

more concrete such as the the shift from product to utility will result in co-evolution of practice. Embracing this spectrum from the uncertain to the certain, from the unknown to the known, from the uncharted to the industrialised is for many the most uncomfortable bit of the journey.

So to the exercise at hand. I will explain with maps my reasoning to the choices that I would make in this scenario. My reasoning is not the “*right*” answer but instead it is simply “*my*” answer. It maybe the case that you read this and say “*I wish I’d thought of that*” or maybe you have a better answer in which case I’d be delighted to learn from you. Challenge, communication, learning and embracing uncertainty are the very core of mapping.

My play

Back in 2008, when I was faced with the situation that our scenario is very vaguely derived from, it had taken me about 45 minutes to scribble out a map on pen a paper and work through to an “answer”. In case you need a map for the scenario, I provided their chosen strategy (figure 181) and a map for on which I’ve outlined the strategy (figure 182)

Figure 181 — The Phoenix Strategy