

It sounded so simple but it was so wrong, my heart always sank. To explain why, I'm going to perform a mental translation that I started to do by converting IT speak into military speak. For some reason, I just find it becomes easier for people to understand.

*Captain:* "All the new cannons arrived. We installed them and fired them this morning."

*Colonel:* "Excellent. Apparently the latest thing is bombing hills, hence I've asked Simon to come along. According to General's weekly then numerous successful military leaders are considering future campaigns that might use it. We should look into it and whether it's worth considering as part of our long term strategy."

*Captain:* "We've already examined the subject. Bombing hills just means using mortars. The latest research I have says that mortars have entered the plateau of performance and provide an extremely efficient mechanism of killing compared to our existing technology. Our technology partners have mortar based products in this space that we should consider buying."

*Colonel:* "Excellent work. Well let's look at getting this up and running. There's some military interest and I'd like to tell the general we've been bombing hills if it comes up in conversation. We don't want to be left behind in this technology war. Any thoughts Simon?"