I mention information markets more to point out that there are lots of ways of skinning Schrodinger's cat and finding probability. I'm certain there must be a good few books out there on this topic, so I'll leave that to the reader to go explore. The question on probability is always how much is that information worth to you? The cheapest way is to guess yourself, the slightly more expensive way is to aggregate other peoples guesses and the far more expensive (but also far more accurate) tends to be the use of an information market. But let us assume our probabilities are "*right*" despite my reservations and those of the CFO. This doesn't mean one outcome will happen, it's just a probability. We must still roll the dice.

Hence, what we know so far is that we have this opportunity to build an LFP system, there are two variants (in-house, public platform) and whilst the in-house variant gives a greater expected short term return, the platform play prepares us for the future and the co-evolution of practice that will happen. Let us get back to our strategy loop and start looking at doctrine especially the issue of "*managing inertia*".

Managing inertia

We have the map, we can anticipate certain change and we can already see there is inertia. The question now becomes, what sort of inertia do we have? Back in 2008, I use to categorise inertia into four basic types with numerous subtypes. I've tidied this up since then. The basic forms of inertia are provided in figure 205 including tactics to counter and counter points.