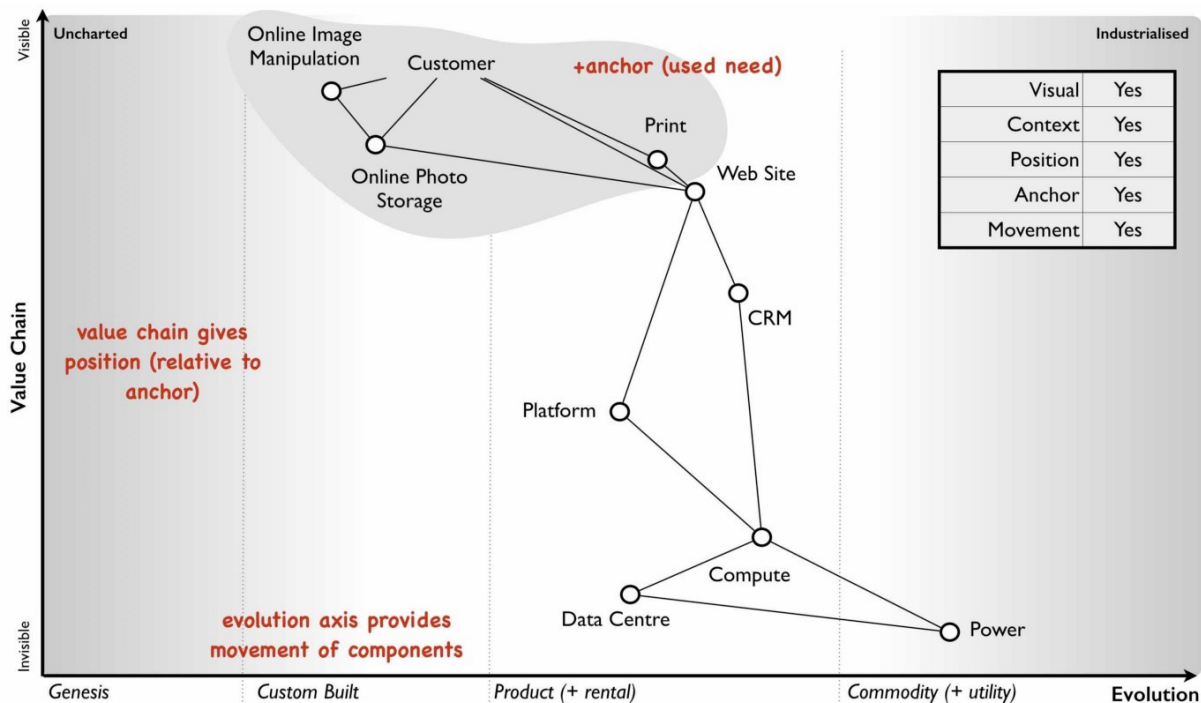


maps and so don't worry too much about where others are going or grand proclamations that they might make.

Figure 157 — Build a map



Step 3 — Learn and use climatic patterns

Once you have a map, then you can start to learn the next part of the strategy cycle i.e. climatic patterns. In business maps, these are the common economic patterns that effect all players and can be considered the rules of the game. Use those patterns to try and anticipate where the market is heading. The more you play, the more rules you'll discover. It's really important that before you start trying to organise and structure yourself (i.e. apply doctrine) that you look at where the market is going and not where it has been. No-one ever