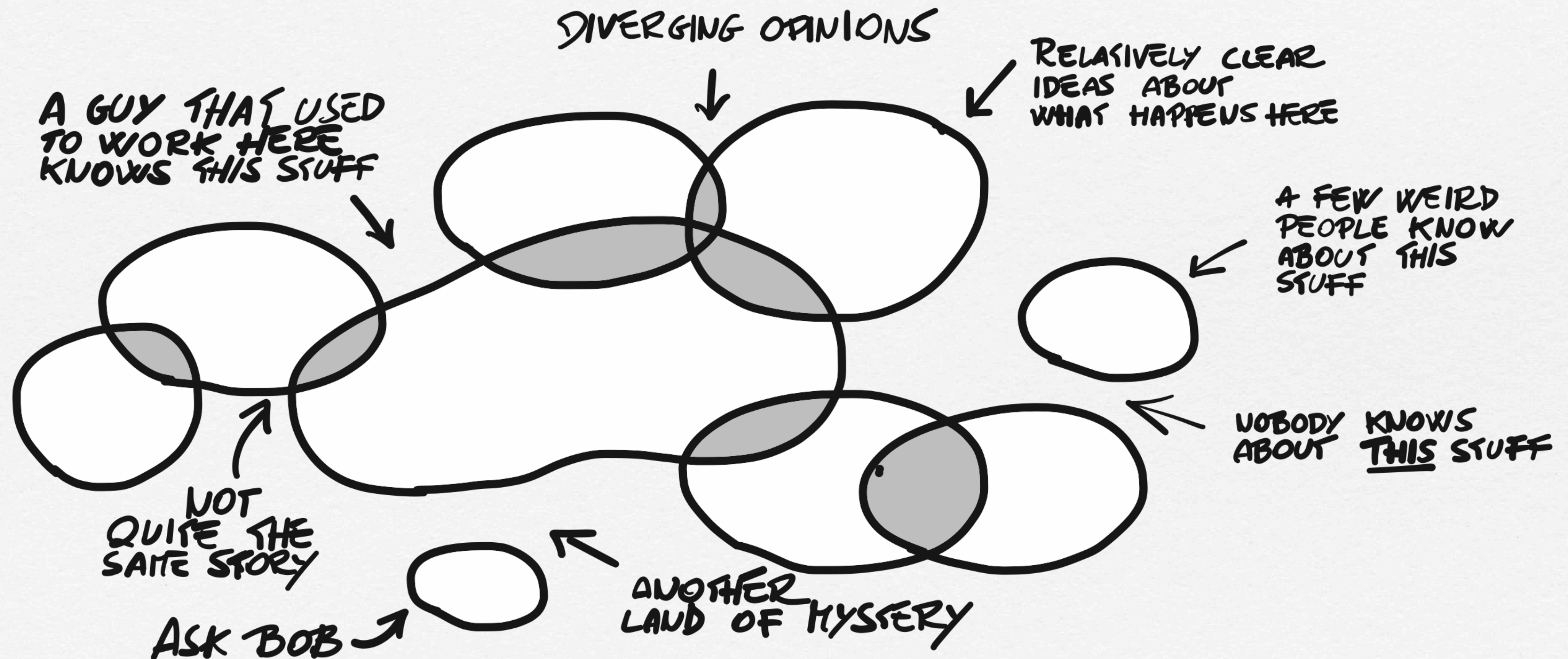


OTHER SILOS
ARE A REAL MESS



NOT OUR
PROBLEM,
ANYWAY

THE KNOWLEDGE DISTRIBUTION



ENFORCING THE TIMELINE

- EXPERTS WILL USUALLY POST A LOCALLY ORDERED SEQUENCE OF EVENTS
- BUT ENFORCING A SHARED TIMELINE THEN TRIGGERS LONG AWAITED CONVERSATIONS

END OF
MONTH
31

BILLABLE
AMOUNT
CALCULATED

BILLABLE
AMOUNT
VERIFIED

INVOICE
PREPARED

OMG
IT TAKES
AGES!!

THIS IS
WHERE
EVERYTHING
IS STUCK!!

ERRORS
ERRORS
ERRORS!!

FOLLOWING STEPS

- STRUCTURE WILL EMERGE
- PEOPLE AND SYSTEMS WILL BE DISPLAYED
- ... PROBLEMS AND OPPORTUNITIES, VALUES, YOU CHOOSE!
- EVERY LAYER SPARKLES A NEW TYPE OF CONVERSATION
- KEY QUESTIONS AND INSIGHTS WITH POP UP

THEME
DECIDED

"STEERING
COMMITTEE
DECIDE"

ROUGH
CONFERENCE
STRUCTURE
DEFINED

1 SHOT
OR
SERIES.

W.S. TONE
VENDOR/
SPONSOR

Workshop
Speaker
Added
Topic
Added

KPI

INITIAL
BUDGET
DEFINED

LIGHTNING
SESSION
TOPICS

TWITTER

CREATED
CONFERENCE
TWITTER
ACCOUNT

1 YEAR
BEFORE

FACEBOOK

FACEBOOK
PAGE FOR
CONFERENCE

CANDIDATE
NAMES
DECIDED

OFFICIAL
NAME
CHOSEN

DOMAIN
REGISTERED

BUDGET
CHECKED

reach of
marketing
campaign
assessed
(estimated)

KEYNOTE
SELECTION

WE NEED
VISUAL
IDENTITY

HOW DO
WE
CONTACT
HIM.

Invitation
Rejected
(keynote)

WE DON'T
KNOW
HOW
MUCH!!!

WEBSITE
NOW
LIVE!

TECH
LUNCH

Decided
to run
conference

TEAM.

Created
Trello
Account

Hired
Accountant

WHERE'S
THE
WEB
DESIGN
&
CONTENT

Finance
Approved
CFO

AWS
on AWS
hosting solution

PERMISSIONS

CONFERENCE
SPONSOR

INTERESTING

VENUE
OWNER

NUMBER
OF TICKETS
DEFINED

VENUE →

WHAT
ABOUT
VENUES?

VENUE
CHOSEN

DATE
RANGE
DECIDED

DATE
CHOSEN

NO OF
TICKETS
DEFINED

NO OF
SLOTS
DEFINED

CRITERIA
FOR
SELECTION
DEFINED

SELECTION
CRITERIA

SELECTION
CRITERIA

SELECTION
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SELECTION
CRITERIA

SELECTION
CRITERIA

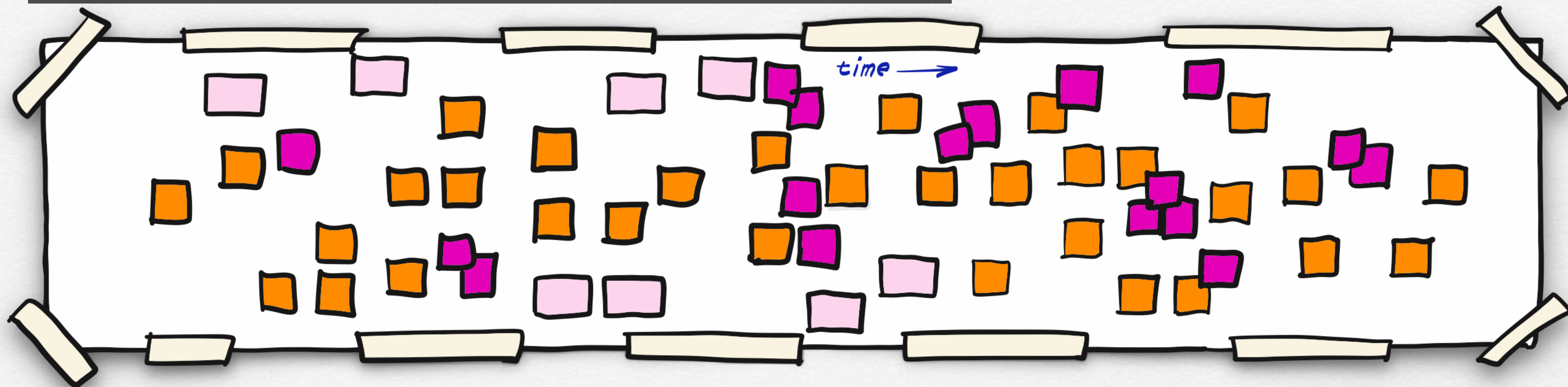
SELECTION
CRITERIA

SELECTION
CRITERIA

SELECTION
CRITERIA

SELECTION
CRITERIA

OUTCOME (BIG PICTURE):



