

In this section, I'm going to look at how we organise around the LFP scenario and put down a few markers for strategic play that we might consider. Once I have a general outline, I'll often loop around this several times with others to refine, to create alternative scenarios, to alter course before finally deciding upon a choice of action. When it comes to organisation then I use not only use a self-contained cell based structure (i.e. small teams) with the right aptitudes (finance, engineering, marketing) but also for the last decade I've been using attitude (pioneers, settlers and town planners).

I note recently that Kent Beck has been discussing a model called 3X — eXplore, eXpand and eXploit. This is excellent as there's nothing like independent discovery to give a bit more substance to a topic. Pioneers eXplore, Settlers eXpand our understanding and Town Planners eXploit by industrialising with each group operating and maintaining its own space. This all deserves a good hat tip to Robert Cringely and his marvellous book *"Accidental Empires"*. Anyway, back to our map. Since we've previously built our own systems then I'll assume we know how to do this and it would be superfluous to cover the build in-house variant. Instead I will focus on the platform change and how to organise around this. In figure 206, I've outlined the two obvious cells that we need to consider when using the public platform.

Figure 206, The structure