The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop
The two types of why

Our initial purpose for this LFP system is to help create leads for our client. That is what they need and it is also how we will be measured and paid. We don't have to agree to the proposal but if we choose to accept it then our focus must start here. Of course, we have our own needs — to survive, to make a profit, to have fun — which we could choose to map. In this case, I've chosen not to because this is a teaching aid and I want to keep it simple.

We know we also have a *"why of movement"* question in the scenario — do we build the entire system *"in-house"* or do we use elements of a *"public"* platform? Do we go here or there? Why? Before we can answer this, we need to understand the landscape a bit more. Fortunately, a map has been kindly provided by engineering along with