

Charting the future

Chapter 9

33 min read

Most people don't have a desire to learn mapping for the sake of it. Instead, what people are looking for is a way to create advantage either through learning of context specific play (i.e. outsmarting others), the application of doctrine (i.e. being more effectively organised than others) or anticipation of change (i.e. seeing change before others). Back in early 2008, I had become quite a dab hand at using maps and common economic changes (i.e. climatic patterns) to anticipate change in business. I was regularly invited to speak at huge events and published articles in which I would declare that over the next decade we would see :-

- Rapid increases in the rate at of innovation on the web.
- New entrants dominating IT
- High rates of disruption in the IT markets
- Radical changes in IT practices.
- Higher levels of efficiency within IT.
- Widespread adoption of cloud services.
- Increasing organisational strain especially focused on IT creating a necessity for organisational change.