

Climatic (rules of the game)	Doctrine (universal actions you should take)	Gameplay (context specific actions you could take)
Everything evolves	Focus on user need	Accelerator (open source)
Characteristics change	Use a common language	De-accelerator (ringfencing with patents)
No one size fits all	Be transparent	Exploiting constraint
Efficiency enables innovation	Challenge assumptions	ILC (ecosystem model)
Higher order systems create new sources of worth	Remove duplication and bias	
No choice on evolution	Use appropriate methods	
Past success breeds inertia	Think small	
	Think aptitude and attitude	
	Design for constant evolution	
	Enable purpose, autonomy and mastery	

The anti-pattern organisation

I'm a great believer in using anti-patterns to examine the effect of not doing something. In this case, what are the anti-patterns for mapping? In general, they will be the reverse of the doctrine that is developed from mapping along with a failure to cope with climatic patterns and incorrect use of context specific play. We can use this to describe what an organisation that doesn't understand its landscape should look like. I often use this as a way of analysing competitors but be careful, there's a whole topic of misdirection that we haven't touched upon yet. The anti-pattern organisation will look something like this.

Fails to focus on user needs.

Has an inability to describe its user needs and often confuses its own