

patterns but I wanted to provide enough for now that we could start to explore our first map.

In figure 27, I've provided a list of the common economic patterns that we will cover in this book. Those marked in orange, we've just skimmed over. I've also categorised these patterns into whether they mainly influence :-

- how we deal with *components*
- *financial* aspects of the company
- the *speed* of change
- resistance to change (*inertia*)
- the impact of *competitors*
- our ability to *predict*

Figure 27 — Climatic Patterns