MOTIVATION

You've been here before . . .

You explain STPA to a room. You believe in it.
You walk out - and nothing changes.

- Convinced practitioners - unconvinced audience
- The gap isn’t just knowledge - it’s mental models, incentives, timing, trust
- We rarely know what is keeping our potential customer up at night

> *“Don’t position STPA as “the” thing of value. Position the ability to understand and influence the behavior of complex socio-technical systems as the value - then ask where STPA helps create that ability.”*

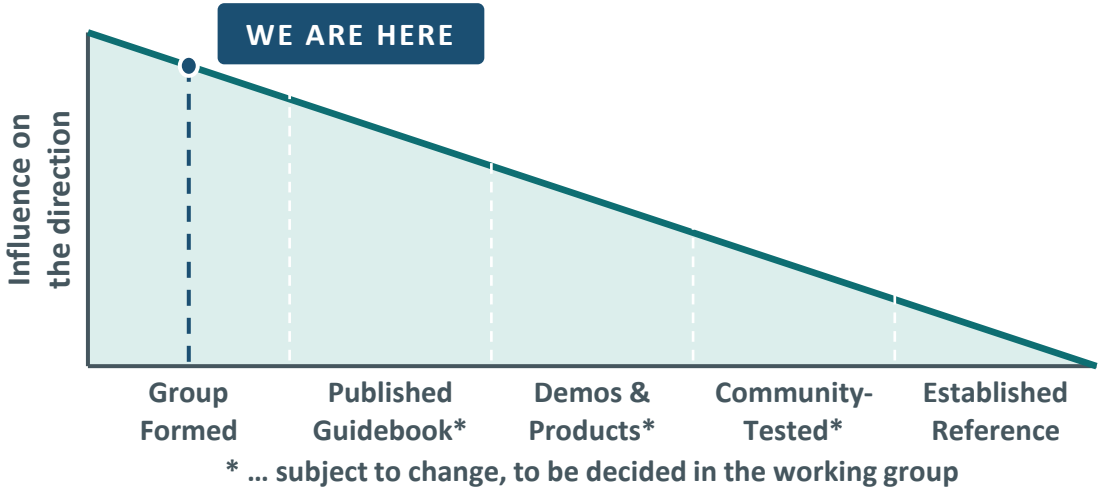
OUR INITIATIVE

Practitioners, Pooling What Actually Works

A self-organized group of STPA practitioners who have personally made this case - and hit resistance.
We pool real experience instead of relying on one person's intuition or a generic pitch.

WHAT WE ARE BUILDING: A LIVING GUIDEBOOK

- Problem framings that don't start with STPA
- Stakeholder-specific value propositions
- Honest comparison to established methods
- Objection handling grounded in why people resist
- An evidence agenda - proof vs. hypothesis vs. anecdote, clearly marked



Credibility before enthusiasm.

CORE IDEAS

Guiding Principles

1. **Capability, not method**
   STPA itself isn’t the value — the ability to understand and influence complex socio-technical systems is the value

2. **Locally reasonable decisions, globally unwanted outcomes**
   Reasonable people, reasonable choices - and still an unwanted result at system level

3. **Comprehensibility is a value on its own**
   Understanding the system itself can matter before any hazard is ever found

4. **Seeing the value isn’t enough**
   Resistance is often not ignorance - it’s incentives, timing, and threat

5. **Show before you tell**
   Demonstrate a concrete insight before explaining the method

IN PRACTICE

Sneak peak

A working excerpt from the Guidebook's objection-handling section.

Example 1:
Pairing concerns with matching argument. Identifying and addressing the real concern

CONCERN	MATCHING ARGUMENT
"We already use FMEA / FTA / HAZOP"	We're not replacing them - we name the one gap they don't cover: interactions, not just components

Example 2:
Use the right arguments for your stakeholder

STAKEHOLDER	LEAD WITH
Program / Project Managers	Earlier visibility - a before/after picture of what became visible

Example 3:
Prepare yourself!
Questions to ask before you pitch

- What problem would still exist if STPA did not exist or had a different name?
- How is the current approach working for this exact problem?
- What needs to become visible to this person before STPA can have value for them?
- Is the value here risk reduction, earlier visibility, better questions, or better decision defensibility?
- What evidence would cause the stakeholder to pause, pivot, or add another perspective?

JOIN US

Don’t Believe. Contribute!

We’re not asking you to believe us. We’re asking you to bring your own experience.

- **Share a case** | what worked when you argued for STPA’s value, what didn’t
- **Challenge the Guidebook** | especially where we’re still thin, for example, a fair comparison to other methods
- **Pilot a pattern** | try it with your own stakeholders, and report back what happened

Join us!

Write me an email . . . .

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