concentric circles. I've transposed figure 55 above into such a circular form and added some notes, see figure 56. In this world, you push your "pioneers" outside of the organisation by allowing other companies to be your pioneers.

Diffusion and evolution of the Bı novel activity (B1 to B2) can be detected by leveraging meta O C data from the ecosystem Through reducing cost of failure, the component  $(A_2)$  $O_{\bullet}$   $B_2$ enables creation of novel higher order activities by Higher order activity now members of the ecosystem commoditised to a component e.g.  $f B_1$ (B<sub>3</sub>) enables novel and even **O** B<sub>3</sub> higher orders activities (C1). Supplier API interface provided for more  $OA_2$ utility form (A<sub>2</sub>)Ecosystem Evolution of a component to a utility form (A1 to A2) Leverage **Pioneers** Settlers Innovate **Town Planners** 

Figure 56 — Circular view of ILC

## Using context specific gameplay: the play

It was at this point, with some context specific gameplay in hand that I started to run through a few scenarios with James, my XO and my Chief Scientist in our boardroom. Our plan started to coalesce and was