- THE WHOLE PROCESS IS VISIBLE
- MASSIVE LEARNING (CROSSING SILO BOUNDARIES)
- CONSENSUS AROUND THE CORE PROBLEM

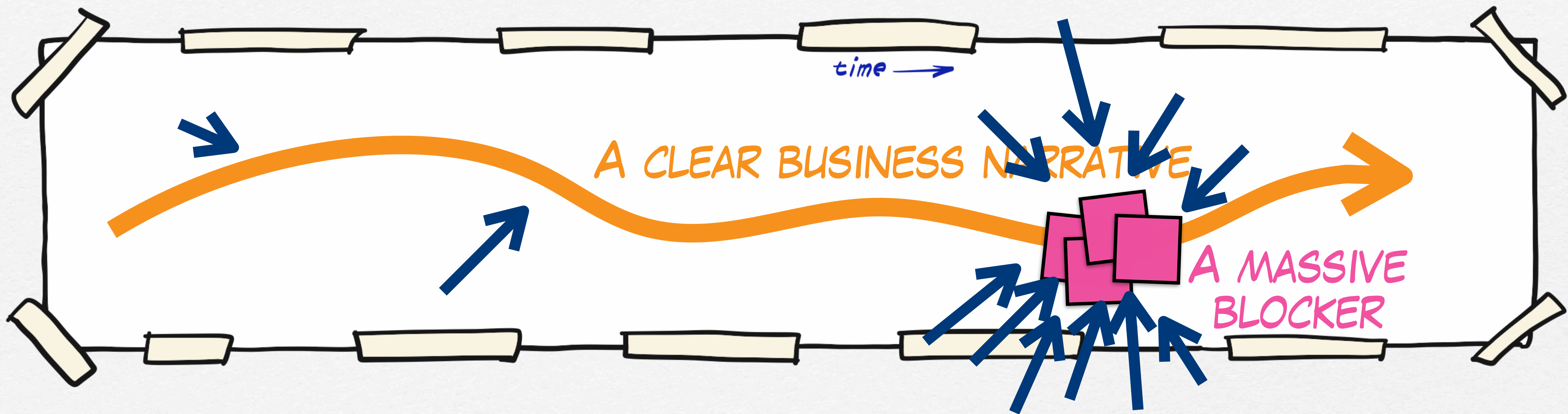
MORE SPECIFICALLY...

- NO SCOPE LIMITATION (PAPER ROLL)
- EXPLORATION OF BOUNDARIES (EXTERNAL SYSTEMS & PEOPLE)
- -> THE BOTTLENECK IS IN THE PICTURE.
- -> THE CORE DOMAIN IS IN THE PICTURE

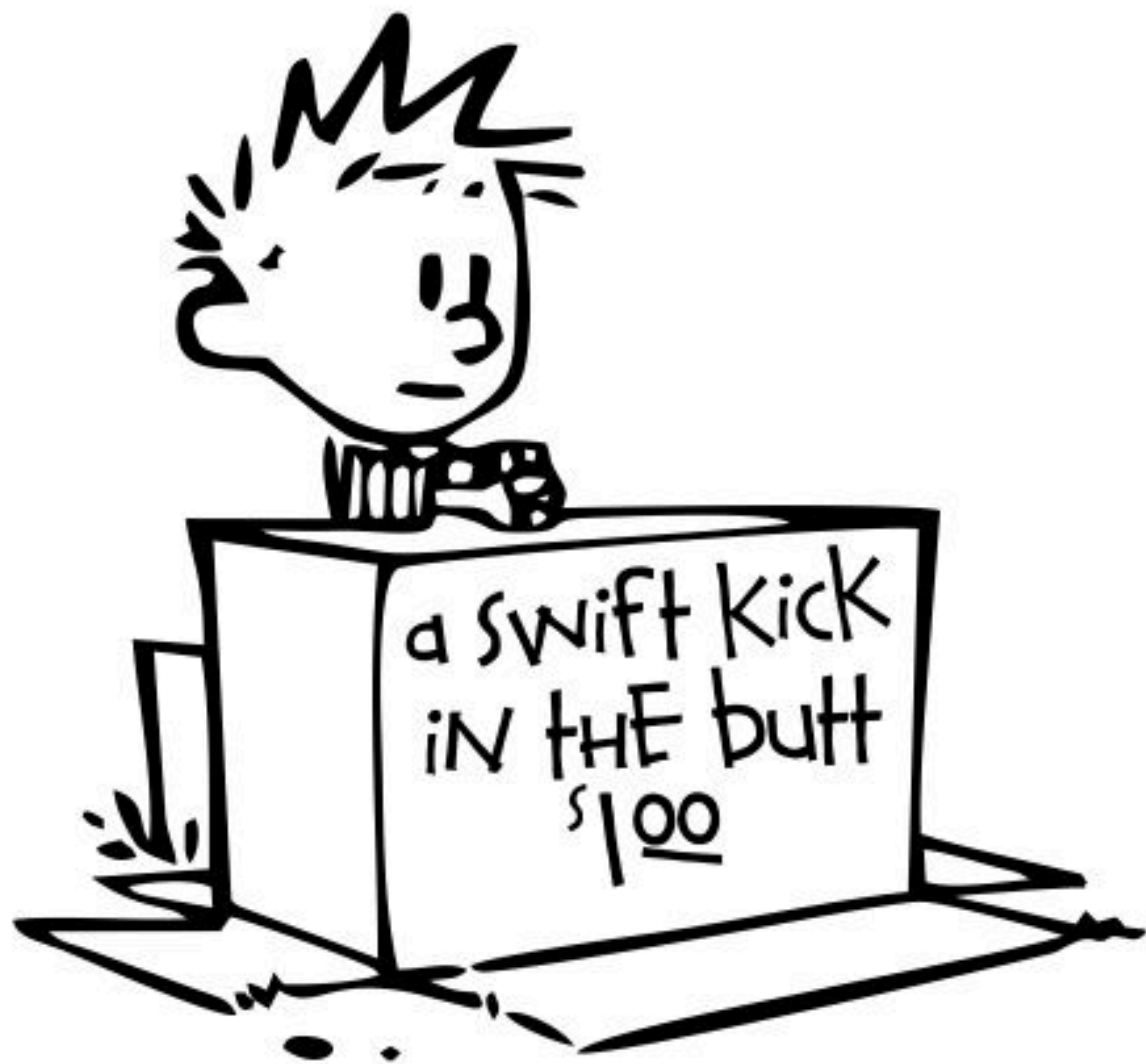


CLARITY

ARROW VOTING



□ YOU ALREADY ACHIEVED CONSENSUS...



WORKING AROUND THE BOTTLENECK

- HIGHEST PRIORITY -> #NO BACKLOG
- HARD TO SOLVE -> #NOESTIMATES
- REQUIRES EXPERIMENTS -> #DDDESIGN
#LEANSTARTUP

BIG PICTURE IN A STARTUP

- INVITATIONS ARE A PIECE OF CAKE
- GREAT ATTITUDE
- NO PAST TO COMPARE WITH :-)

BIG PICTURE IN A MATURE COMPANY...



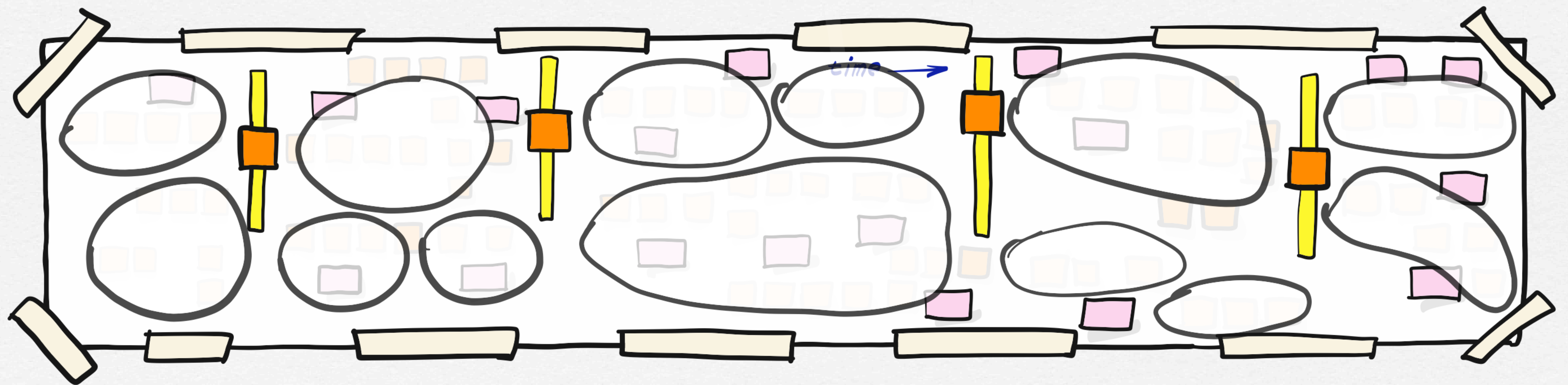
BIG PICTURE IN A MATURE COMPANY

- HARD INVITATION PROCESS -> ALREADY TELLING US SOMETHING
- UNDERLYING CONFLICTS
- CORPORATE DYSFUNCTIONS
- LEGACY IMPLEMENTATION
- DUNGEON MASTERS

PLEASE, DO
SOMETHING
ABOUT
INDIVIDUAL
CONFLICTING
BONUSES
RIGHT NOW!

SPECIAL OUTCOMES

EMERGING CONTEXT BOUNDARIES



WHAT ABOUT MICROSERVICES?

ARE THEY THE SAME THING AS BOUNDED CONTEXTS?

