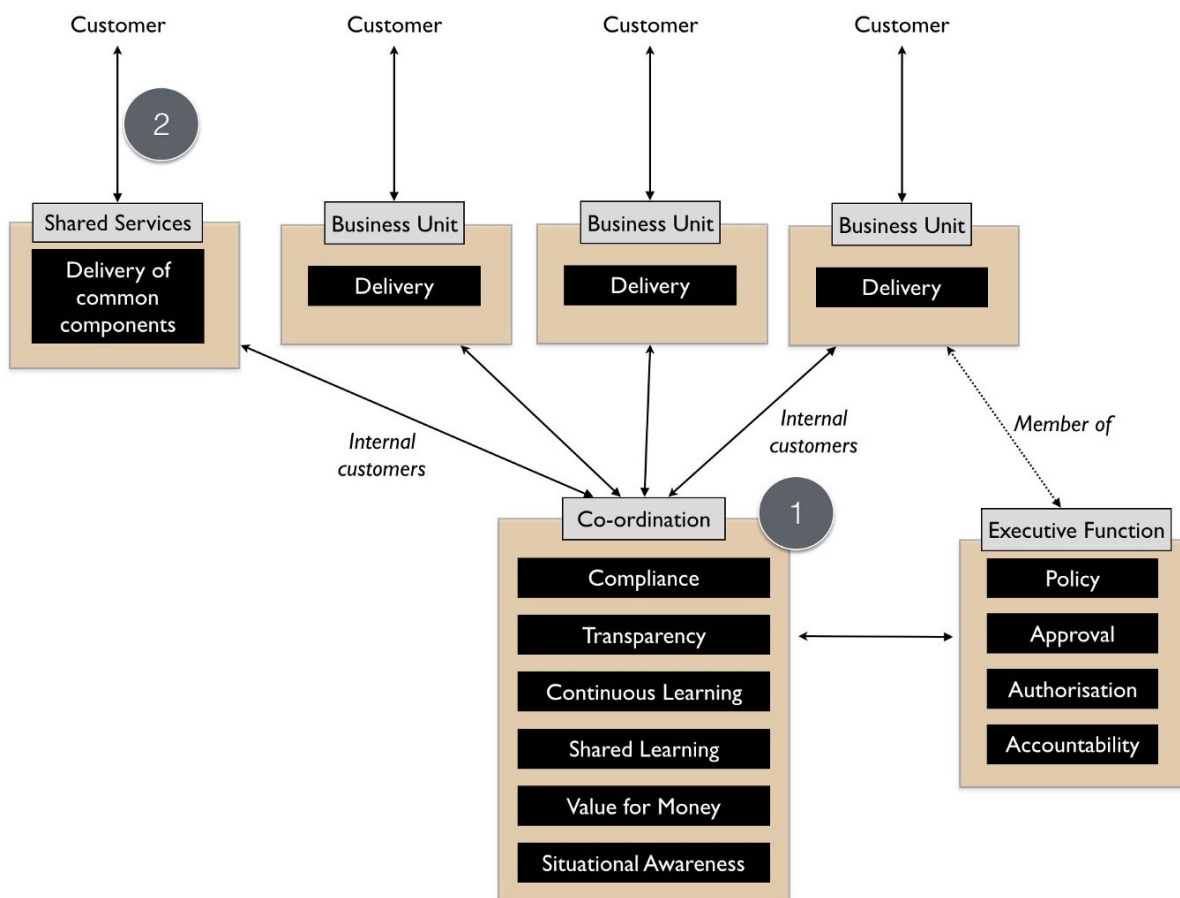


common components within a organisation but look to public provision, particularly if you intend to run an ecosystem model such as ILC. If it's important enough for you to create a shared and common service, then there either exists an outside market opportunity or you're just rebuilding what already exists in the market.

Figure 63— Adding co-ordination



With your shared services group, then you should aim to populate it with small cells of town planners providing industrialised components. Your business units will tend to become dominated by cells of pioneers and settlers providing custom to product and rental services. Your co-