

the beach en masse and slog out the early victory, building the start given by the commandos. The second wave troops take the prototype, test it, refine it, make it manufacturable, write the manuals, market it, and ideally produce a profit. Because there are so many more of these soldiers and their duties are so varied, they require an infrastructure of rules and procedures for getting things done — all the stuff that commandos hate. For just this reason, soldiers of the second wave, while they can work with the first wave, generally don't trust them, though the commands don't even notice this fact, since by this time they are bored and already looking for the door. While the commandos make success possible, it's the infantry that makes success happen.

What happens then is that the commandos and the infantry advance into new territories, performing their same jobs again. There is still a need for a military presence in the territory. These third wave troops hate change. They aren't troops at all but police. They want to fuel growth not by planning more invasions and landing on more beaches but by adding people and building economies and empires of scale”.

Doctrine: Design for constant evolution

Everything is evolving due to competition. The effects of this on business can be seen in their continual restructuring to cope with new outside paradigms. Recent presidents of cloud and social media are no different from the former presidents of electricity and telephony that most companies employed. Today's bolt-on include Chief Digital Officers. This new stuff is tomorrow's legacy and this creates a problem. We might introduce a cell based structure with consideration for not only aptitude but attitude however the map isn't static. We