NOT THE SAME THING:



BOUNDED CONTEXT



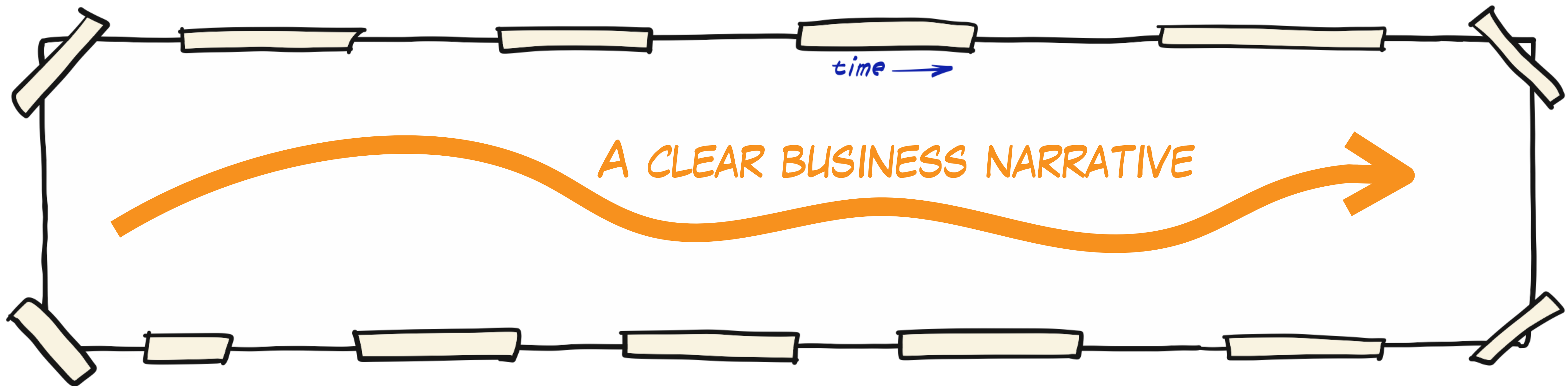
Microservice

- A UNIT OF LANGUAGE CONSISTENCY
 - -> SINGLE TEAM
 - -> FEW STAKEHOLDERS
- AN INDEPENDENT MODEL TAILORED AROUND A SPECIFIC PURPOSE

- A UNIT OF DEPLOYMENT
 - -> SINGLE TEAM
- (UNIT OF RESPONSIBILITY)

PURPOSE

A PLATFORM FOR SELF-ORGANISATION

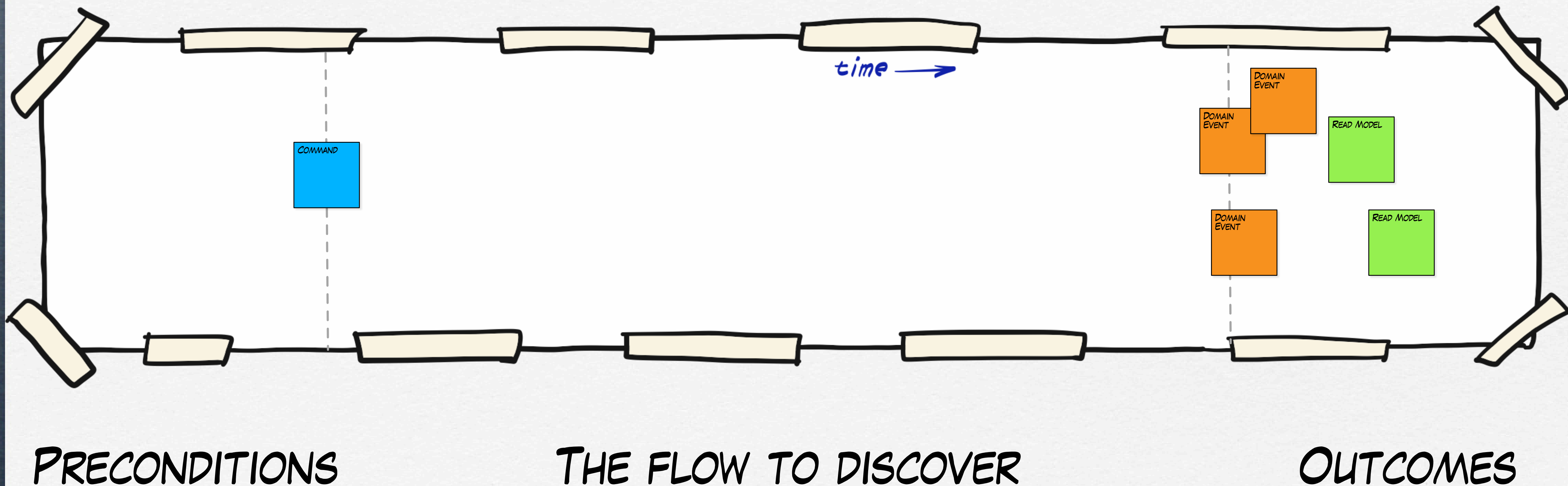


... AND NOTHING ELSE!

PROCESS MODELLING

MAKING SURE WE'RE DOING THE RIGHT THING

SCOPE: EPIC OR SET OF FEATURES

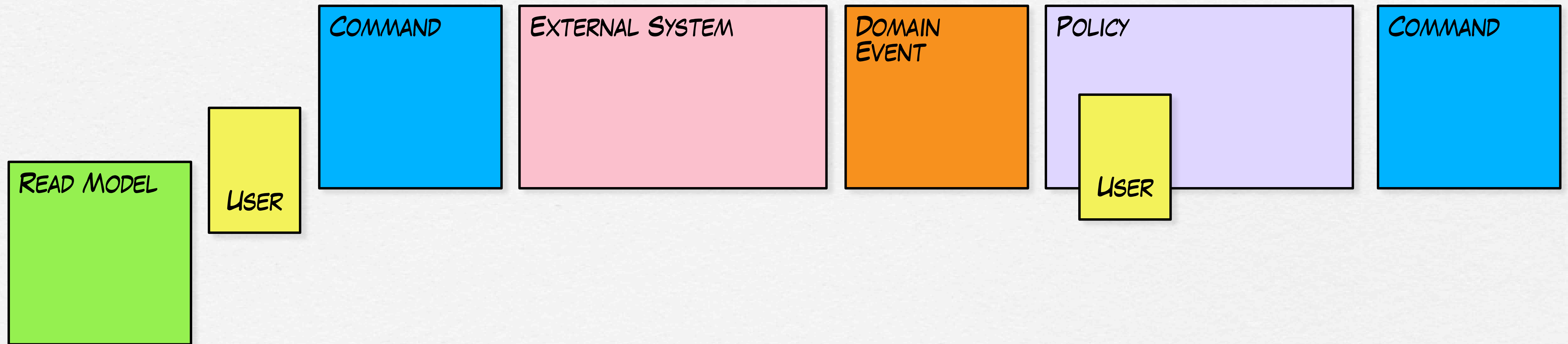


WHAT ABOUT USER STORIES?

A PLACEHOLDER FOR FUTURE CONVERSATION...

THIS IS A GOOD
CONVERSATION!

COLOUR-PUZZLE THINKING



COMMANDS / DECISIONS

COMMAND

- **COMMAND** IS NOT YET A SOFTWARE ARTEFACT
- IT'S A DECISION TAKEN BY A USER (OR A PIECE OF SOFTWARE)
- OUTSIDE-IN VS INSIDE-OUT THINKING

INVESTIGATE POLICIES

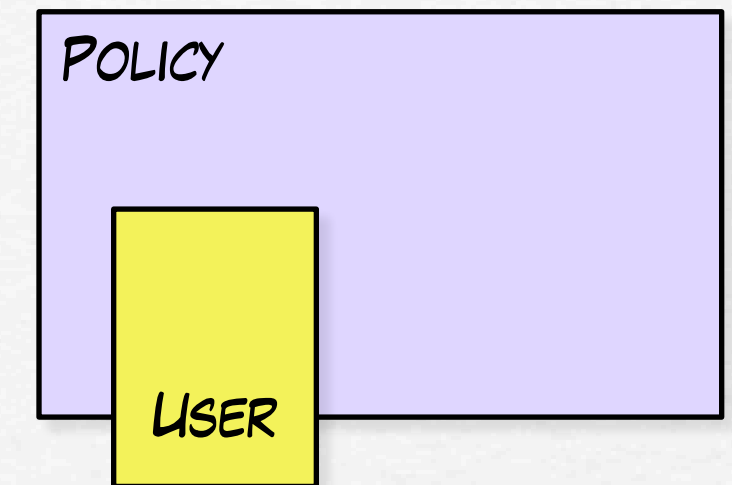
POLICY

- HOW IS OUR SYSTEM SUPPOSED TO REACT TO GIVEN EVENTS?
- WHENEVER **EVENT** THEN **COMMAND**
- "WE NEED A **LILAC** BETWEEN THE **ORANGE** AND THE **BLUE**"

