



BERATUNG JUDITH ANDRESEN

E-COMMERCE-
PROJEKTE
RICHTIG AUFSETZEN

JUDITH ANDRESEN
DR. ANJA MENTRUP

BEV# 2015

AGENDA

- FAKTEN ÜBER
(SW-) PROJEKTE
- CYNEFIN
- RE-/PREVIEW
- ABSCHLUSS



KLARTEXT!

CHAOS
REPORT

34%

ERFOLGREICH

51%

„CHALLENGED“

15%

ABGE BROCHEN

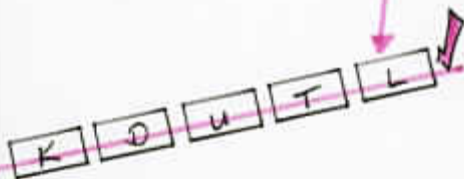
ERFOLGSFAKTOREN

- USER INVOLVEMENT
- EXECUTIVE
MANAGEMENT
SUPPORT
- EXPERIENCED
PROJECT
MANAGER

COMPLEX

◦ ZIEL MUSS LEITEN
(ZIELRAUM,
TRUE NORTH)

◦ ITERATIV
INKREMENTELL
LEBEND





BERATUNG JUDITH ANDRESEN

1999



DAVE
SNOWDEN

▷ CYNEFIN

CHAOS



TRIAL + ERROR

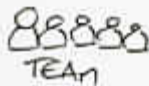
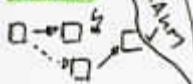
OBVIOUS



BEST
PRACTICE

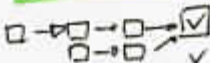
UNDORONUNG
DISCREP

COMPLEX



TEAM

COMPLICATED





ZIEL MUSS
LEITEN

KRISE =
ENTSCHEIDUNGS-
SITUATION

TECHN.
MASSNAHME
≠
ZIEL



GELEBNT ?

AHA-
ERLEBNIS?