might have different capabilities and strengths but if we use a map to communicate then we can make all of this work together.

I have found subsequently, this process of sharing not only refines the map but spreads ownership of it. You should also use this time to consider any unmet needs, any missing components and ask questions on whether you're treating things in the right way? It's often surprising to find how many companies are spending vast resources on building their own metaphorical Thomas Thwaites toasters when a commodity version is readily available.

## The next step

With a map in hand, we're now ready to start exploring the strategy cycle and hopefully start learning some useful lessons. Well, at least that's what I hoped for in 2005. In the next chapter, I intend to show you what I discovered. But before I do, I have a request to make of you.

*Take a break, read this chapter again, pick a part of your business and have a go at mapping it. Simply follow the steps and use the cheat sheet. Ideally, grab a couple of other people that are deeply familiar with that business to help you and don't spend too long on it. Keep it to a couple of hours, three to four at most.*

If within that time, you don't feel you're learning more about that business and the mapping isn't raising questions on user needs and what's involved then stop. You can recover your lost time by simply not