THIS IS WHERE EVERYBODY LIES

AMBIGUITY DOES NOT COMPILE

POLICIES SPECTRUM

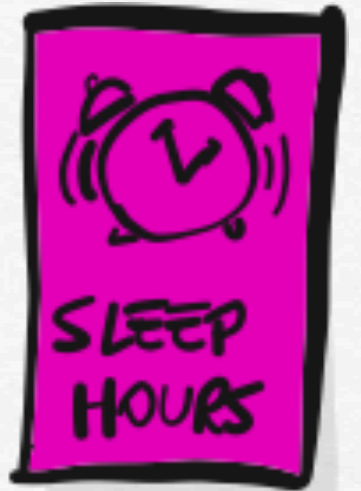
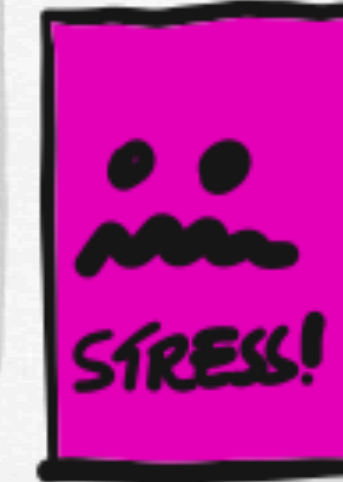


- **IMPLICIT POLICIES: WITHOUT AN EXPLICIT AGREEMENT**
- **EXPLICIT POLICIES: ASSUMING EVERYONE IS FOLLOWING THEM**
- **AUTOMATION:**
 - **LISTENERS, SAGAS, PROCESS MANAGERS**



CHALLENGING VALUE

CHALLENGING VALUE



- EVERY STEP CAN CREATE OR DESTROY VALUE FOR GIVEN USERS
- DISCOVERING MULTIPLE CURRENCIES
- DISCOVERING NEW OPPORTUNITIES
- DISCOVERING INCONSISTENCIES

EVENT STORMING

ENABLES CROSS-PERSPECTIVE
CONVERSATION

SOFTWARE DESIGN, USER EXPERIENCE, BUSINESS MODELLING, LEAN ETC.

JUST MODEL
TOGETHER!

I NEVER SAID IT'S
EASY

A DIFFERENT JOB

- BIG PICTURE IS FOR DISCOVERY -> DISAGREEMENTS ARE OK
- HERE WE ARE REACHING AN AGREEMENT -> CONSENSUS IS HARD

SOFTWARE DESIGN

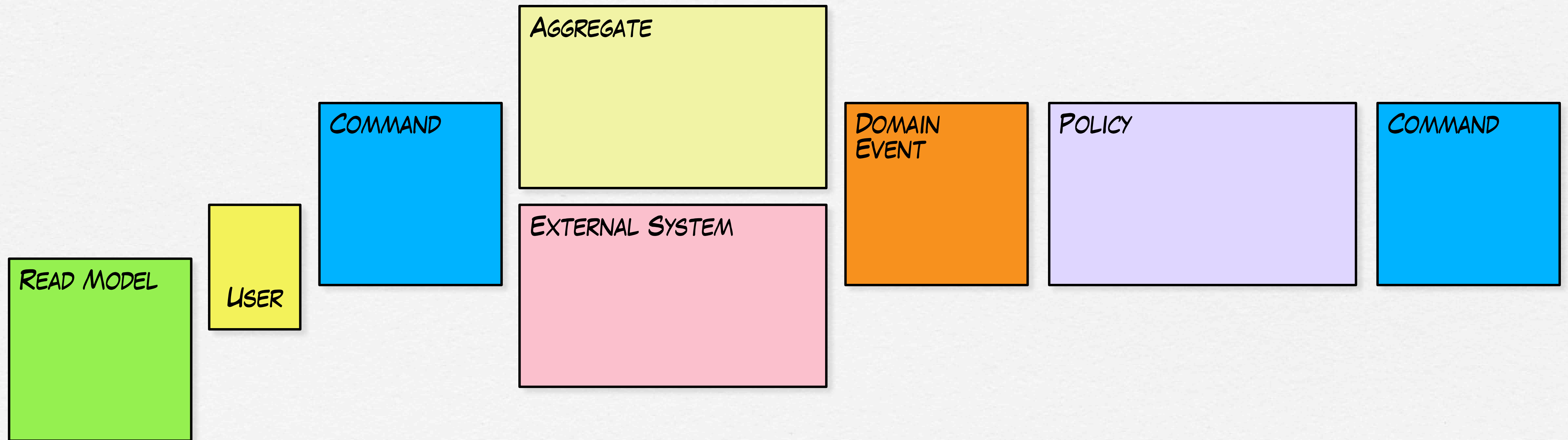
AKA: CORPORATE BULL***T DOES NOT COMPILE.



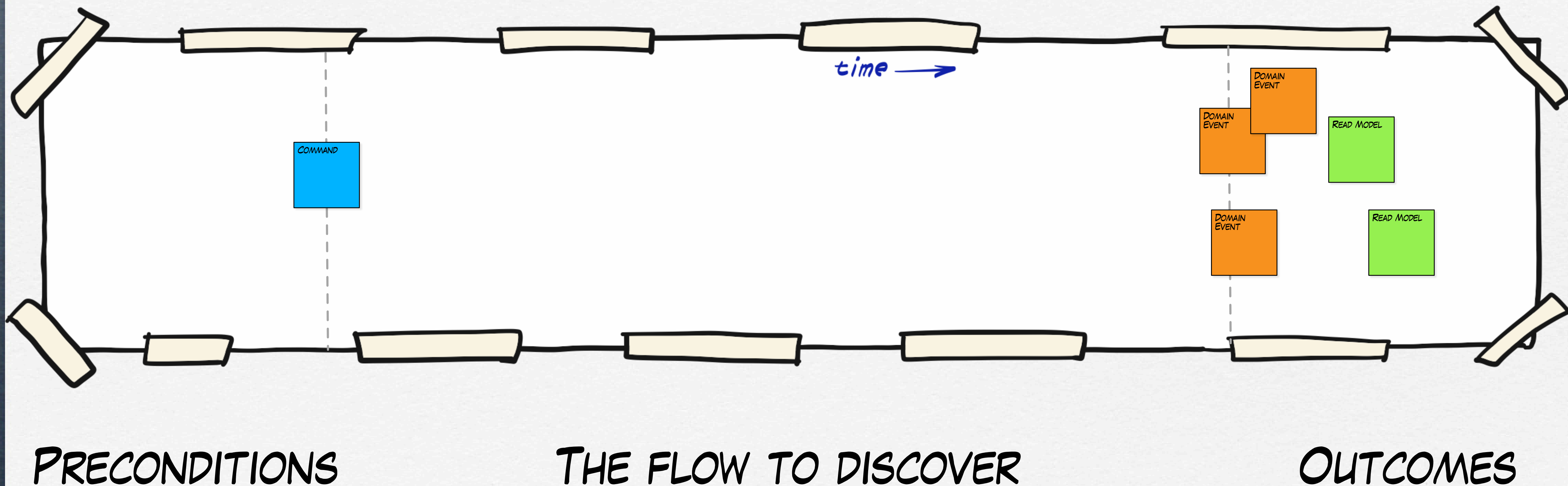
ANOTHER LITTLE
PROBLEM...

THE MOMENT SOMEONE
PRONOUNCES THE WORD
"AGGREGATE" SUDDENLY
EVERYBODY FROM THE
BUSINESS HAVE SOMETHING
URGENT TO DO

COLOUR-PUZZLE THINKING - AGAIN



SCOPE: EPIC OR SET OF FEATURES



INVESTIGATING AGGREGATES

AGGREGATE

- STATE MACHINE LOGIC
- FOCUS ON BEHAVIOUR, NOT DATA
- POSTPONE NAMING
- DON'T FALL IN LOVE WITH YOUR INTUITION

UBIQUITOUS LANGUAGE(S)

- SLOWLY INTRODUCE CONSISTENCY
- ...I SAID SLOWLY
- SYMMETRIES ARE TELLING YOU SOMETHING
- ...BUT ALSO THE LACK OF THEM.
- BRUTE FORCE DOES NOT WORK!



