

Finding a path

Chapter 2

24 min read

The problem I had was how do I map a business? Unlike a board game such as chess with its turned based moves, when you consider a business it is a living thing. It consists of a network of people, a mass of different activities and reserves of capital including financial, physical, human and social. It consumes, it produces, it grows and it dies. Like all organisms, any business exists within a community of others, an ecosystem. It competes and co-operates for resources and it's shaped by and shapes its environment. Even within a business, people come and go. The things we do, the things we build and the things that others desire change over time. All firms are in a constant state of flux and the ecosystem it lives within never stands still. What sort of map can cope with that?

I struggled with these concepts for many months, playing around with different ideas of mapping and how to represent this maelstrom. I knew any map had to have those basic elements of being visual, context specific, the position of components relative to an anchor and some means of describing movement. But I had no idea where to start.

It was at this point I thought about mapping *what* was core for my business and questioning *how* this changed using some form of mind map. My reasoning was simple. A business, like all organisms, needs to continuously adapt to changes in order to survive and if we could