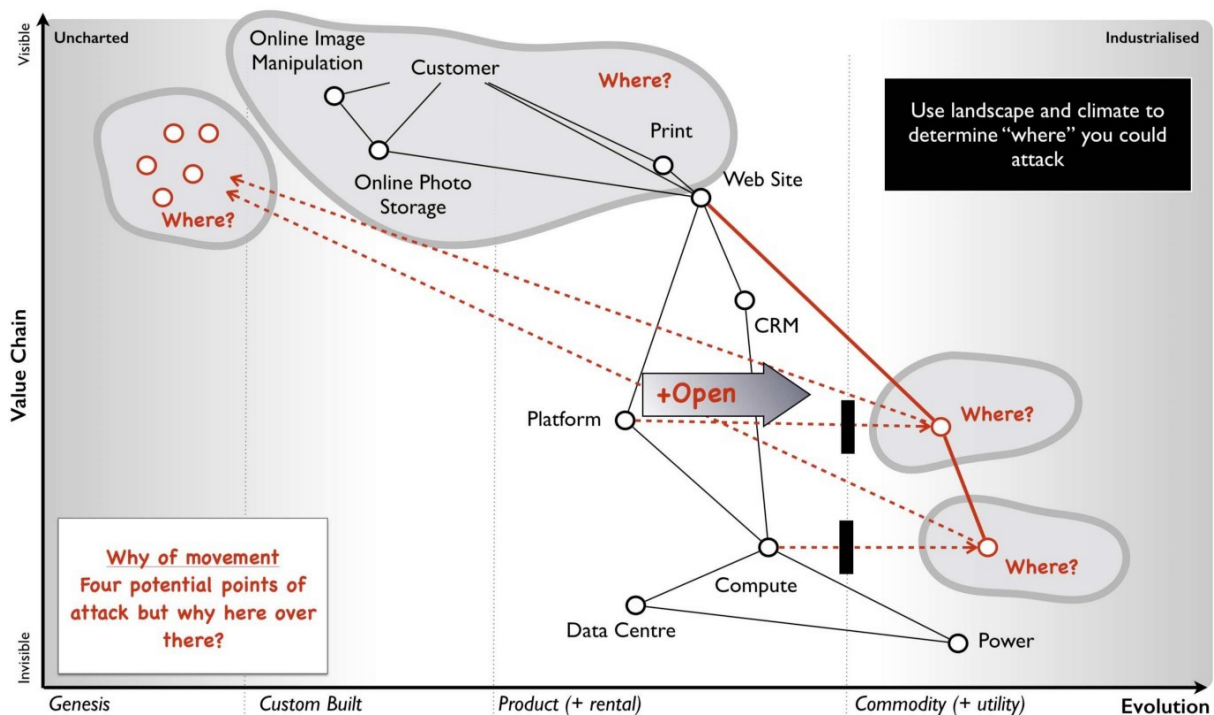


create a common understanding of where you're going and why you're taking certain approaches within the company — see figure 160.

Figure 160 — Applying gameplay



You then decide to act. You loop around the cycle and repeat this whole exercise. Don't hesitate with action, make your plans and roll the dice. It's worth remembering that one of your actions maybe to change direction of the company itself, to alter your very purpose. You might start of as a paper mill but you might become a telecommunications company. Get used to it, there is no "core" to a company beyond short term immediate focus.

A few things to remember

On biology