Another technique I find useful in a dispersed structure is to determine what capabilities we need as a group. For example, in figure 33, a map is provided that explicitly highlights both the customer journey and the associated capabilities. I've derived this map from a real world example used by the [Methods Group](#). In this map the customer journey (described as service patterns) is more clearly highlighted and we're focusing not only on the technology required to meet higher order system needs but also those higher order systems e.g. manage call, determine sponsorship. For reasons of confidentiality, I've changed and removed many of the terms.

Figure 33 — Map with customer journey
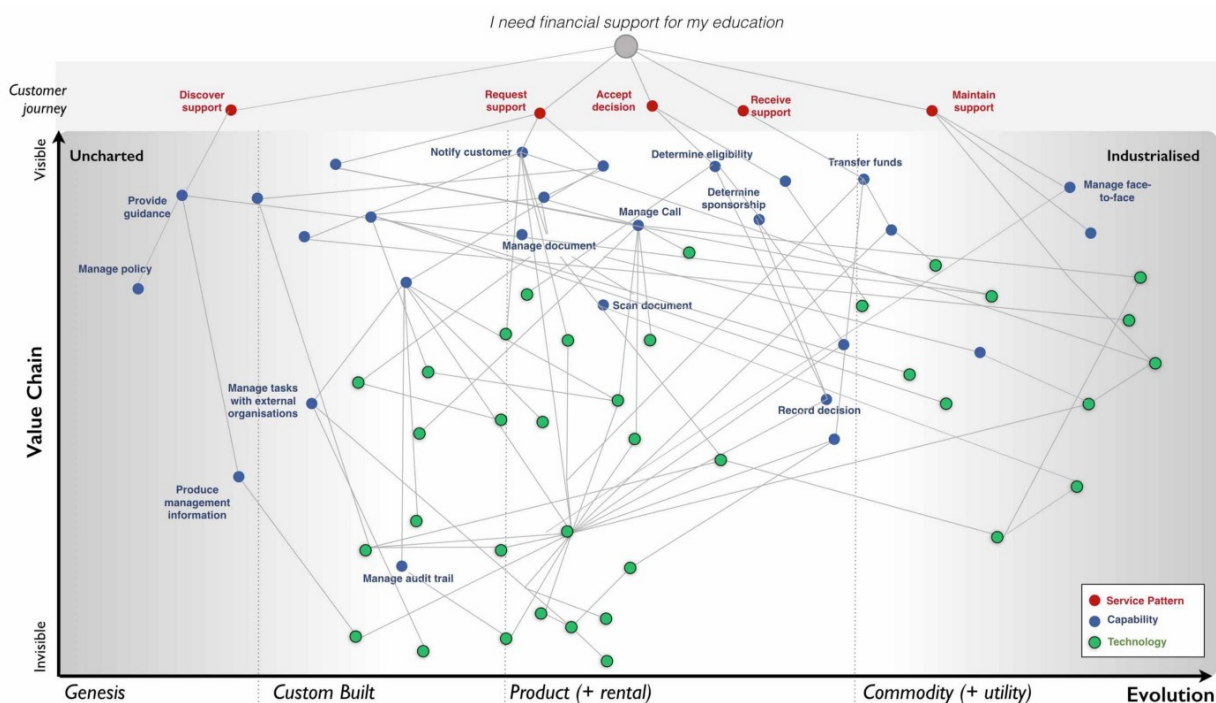
By aggregating many of these maps together you can develop a picture of what the company actually does and what its existing capabilities