

- *Maps are a means of storytelling.* Despite my dour attitude to storytelling (especially the hand waving kind of verbiage often found in strategy), maps are a form of visual storytelling.

Doctrine

- *Focus on the outcome, not the contract.* Worth (outcome) based tools can be useful here but be warned, they can also expose flaws in the understanding of value and become stymied by the corporate corpus e.g. a budgeting processes and its inability to cope with variable charging.
- *Use appropriate tools.* When using maps, if I'm looking at financial flows then I'll often dive into financial modelling when considering multiple investment paths e.g. focus on increasing visitors through marketing or the conversion rate from a microsite. Equally, if I've identified multiple "wheres" that I can attack, then I'll often dive into business model canvas to compare them. Don't be afraid to use multiple tools. Maps are simply a guide and learning tool.
- *Optimise flow.* Often when you examine flows then you'll find bottlenecks, inefficiencies and profitless flows. There will be things that you're doing that you just don't need to.