REWRITING EVENTS

DOMAIN
EVENT

- PEDANTIC SEMANTIC PRECISION
- ... WE STARTED FROM CHAOS, REMEMBER?
- MULTI-LAYERED -> EMERGING BOUNDED CONTEXTS
- KEY INFORMATION BECOMES VISIBLE



HARD PROBLEMS DON'T HAVE
AN **OBVIOUS** SOLUTION

DISCOVERING READ MODELS

READ MODEL

- THEY'RE NOT "JUST DATA"
- THEY'RE DECISION MAKING TOOLS
- DON'T LET "REUSE" GET IN THE WAY

DISCOVERING READ MODELS

READ MODEL

1. UNDERSTAND THE DECISION

- NOT SO EASY #DIRTYLITTLESECRETS
- RATIONAL & EMOTIONAL

2. DEFINE THE NECESSARY DATA

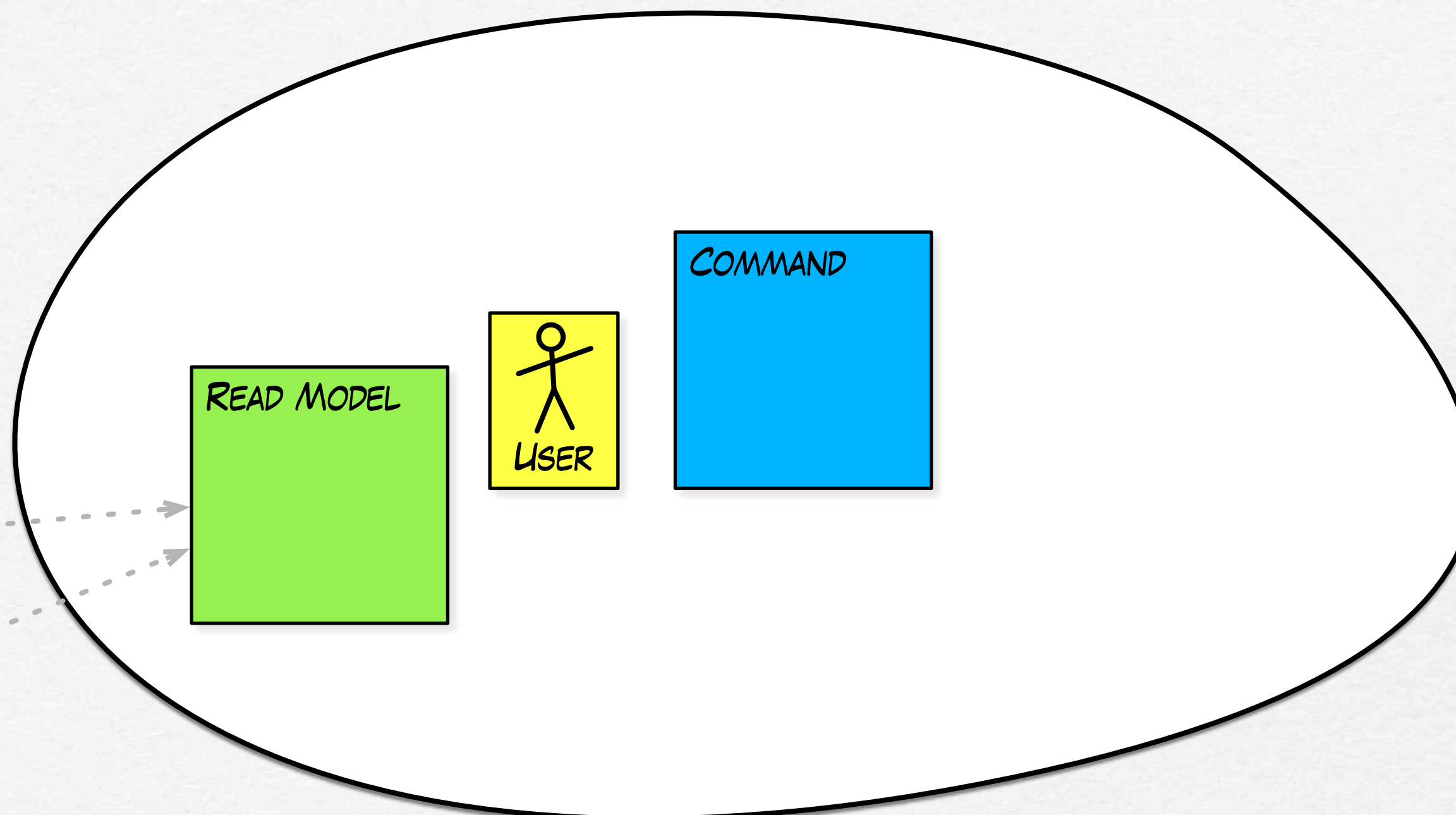
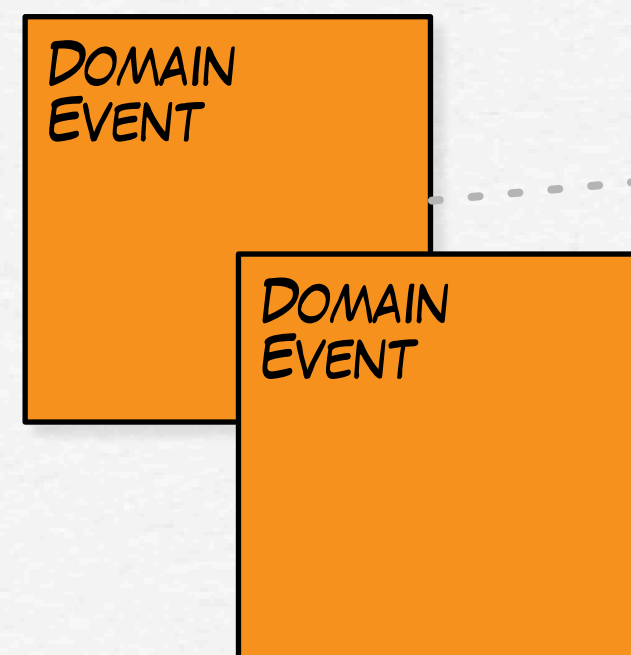
- DATA SET
- PAGE LAYOUT

3. MAKE IT HAPPEN

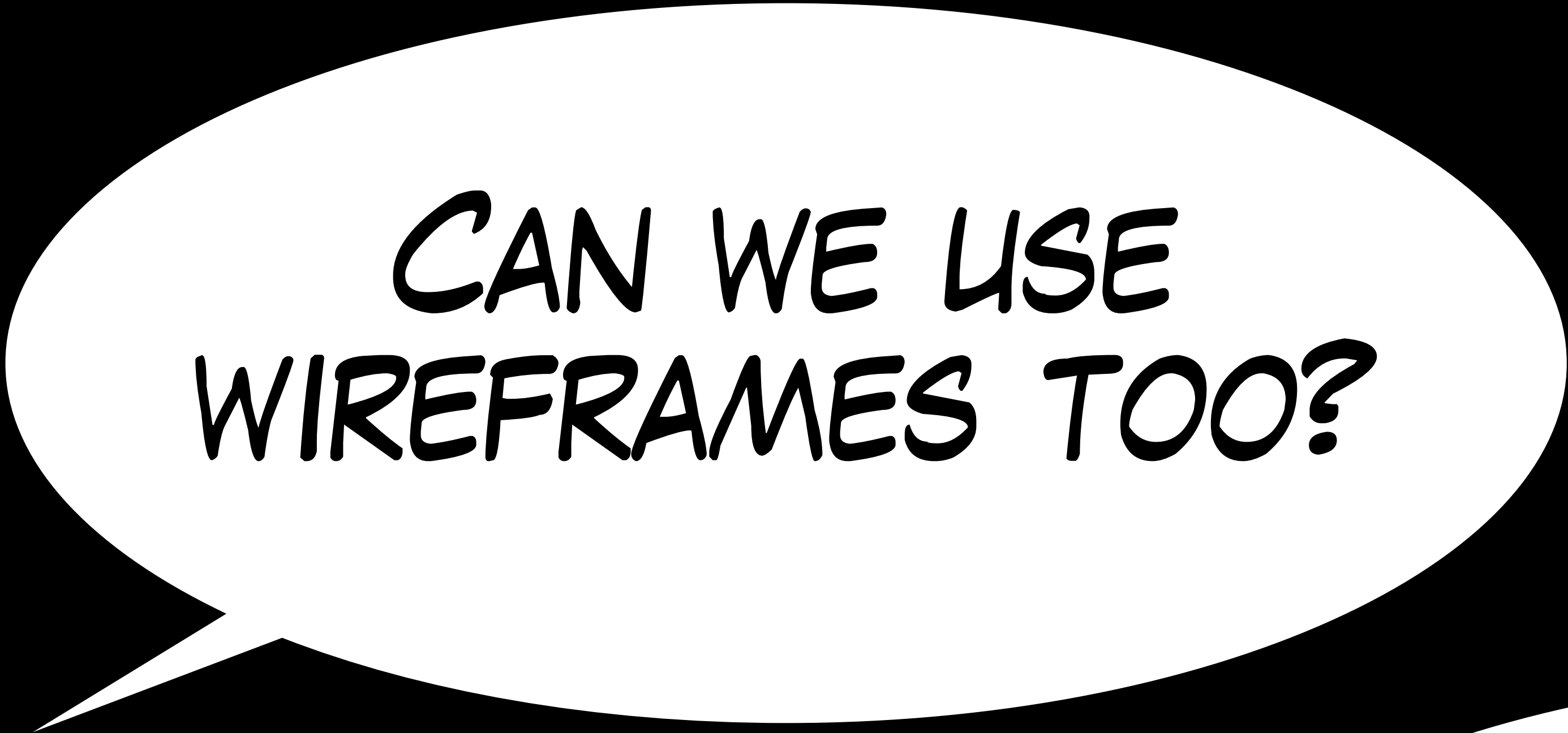
- PROJECTIONS, COMPOSITE UI, MASHUPS, GOOD OLD QUERIES, VIEWS AND STORED PROCEDURES. #WHATEVERITTAKES

WHERE DOES IT BELONG?

