

from chat to wikis because they can be used to consolidate resistance as much as enable change. You'll have to be firm.

To the question, shouldn't the co-ordination function be part of the executive function then I'd answer yes. In my company, the co-ordination function was the executive team. In a larger company you will want to create a specialised unit. Remember, you are unlikely to have any maps of your landscape and your SVPs & VPs won't be able to magic them out of hand. They'll need support and help as much of this will be as unfamiliar to them as it was for me.

Continuous learning

This entire book is dedicated to a process of continuous learning, however it's more important for me to demonstrate how to achieve this (the strategy cycle) rather than the specifics of particular patterns. Once you have the basics, you will learn the patterns for yourself. However, it's also worth me recapping as we go along this journey. In figure 64, I provided the basic patterns so far examined.

Figure 64 — Patterns covered