comfortable enough with the data, so think of it more as a mental model and a possible curiosity.

Whilst exploring this space, I then became fascinated by timing issues. Let us pretend we've recently read a whitepaper on some marvellous new activity. That activity is described as having some benefit but it also involves cost. By the time I get around to implementing the activity then it will probably have evolved. It might provide a different benefit to what I was expecting i.e. it costs less because it's a product but there's little differential value as everyone else is also doing this. I've superimposed the evolution of an act onto the benefit curve in figure 230 to highlight this point.

Figure 230 — Changing benefit with evolution and implementation