THE DATA MAY
COME FROM
DIFFERENT
SOURCES



BUT THE READ MODEL
IS TAILORED AROUND
THE LOCAL DECISION



CAN WE USE
WIREFRAMES TOO?



SURE!

NEED PRODUCT OWNER BADLY

- EXPLORATION IS NEEDED IN ORDER TO CHALLENGE THE MODEL
- PRODUCT OWNER IS NEEDED IN ORDER TO BRING REALITY IN
- KNOWING WITHOUT IMPLEMENTING IS FINE ...AS LONG AS IT'S CHEAP.

DESIGN STYLE

- OUR FUZZY DEFINITIONS WILL GET PROGRESSIVELY REWRITTEN
- THERE IS NO OVER-DESIGN: WE'RE ON THE CORE!
- EXPECT A LOT OF HEALTHY THRASHING
- A SINGLE SOLUTION WON'T BE ENOUGH
 - SPLIT & MERGE
 - COLLECT CONVERSATIONAL TERMS
 - RAISE THE BAR



TAKEAWAYS



EVENT STORMING

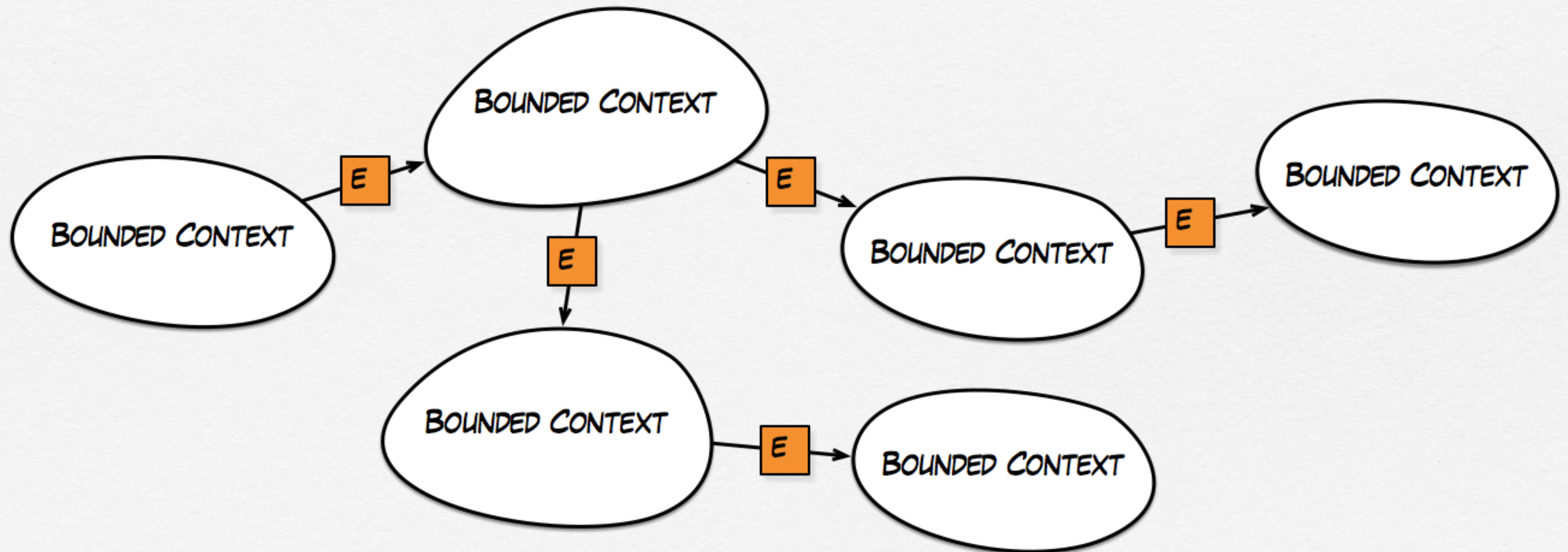
IS MY PIZZA:
YOU CAN ADD YOUR
TOPPINGS

WITH THE NOTABLE EXCEPTION OF DATABASE TABLES AND PINEAPPLE

DOMAIN EVENTS AS LINGUA FRANCA

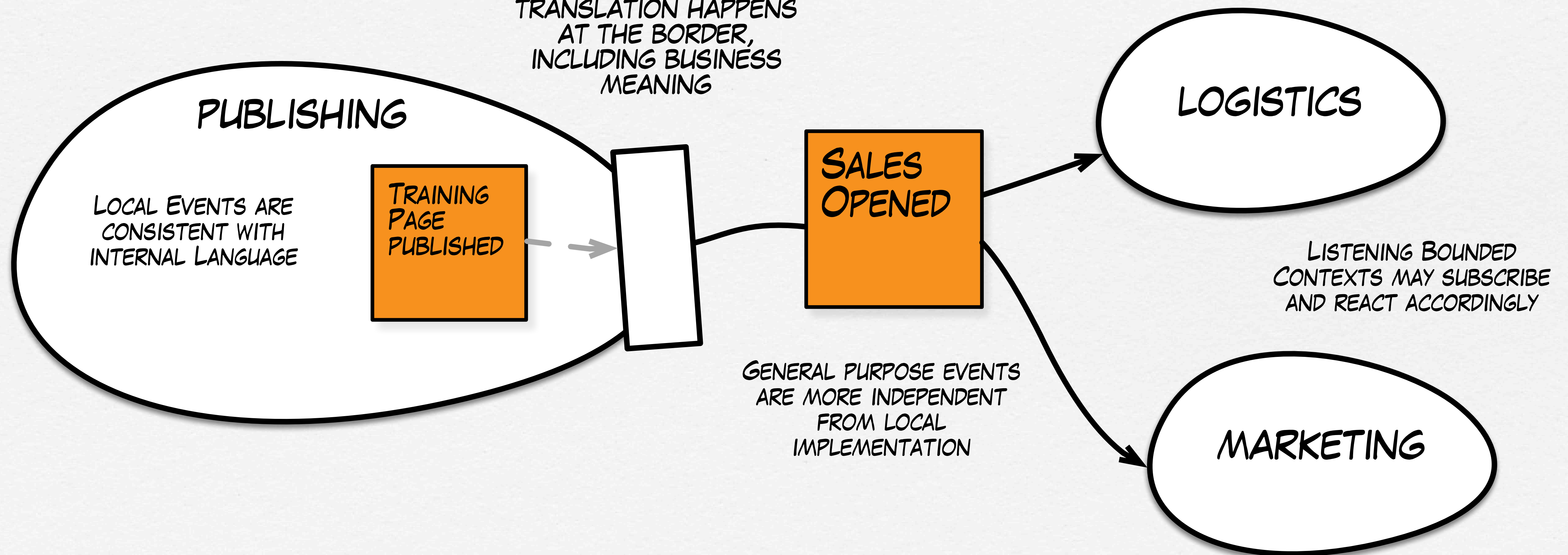
- DOMAIN EVENTS ARE A BETTER CHOICE FOR...
- ...DESCRIBING THE BUSINESS
- ...IMPLEMENTING THE SUPPORTING SOFTWARE

EVENTS ARE WAY BETTER TO PREVENT IT



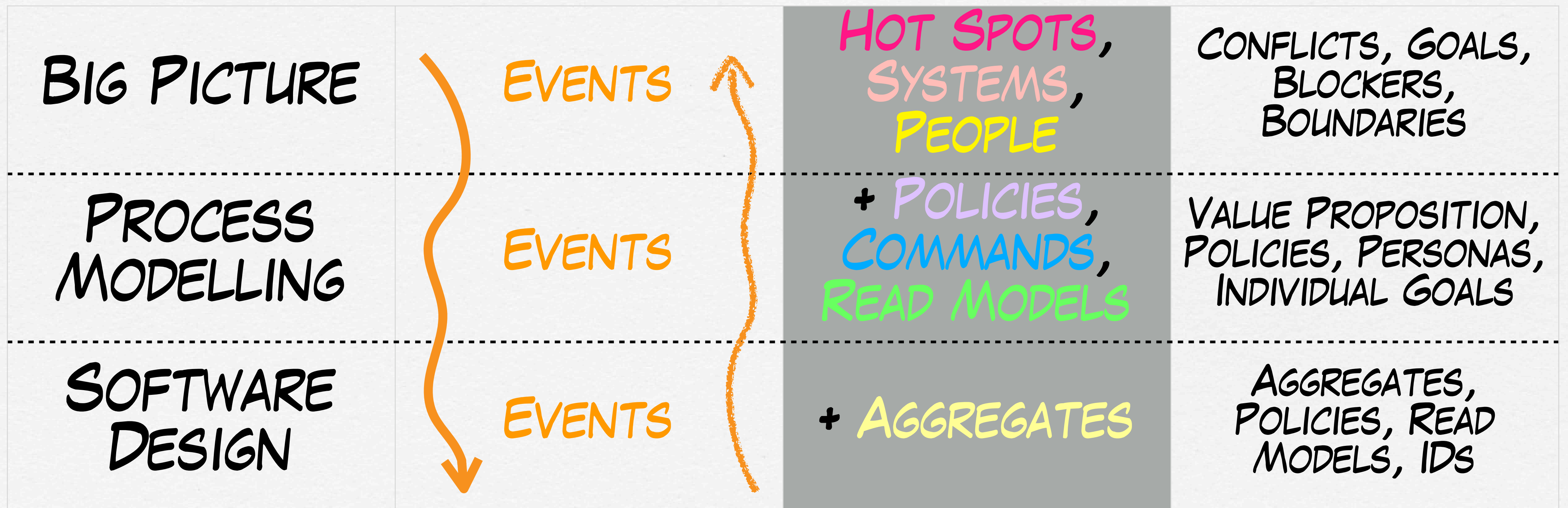
EVENTS AS PUBLISHED LANGUAGE

TRANSLATION HAPPENS
AT THE BORDER,
INCLUDING BUSINESS
MEANING



THEY ALLOW ZOOMING!

