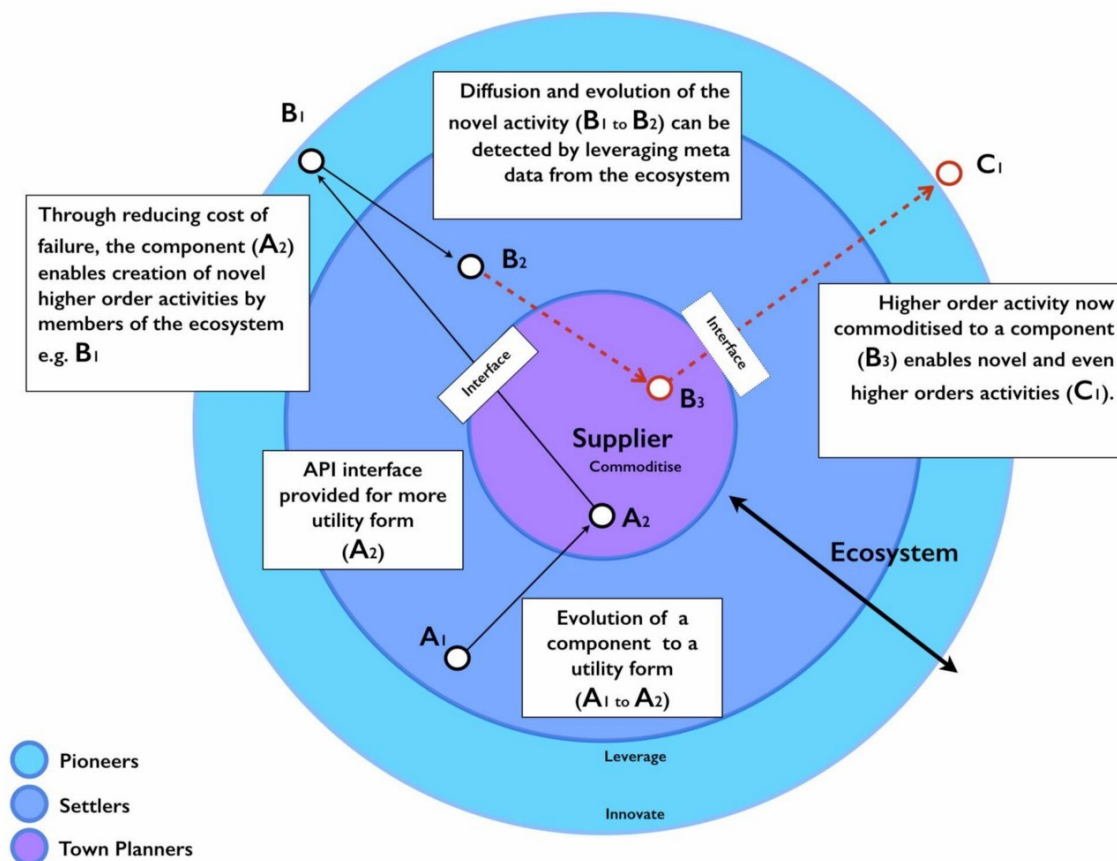


concentric circles. I've transposed figure 55 above into such a circular form and added some notes, see figure 56. In this world, you push your “pioneers” outside of the organisation by allowing other companies to be your pioneers.

**Figure 56 — Circular view of ILC**



## Using context specific gameplay: the play

It was at this point, with some context specific gameplay in hand that I started to run through a few scenarios with James, my XO and my Chief Scientist in our boardroom. Our plan started to coalesce and was