STAMP at Akamai
Learning from the past to shape the future

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Quick demographics...

# of years of engagement: 9+ (!)
# of major processes adapted: 3
# of practitioners: ~100 total, 10 “expert”
# of books distributed: 500?
# of talks given: 5+
# of formal analyses: a few
# of informal analyses: hundreds (though some are tiny!)
What has been working for us?

“The future is already here -- it’s just not very evenly distributed.”

William Gibson, coiner of the word “cyberspace”
Techniques

STAMP for management.
**Clarify ambiguous ownership.**

STECA/ABP.
“STAMP for PowerPoint”: evaluate plans.

STPA/CAST-Coordination.
“Cross-functional control”.

Legend

Accountability

Responsibility

Authority

Coordination
Materials

Stepping stones + gentle on-ramps.

Social proof / relevant prior work.
Success builds confidence. Informative results → people want more!

Marketing collateral & metaphors.
Spark joy. In an attention economy, comfort and engagement beat rigor.
Behaviors

Translate.

*Jargon excludes. People may interpret words in specific unwanted ways.*

Include and dignify.

*Change language to avoid reopening old wounds + indignities.*

Manage expectations.

*Many people have hesitations. Reassure them without overpromising.*
Activities

Workshops & Reading.
*Provide practice, set foundations, fan the flames of curiosity.*

Consulting and community of practice.
*Stay energized, stay current, get the help you need.*

Existing processes.
*Plant seeds by opportunistically reframing them using STAMP.*
Takeaways

STAMP is more than STPA, CAST, & friends.

*Better questions → better answers.*

STAMP is useful at speed, even at “incident tempo”.

*Ask me about: Heartbleed, POODLE.*

Change still happens day by day by arduous day.

*Which lasts longer, the mountain or the sea?*
Wrapping up…

STAMP is useful for learning from other people’s experiences but STAMP adoption is a very human, very social process.

Questions?

We’re happy to chat, so please come find us later in the week!