to learn to use many approaches and so avoid the tyranny of any single one. However, expect tribes to form and endless pointless debates such as agile versus six sigma or outsourcing vs insourcing.

Components can co-evolve

All components can evolve whether activities, practices, data or knowledge but they can also co-evolve. This is commonly seen with the co-evolution of practice (how we do something) with the evolution of an activity (what we do) especially as we shift from products to more industrialised forms. What causes this is the change of characteristics of the activity. DevOps is one such example of co-evolution.

Efficiency enables innovation

Genesis begets evolution begets genesis. The industrialisation of one component enables novel higher order systems to emerge through componentisation effects. But it also enables new features for existing products to appear or even the evolution of other components. The industrialisation of mass communication to a standardised utility such as the internet enabled the industrialisation of computing to a utility. I use the word innovation to describe all those changes from the genesis of a new act, feature differentiation of an existing act or a change of business model (e.g. shift from product to utility). The evolution of one component and its efficient provision enables innovation of others.

Higher order systems create new sources of value

It is the genesis of new components, enabling new user needs that creates future sources of differential value. I specifically state