

over it. The more uncertain, the more risky and also the more potential value. Evolution itself, the very heart of these Wardley maps, can't be measured over time and instead we have to measure over certainty. This use of uncertainty is an intrinsic part of learning to map but as any map shows, not everything is uncertain and even the uncertain can be exploited.

Fortunately nature has provided us the ability to cope with this, to be resilient and to learn from a constantly changing world. This ability is known as cognitive reasoning or in layman's terms the application of thought. We can use the patterns and our understanding of the landscape to try and create a more favourable result. Sometimes we will get this right but more importantly, sometimes we will get this wrong. Every failed attempt is an opportunity to learn, assuming we use a systematic method of learning. Every mistake learned can be taught to others, assuming we use a common method of communication. There is a lot of future value in error. By learning these patterns, it helps us constrain the bewildering number of possible moves to the adjacent probable. Hence we learn that the industrialisation of artificial intelligence to commodity components and utility services will enable a rapid growth of new things built on top of it. We just can't say what those new things will be but we can prepare for this change.

Sometimes the lessons learned from mapping are nothing more than "*Ere be dragons*". This is true of the uncharted space which contains highly risky and uncertain sources of future value that require us to experiment, discover and gamble. Other times the lessons are