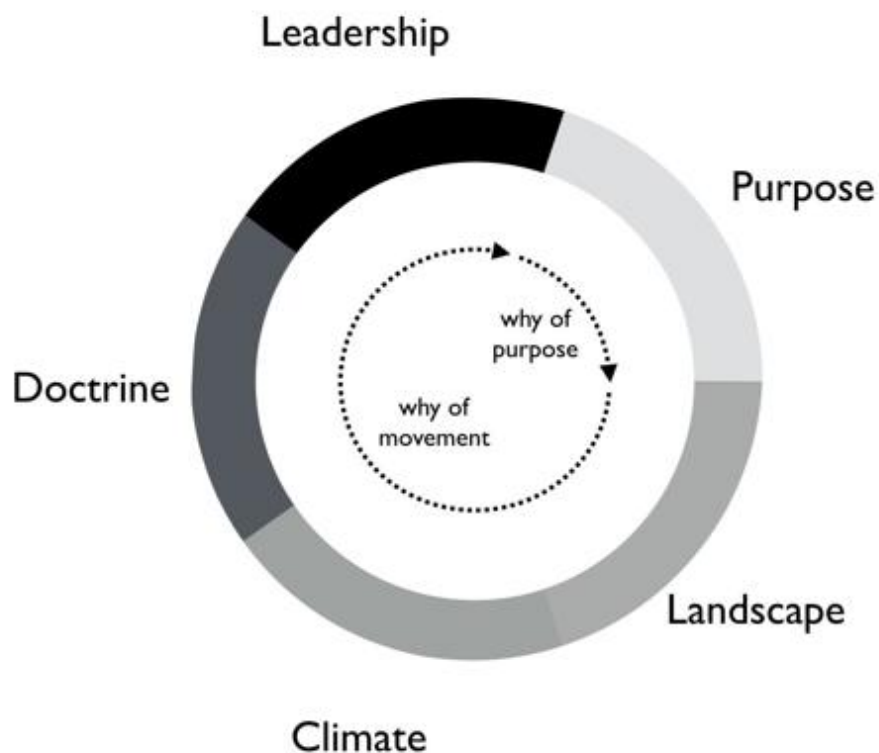


It was through understanding the landscape, the rules of the game and context specific play that I had started to master chess. But this was not what I was doing in business. I had no way to visualise the environment, no means to determine why here over there and no obvious mechanism of learning from one game to another. I've added these two types of “why” into figure 2 building upon Sun Tzu’s five factors.



*Figure 2 — The two types of why*

My company had a “why of purpose” which was to be the best “creative solutions group in the world”. It sucked. It was actually a botch job because we had multiple lines of business which didn’t quite