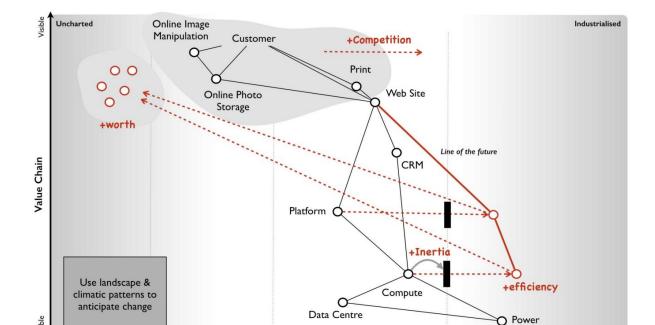
A "war" (point of industrialisation) causes organisations to evolve

The industrialisation of an act will tend to cause co-evolution of
practice and changes to how organisations operate. If the component is
significant then this can lead to a new form of organisation.

You need to apply these patterns to your map to start to learn how things could change. You then need to allow others to challenge your assumptions and the scenarios you create — another key part of learning — until you've got a map you all agree with or at least understand e.g. figure 158



Product (+ rental)

Commodity (+ utility)

**Evolution** 

Figure 158 — Anticipating change

Step 4 — Learn and use doctrine

Custom Built

Genesis