

principles then we could create that sustaining organisation. You can think of this as a variation of Conway's Game of Life but with the conceit that all we need to do is to find the right code and the problem with my simulation is I just had the wrong principles. To challenge this, I'll use a bit of WoW.

I've often found World of Warcraft (a massive multiplayer online role playing game known as WoW) to be a useful vehicle for explaining and exploring basic concepts of strategy and this is no exception. In this example, I want you to imagine two teams of players — the Horde and the Alliance — preparing to fight for the first time in a battleground called Warsong Gulch.

Both teams have a short time to prepare before the battle commences. The winner is the team that captures the opponent's flag three times. Let us assume neither team has been to Warsong Gulch before or has experience of fighting in battlegrounds. Just for reference, when your character is killed in the battleground it resurrects a few moments later in your team's graveyard. One team (the Alliance) outlines its strategy for how it's going to win the battle. It consists of what they describe as five principles that they've all agreed upon. These are :-

*Focus* : Capture the flag and win the game!

*Doctrine* :

- Do this with great people! We're going to be the best fighters, wizards and healers.