

purse. Don't lie to people, even the words I've put down for the CEO contain no lies. I've just omitted my own concerns which he wouldn't share anyway. If I thought those executives might then maybe I would take a different path. Remember, the above play could be wrong, you may be selling the golden goose which is why you'd need the rest of your executive board to challenge it.

Also, it's not "*sneaky*" to sell of something that you believe will head over the cliff to another. They may be able to see something you can't and you're not responsible for them — caveat emptor. It's also not "*sneaky*" to emphasise Phoenix as the future, those analyst have been making positive noise in the scenario and maybe they're right?

I said above that many executives would go for the cloud, Brazil and efficiency options and wouldn't look to sell Phoenix. They would see Phoenix as having potential. How do I know this? Well, I've run the scenario with over 200 executives from different companies and I've tested their response before they could map and after. The result is shown in figure 187

Figure 187 — Response to the scenario