

# Keeping the wolves at bay

## Chapter 8

26 min read

To keep funding my research, I took a few more paid gigs which basically meant becoming a gun for hire. Cloud computing was colliding with the technology scene and there was lots of confusion about. Hence I had a constant stream of conferences — including some that actually paid — along with plenty of opportunity for piecemeal work. It was a wild west in computing with unfortunately some fairly shady practices and exploitation in the industry. I tried not to cause harm but I had an Achilles heel in simplicity.

## The danger of making it simple

One of the obstacles with mapping was that some people found it complex. This is not really unsurprising because you're exposing people to a world that the majority are unfamiliar with. Few in business have practical experience with situational awareness or the use of maps. Many don't understand why it might be important. It also takes time and effort to become comfortable with creating a map. A common response tends to be *"can you create the map for us"* based upon an idea that they will then apply their general like strategy to it. This always degenerates into *"can you show us what moves we can make"* to which they'll apply their general like intellect to. In the end it becomes *"which move should we make"* and then general like nodding of their approval.