FROM VISION TO DETAIL (AND BACK)



IF I CAN CHOOSE ONE...

A TOOL FOR A PURPOSE-DRIVEN ORGANIZATION

WHO ARE WE MAKING HAPPY?





QUESTIONS?

EVERY QUESTION IS
WELCOME, EXCEPT
"WHEN WILL YOU FINISH
THE BOOK?"

A man with a full grey beard and glasses, wearing a black jacket over a plaid shirt and a black cap, stands in front of a stone wall. In the background, there is a mountain landscape with a prominent peak. A white speech bubble with red text is overlaid on the image.

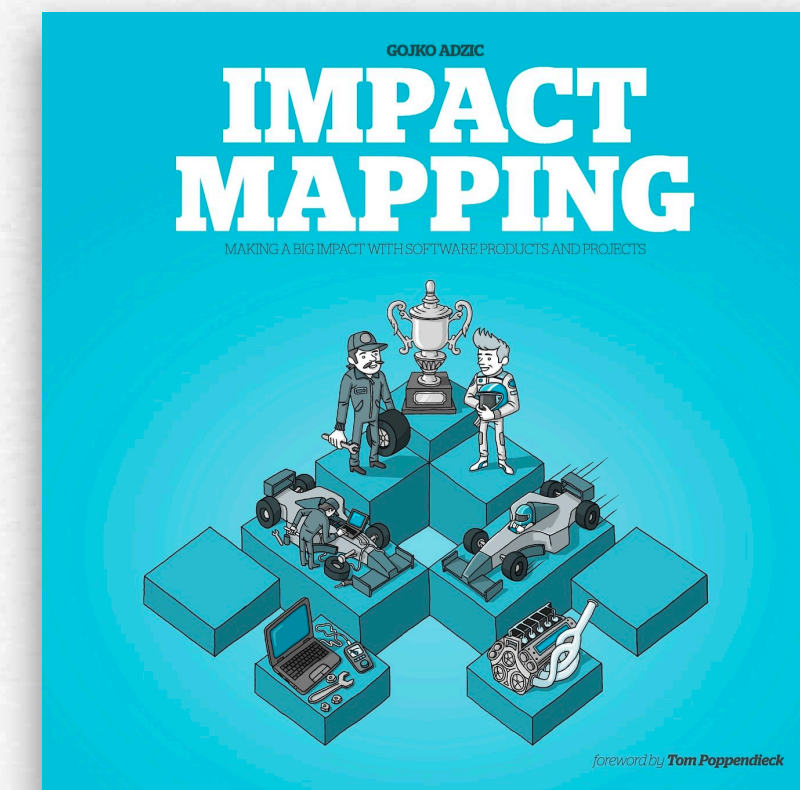
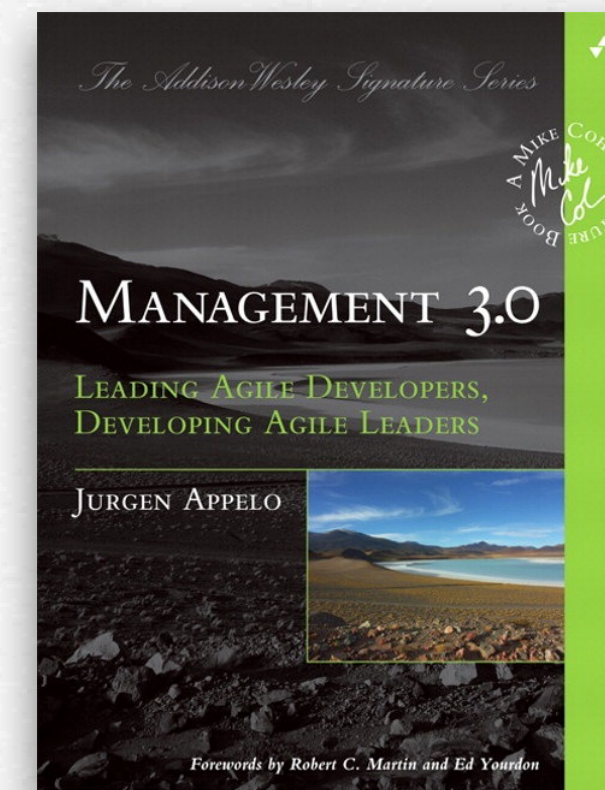
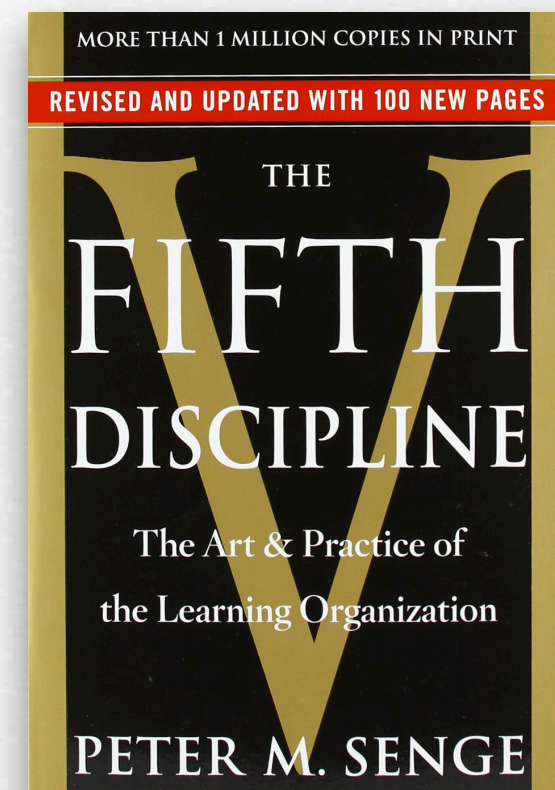
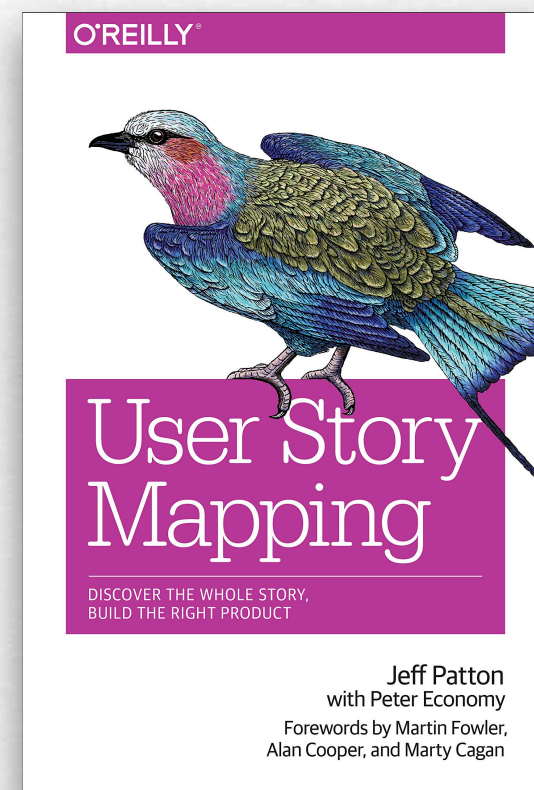
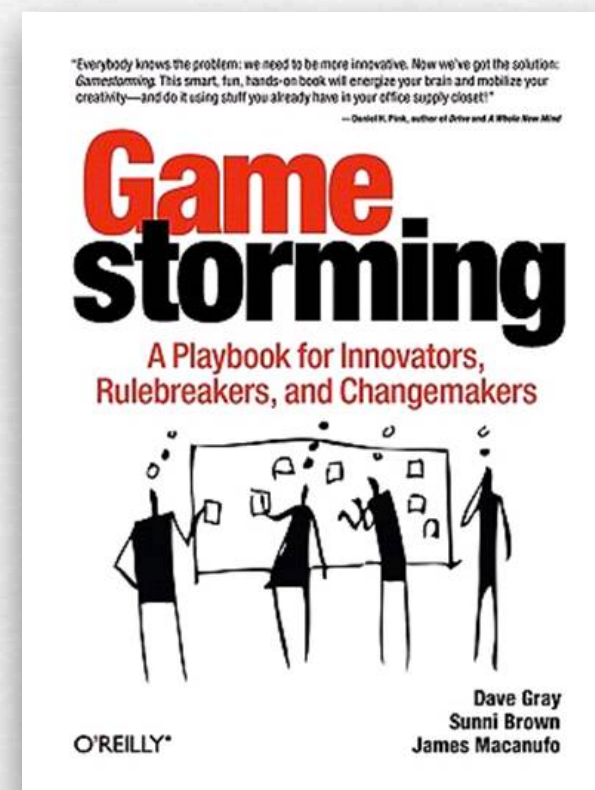
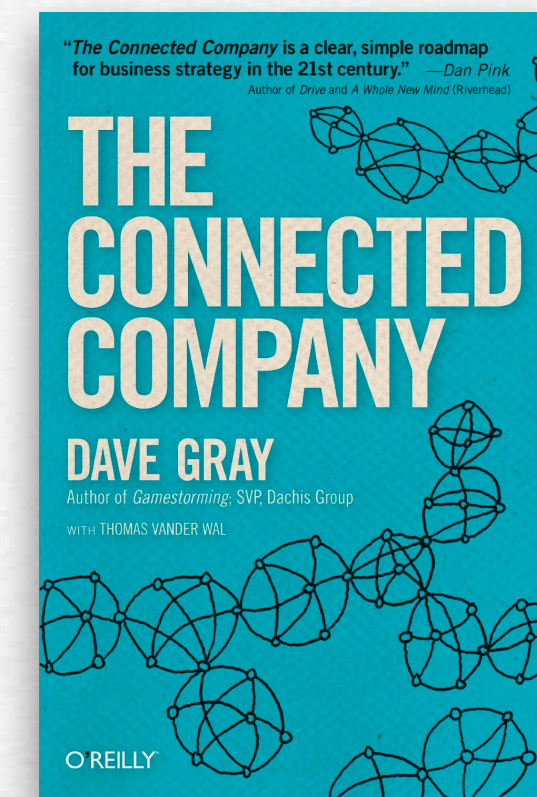
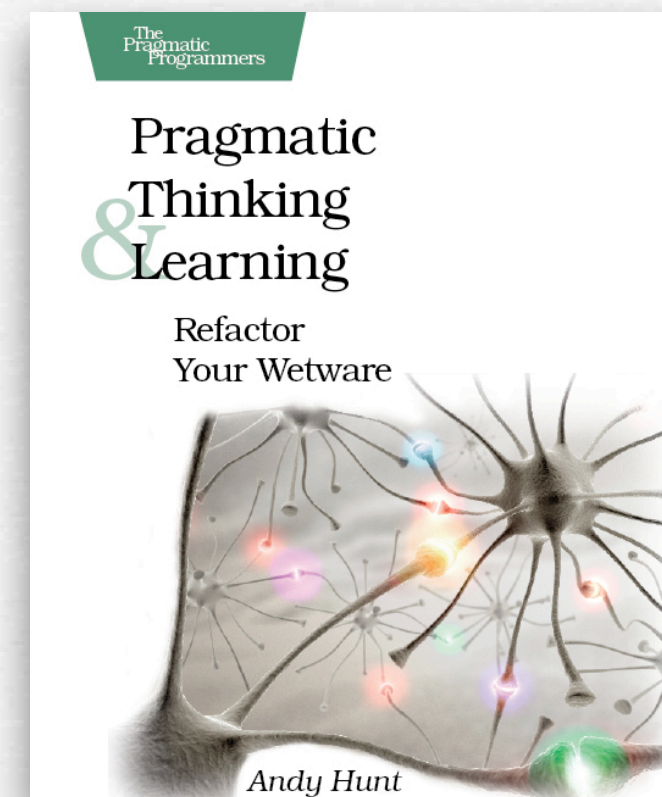
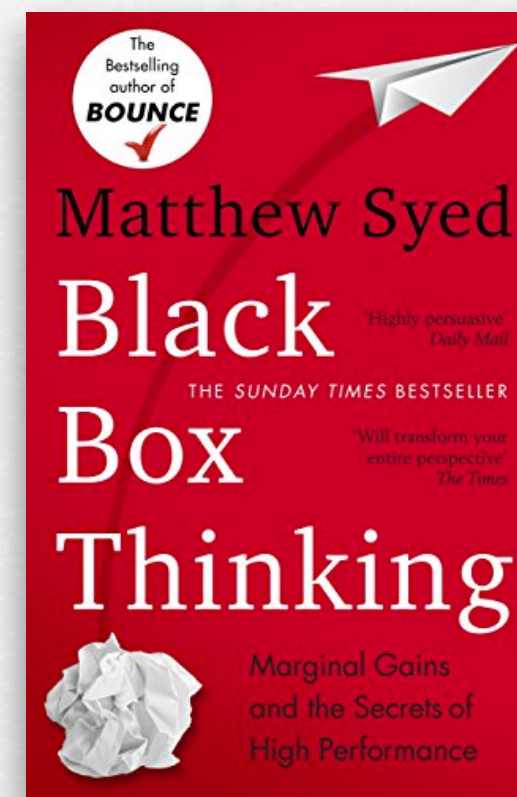
