

The maps themselves can help guide you but you'll need to scenario plan around them. There are rarely simple answers. In the next chapters, we're going to start going through a long list of specific patterns of play before we come back and break down an entire industry. To prepare you, I've listed the general forms of gameplay in figure 250. I've organised the table by broad category i.e. user perception, accelerators, de-accelerators, dealing with toxicity, market impacts, defensive, attacking, ecosystem, competitor, positional and poison. Each of the following chapters will deal with a single category (eleven chapters in total) using maps and where possible examples to demonstrate the play. By now, you're probably ready and dangerous enough to start playing chess with companies or at least start learning how to do so.

Figure 250 — Gameplays.

Category	Wardley's Gameplay (context specific patterns that user can apply)			
User Perception	Education	Bundling	Creating artificial needs	Confusion of choice
	Brand and marketing	Fear, uncertainty and doubt	Artificial competition	Lobbying / counterplay
Accelerators	Market enablement	Open approaches	Exploiting network effects	Co-operation
	Industrial policy			
De-accelerators	Exploiting constraint	IPR	Creating constraints	
Dealing with toxicity	Pig in a poke	Disposal of liability	Sweat and dump	Refactoring
Market	Differentiation	Pricing policy	Buyer / supplier power	Harvesting
	Standards game	Last man standing	Signal distortion	Trading
Defensive	Threat acquisition	Raising barriers to entry	Procrastination	Defensive regulation
	Limitation of competition	Managing inertia		
Attacking	Directed investment	Experimentation	Centre of gravity	Undermining barriers to entry
	Fool's mate	Press release process	Playing both sides	
Ecosystem	Alliances	Co-creation	Sensing Engines (ILC)	Tower and moat
	Two factor markets	Co-opting and intercession	Embrace and extend	Channel conflicts & disintermediation
Competitor	Ambush	Fragmentation play	Reinforcing competitor inertia	Sapping
	Misdirection	Restriction of movement	Talent raid	Circling and Probing
Positional	Land grab	First mover	Fast follower	Weak signal / horizon
Poison	Licensing play	Insertion	Designed to fail	