

concepts however weren't lost as a few of these types of ideas made their way through James Duncan into ReasonablySmart (acquired by Joyent) and another good friend of mine James Watters into Cloud Foundry. I note that Pivotal and its platform play is now valued at over \$2.5bn and serverless is a rapidly growing concept in 2016. As for SED televisions? Well, some you win, some you lose.

As for the consultancy, any frustration I might have is misdirected because I was the one who failed here. It was my job to lead the company and that didn't just mean those who worked for me but also the board.

In these first chapters, I've hopefully shown you how to understand the landscape you're competing in, anticipate the future, learn to apply doctrine, develop context specific gameplay, build the future and then finally blow it by ignoring one set of users. Would Zimki have realised its potential and become a huge success? We will never know but it had a chance. This was my first run through the strategy cycle and at least I felt as though I had a vague idea as to what I was doing rather than that naïve youth of *"seems fine to me"*. I was still far from the exalted position of that confident executive that I had met and I was determined to get better next time. Fortunately for me, there was a next time but that's another part of the story.

Categorising Gameplay

Gameplay is context specific. You need to understand the landscape before you use it. The purpose of gameplay is once you determine the