that CIO who shows some promise, some insight, despite the company's attempt to get rid of her.

Applying a bit of thought to the map, another path now becomes available or in this case two paths as it's a combination of simultaneous plays. I've marked these in orange and grey on the map in figure 185.

Uncharted Industrialised Client +Market development Efficiency Analysis +Cloud effort Build + legac O Open? China Environmental Open? Custom Built Product (+ rental) Commodity (+ utility)

Figure 185 — my play

The grey play — Pig in a Poke

I'm going to sell this company (*grey point* 1). I'm going to want to maximise my return which means I'll put effort into marketing (*point* 2) and promoting Phoenix as the future in this market, reinforcing those analyst messages. I'm also going to encourage the marketing team to heavily play on concerns over any cloud effort (*point* 3). Hence a bit of fear, uncertainty and doubt (FUD) is useful.