

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?

Techniques

Materials

Behaviors

Activities

Takeaways

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

William Gibson, coiner of the word “cyberspace”

Techniques

STAMP for management.

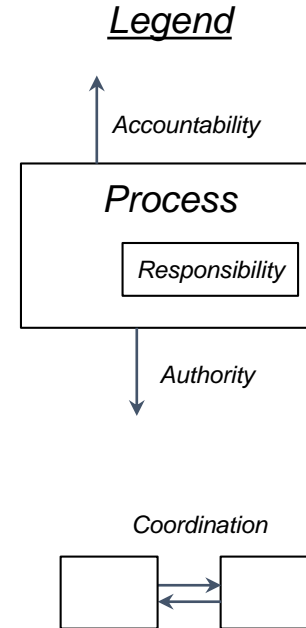
Clarify ambiguous ownership.

STECA/ABP.

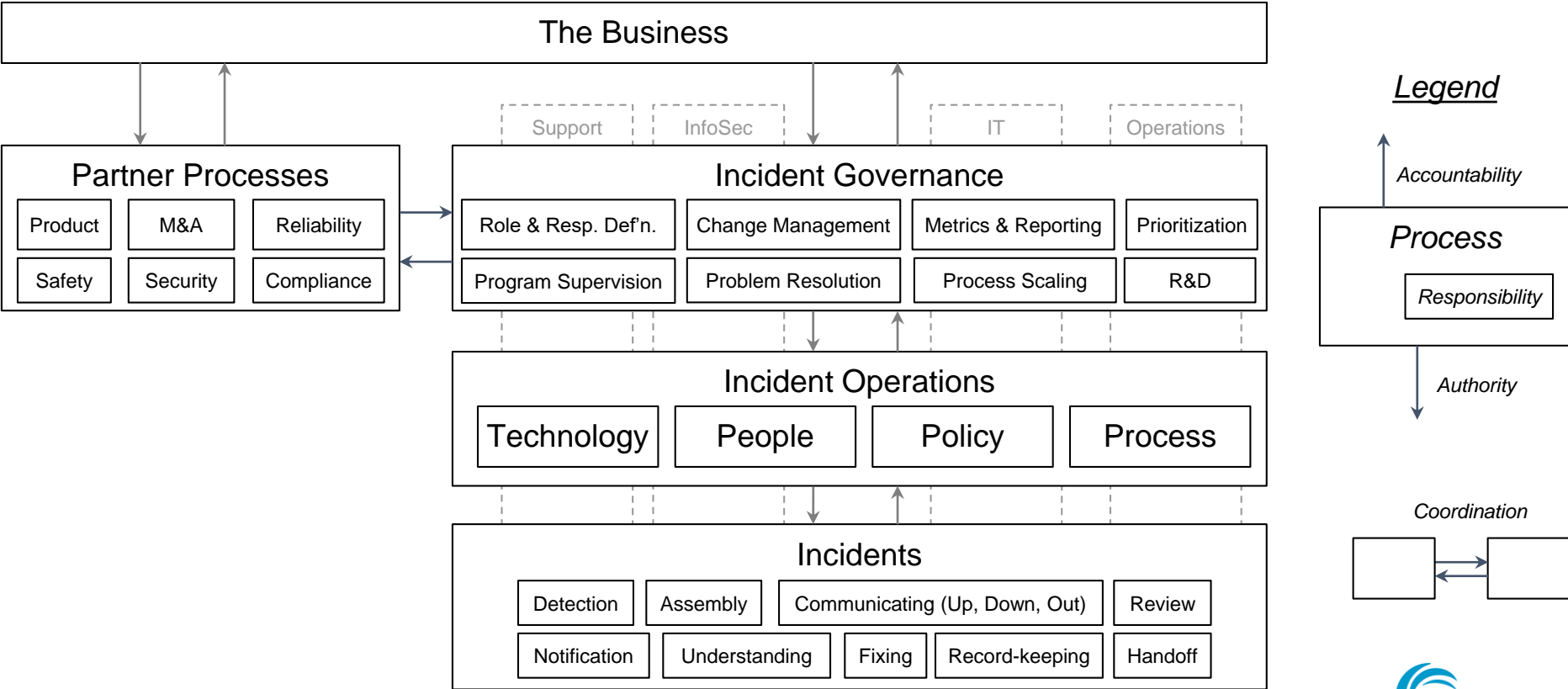
“STAMP for PowerPoint”: evaluate plans.

STPA/CAST-Coordination.

“Cross-functional control”.



Governance Example



Materials

Stepping stones + gentle on-ramps.

<https://github.com/akamai/stamp-materials> for examples.

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!