

The effect is somewhat remarkably similar to a group of inexperienced World of Warcraft players just charging at each other with cries of “Attack” followed by “Will someone heal me!” An exciting brawl of chaos with often single participants — hero players, the Steve Jobs of your Elven army — making the difference. Of course, face either team or in fact both teams against an experienced and well-rehearsed group then it stops becoming a brawl and starts becoming a massacre. The healers get wiped first, followed by crowd control, tanks and then poor and undefended damage dealers.

In the world of business, there are some really dangerous groups out there. Don’t expect to go up against them with the usual ‘*Here’s the vision, we’ve got great people ... now charge!*’ approach. It’s far more sensible to find a profitable exit in order to fight another day. That’s a hint to those gaming companies starting to be concerned about Amazon’s encroachment into their space with Lumberyard. Either start learning from your own online players or find a new industry to bunker down in. Finally, don’t expect to just to read a few chapters on mapping or play a couple of games and an instantly transform into a master of strategy, there is a long journey ahead of you.

## **Tips for mapping**

There are a couple of general tips, common terms and diagrammatic forms that I apply to mapping itself. My tips include: -

*All models are wrong; some are merely useful.*

Mapping is not the answer, it’s simply a guide. Hence don’t try to create the perfect map, the key is to produce good enough that you can