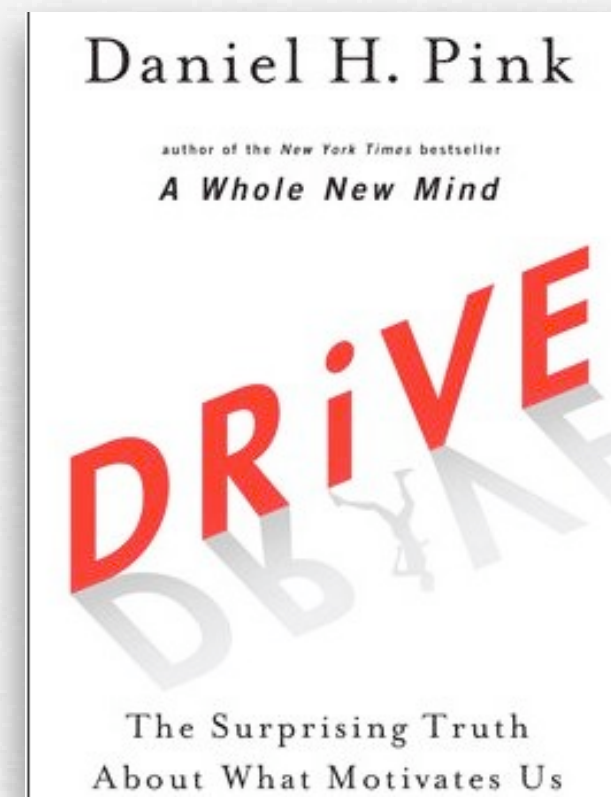
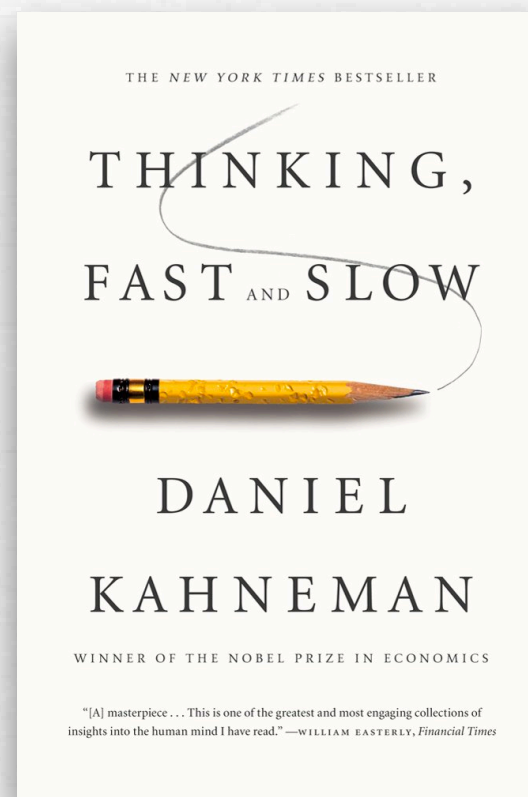
I AM WORKING AT A
PREQUEL OF MY BOOK



QUESTIONS?

THANK YOU!

REFERENCES



REFERENCES

- WWW.EVENTSTORMING.COM
- EVENTSTORMERS ON GOOGLE+
 - [HTTPS://PLUS.GOOGLE.COM/U/0/COMMUNITIES/113258571348605620818](https://plus.google.com/u/0/communities/113258571348605620818)
- LEANPUB BOOK IN PROGRESS:
 - [HTTP://LEANPUB.COM/INTRODUCING_EVENTSTORMING](http://LEANPUB.COM/INTRODUCING_EVENTSTORMING)
- BLOG:
 - [HTTPS://MEDIUM.COM/@ZIOBRANDO](https://medium.com/@ZIOBRANDO)
 - [HTTP://ZIOBRANDO.BLOGSPOT.COM](http://ZIOBRANDO.BLOGSPOT.COM)
- TWITTER: @ZIOBRANDO
- TRAININGS & WORKSHOP FACILITATION: INFO@AVANSCOPERTA.IT
 - [HTTP://WWW.AVANSCOPERTA.IT](http://WWW.AVANSCOPERTA.IT)

**EVENT
STORMING**

