

mentioned what I thought were amazing ideas had roundly ridiculed them. Compute it seemed was considered a relationship business, it was all about trust and I didn't know what I was talking about. I disagreed. One part of this confusion was people had taken the Carr's book to mean all IT at the same time would industrialise. It was obvious from the map that parts would, at different times and this would enable new things to be built.

Of course, what I now know is that I was only at the beginning of my journey. The rabbit hole gets much deeper. However, climatic patterns were a start and though I could apparently anticipate certain changes, I had no idea if any of this was actually right. I could easily be deluding myself and it certainly felt that I was going against popular opinion. But at the very least, I could discuss it and have those conversations. Undaunted, I decided to carry on. My attention now turned to that next factor which is doctrine.

An exercise for the reader

In [chapter 2](#) I asked you to have a go at mapping something. Well, take that map, look at the common climatic patterns described in figure 27 and have a go at applying them to your map. See what you can anticipate. It helps to get others involved as mapping is fundamentally a communication and learning tool and the best results come from collaborating with others. If you're mapping an aspect of your company then try and find someone with a different skill-set to yourself i.e. if you're in finance, go grab someone from IT or operations or marketing.