

Super Looper

Chapter 16

38 min read

The LFP example is based upon a real-world event. I say “*based*” because I usually take time to disguise the actual event to protect any guilty parties. In this case, the haphazard and stumbling CEO was ... me. I’m very wary that my long experience with mapping means that I tend to gloss over parts through assumption. In much the same way, I spent six years assuming everyone already knew how to map and it wasn’t until 2011 that I started to realise they didn’t. With that in mind, I’m going to go into excessive detail in the hope that I don’t miss anything useful to you. To keep it relevant and not just a history lesson, I’m going to go through the steps of how you would tackle the LFP scenario as if it was happening today.

To begin

I always start with the strategy cycle. To me, it doesn’t matter whether I’m looking at nation states, industry, corporates, systems or even individuals — the strategy cycle applies. For completeness, I have repeated this cycle in figure 198.

Figure 198 — the strategy cycle