



Before you go and ask your friendly consultancy or vendor to make a map for you, remember that their interests are not necessarily your own. Equally, it's important to challenge any bias your company may have in your maps. A team building our own home grown electricity supply may well argue that electricity is not a commodity but instead we need to custom build our own supply. Along with common sense, the cheat sheet figure 17, ([chapter 2](#)) and those profile diagrams built from aggregated maps (figure 32) should give you ample evidence to challenge this.

At this point someone normally tells me — “*that’s obvious, we wouldn’t do that*” — however, ask yourself how many enterprise content