them to help you challenge your strategy and to learn new forms of gameplay.

Terms

There are numerous terms associated with mapping. I'm often guilty of using them without clearly explaining to others, so in order to rectify this I've provided the most common in figure 60.

Figure 60 — Terms

Context	Our purpose and the landscape
Environment	The context and how it is changing
Situational awareness	Our level of understanding of the environment
Actual	The map in use
Domain	Uncharted vs Transitional vs Industrialised
Stage	Of evolution e.g. Genesis, Custom, Product, Commodity
Type	Activity, Practice, Data or Knowledge
Component	A single entity in a map
Anchor	The user need
Position	Position of a component relative to the anchor in a chain of needs
Need	Something a higher level system requires
Capability	High level needs you provide to others
Movement	How evolved a component is
Interface	Connection between components
Flow	Transfer of money, risk & information between components
Climate	Rules of the game, patterns that are applied across contexts
Doctrine	Approaches which can be applied regardless of context
Strategy	A context specific approach

Symbols

Maps are obviously visual and whilst they are far from the ordinance