Are we using maps for context specific gameplay, learning and communication or is our strategy more akin to copying "secrets of success" and "following others" i.e. we should be like Amazon, Netflix or AirBnB? Are we playing the game like the Alliance or the Horde? As tempting as it is, there is no secret formula and no magic secret to success.

Conway's Game of Life consisted of automaton that did not learn from the environment. We are not that. Awareness of the environment will always create an advantage over others and yes, I'm afraid the very nature of competition (even cooperative competition) is about creating an advantage. If anything, understanding the landscape better than competitors is the one area of continual sustained advantage because the landscape of business is always shifting.

Focus on core!

Another common counter that was raised was the importance of core, having a goal and clearly defined purpose. At the same time that people were talking about the "goal", Silicon Valley was raving about the "pivot". In short, you should have a goal unless you pivot to another goal. Go figure!

The problem of course is that strategy is not a long linear path but a constantly iterative process. The actions you or others take can change that game. All you can hope to do is to set a direction and adapt along the way or as Deng Xiaoping would say *"cross the river by feeling the*