

*Figure 7 — The Strategy Cycle* 

Now, it's worth remembering where I was back in 2004. I had a purpose which wasn't static despite my belief it was. I was jumping to strategy whilst ignoring landscape, climate and doctrine. I was using storytelling to communicate with the entire group. I had no mechanism of learning. I was simply copying secrets of success from others combined with magic frameworks such as SWOTs and then I was acting upon it. Our strategy was a tyranny of action statements without any inkling about position and movement but instead built upon gut feel and "core". If there was a way to get things more wrong,