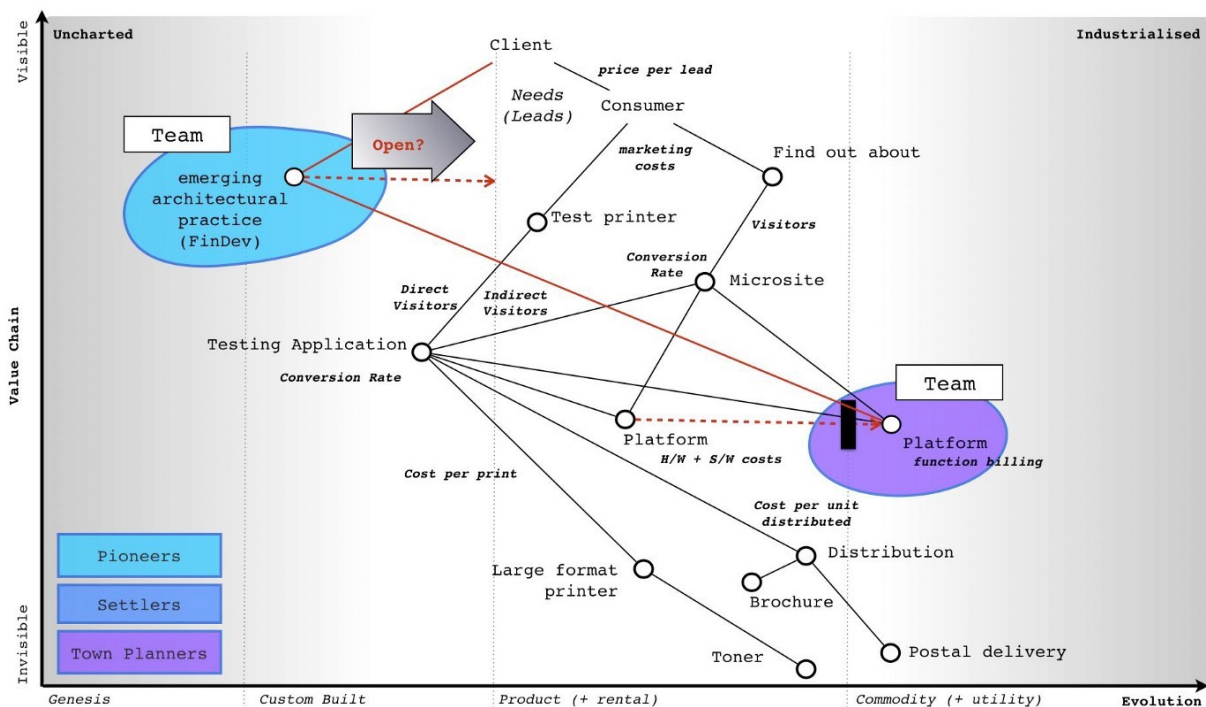


So, complying with my natural bias, I'm going to focus on creating a future position and market rather than exploiting a legacy position and waiting for the future to catch up and do horrible things to me. I can do this because I haven't yet left it too late to make that choice. I'm going to try and own those future co-evolved practice, build a centre of gravity and use open source to achieve this. I'll accept the lower expected return in exchange for a stronger future position and not building up my legacy. I'll add my structure and gameplay around the platform space onto my LFP map. See figure 208.

Figure 208 — Future orientated LFP map



The first thing to note is the map is a bit messy and things seem to be in the wrong position i.e. somehow my emerging architectural practice is above my microsite in terms of user needs despite the client not