

Eventually, I was faced with a choice. Do I keep using these “spot” diagrams thereby making the concepts of evolution more accessible and just accept the flaws (and the cash) or do I take a slower path and try to push organisations towards a higher understanding of position and movement? If they struggled then I could compromise and do the heavy lifting for them by just providing a map and the results. However, I already knew this would make them dependent upon me which was the consultant path that I was trying to fight. My purpose was to free people from the shackles of consultants and not to chain them up even more. This compromise was out of the question. I had to take the slower path. I like to think that I stood my ground here but with very few companies mapping, bills mounting and clients taking an interest in the simplified concepts then it’s fair to say that I was starting to wobble.

## **Finding my mojo**

My salvation was a piece of paid work that I’m particularly fond of. It concerned a question of efficiency versus effectiveness and to have any hope of explaining it then we first need to introduce three concepts—worth based development, pricing granularity and flow. After which we can connect them all together to examine this question. I’m going to have to jump around in history in order to do this but hopefully I can keep it all together.

## **Worth based development**