

Lastly, since you've already compared yourself against doctrine, I'd like you to look at competitors for the line of business that you mapped into the future and examine their doctrine. Don't limit yourself to existing competitors but think about who could exploit the changing environment and look at them. I want you to think about any bias you might have which will convince you they won't be a threat. Also, if they did make a move then how resilient is your organisation to change? Do you have a diversity of culture, practice and thought that would enable you to adapt?