

### *Use a common language*

A necessity for effective collaboration is a common language. Maps allow many people with different aptitudes (e.g. marketing, operations, finance and IT) to work together in order to create a common understanding. Collaboration without a common language is just noise before failure.

### *Challenge assumptions*

Maps allow for assumptions to be visually exposed. You should encourage challenge to any map with a focus on creating a better map and a better understanding. Don't be afraid of challenge, there is no place for ego if you want to learn.

### *Know your users*

When mapping a landscape then know who your users are e.g. customers, shareholders, regulators and staff.

### *Focus on user needs*

An essential part of mapping is the anchor of user needs. Ideally you want to create an environment where your needs are achieved by meeting the needs of your users. Be mindful that these needs will evolve due to competition and in the uncharted space they are uncertain. Also, be aware that users may have different and competing needs and be prepared to balance the conflict

### *Think fast, inexpensive, elegant and restrained (FIRE)*

Break large systems down into small components, use and re-use