

Creative Destruction

The combination of inertia, a punctuated equilibrium, the red queen and co-evolution of practice means that as we shift across a boundary e.g. product to utility then we tend to get rapid destruction of the past (from business models to practice) along with creation of the new (industry and practices). This was described as creative destruction by Joseph Schumpeter.

Competitors actions will change the game

Climatic patterns are ones that depend upon aggregated market effects e.g. evolution through supply & demand competition. This means that you cannot stop them without preventing competition in the market and the existence of competitors will cause them to happen.

Most competitors have poor situational awareness

Competitor actions are an important part of anticipation. In general however this is not something that you can directly control or even anticipate beyond aggregated effects. Fortunately in today's climate then most competitors act as blind players in which case you do not need to dwell too much on their actions. When you make a move, they are unlikely to understand why or counter you. In the near future, given the potential interest in business algorithms, they maybe even become anticipatable blind automatons following coded secrets of success. In much the same way that Dan Mirvish noted that when Anne Hathaway was in the news, Warren Buffett's Berkshire Hathaway's shares went up due to suspected sentiment analysis run by robotic trading platforms. This could make the game even easier.