

However, let us assume you persevere, you create a map, you loop around the strategy cycle and over time (and hour or two, possibly more) through the application of thought then a context specific path becomes clear. What now? I tend to double check it as a final step. I find that using a business model canvas is brilliant for this as by that stage you should have everything you need to fill it in. Let us assume you decide to build the LFP system using the public platform. What now? Well, let us roll the dice and see what happens.

Opportunities multiply as they are seized.

You've decided to build the LFP system using it as a springboard to develop a future position around the co-evolved practice that will emerge in the platform space. You've overcome your internal inertia through discussion, formed the teams and explained this to the board. You'll sacrifice some short term expected return for a future position with an eye to repackaging the solution and selling it to others along whilst developing a new practice in the co-evolved space. You roll the dice and it comes up ... outcome 2. Oh, damn.

The LFP system isn't going quite as well as we might hope. Fortunately for us, we didn't build in the in-house variant otherwise we'd be losing money right now and our discussions with the board might be getting more tasty. The problem with our options analysis is we didn't price in any variability and risk appetite. The in-house variant was riskier because it not only had the highest expected return but the lowest — there was a wide spread. In this case outcome 2 is a net loss. We can chalk that up as a future learning lesson (or in my case — past painful