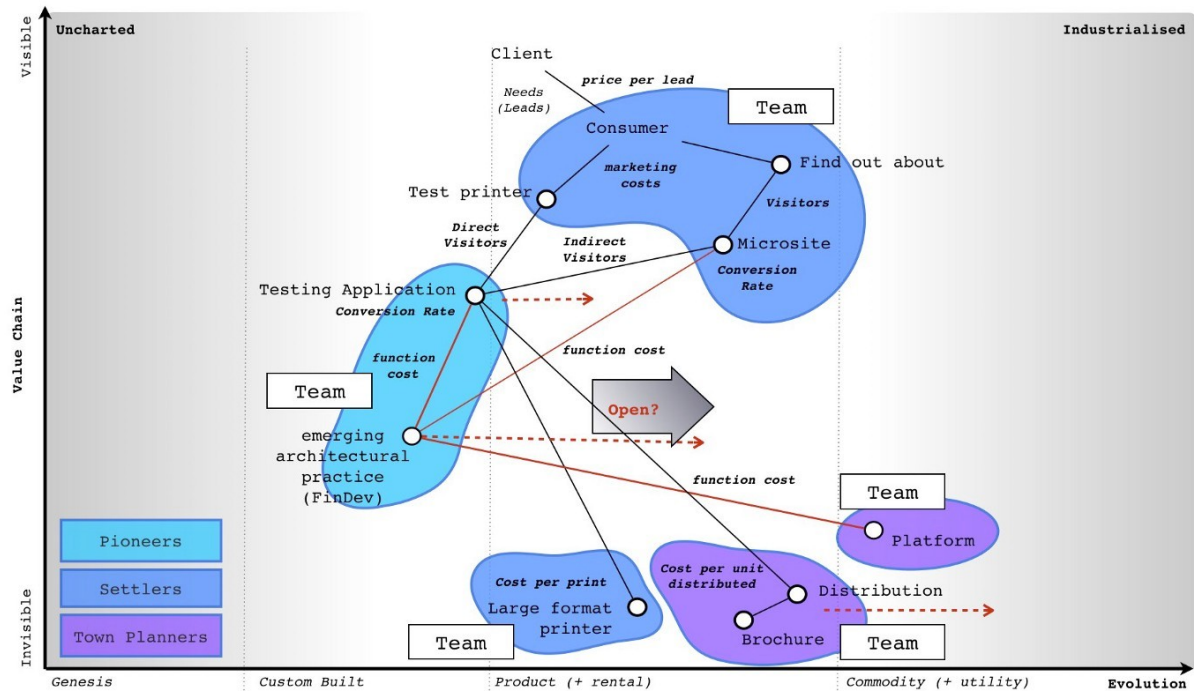


Figure 210 — the structure.



Looping around and common problems

We now understand the landscape, the trade-off between short term expected return and future position, the structure needed, the main sources of inertia and some basics on the gameplay. Our situational awareness is constantly improving. The next thing we do is loop around the strategy cycle again and refine it. But isn't that time consuming? Yes.

With experience, for a business that has a map then a single loop (what we're covering in this chapter) could take anywhere up to 30 mins. Add a couple of loops, discussions between people and you could have easily blown an hour or two before you commit to the choice. Add to that the additional hour or so it might take to create that first