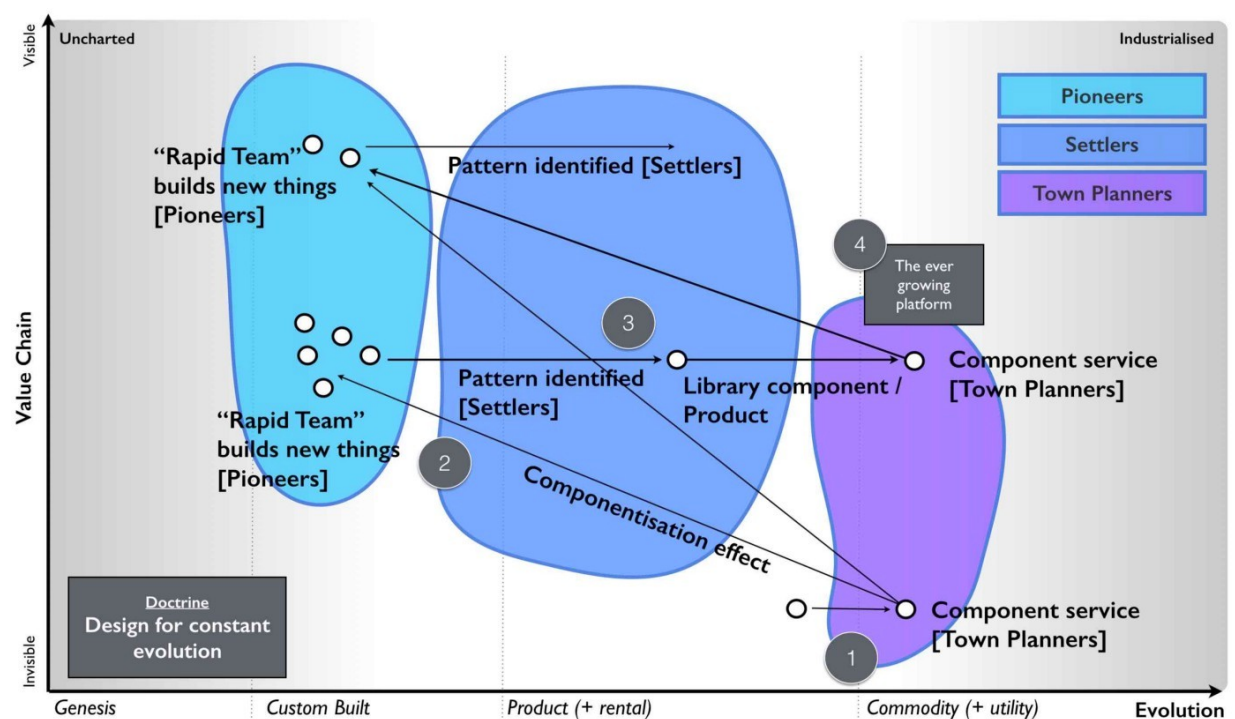


need to somehow mimic that constant state of evolution in the outside world but within a company. The solution is to introduce a mechanism of theft which means new teams need to form and steal the work of earlier teams i.e. the settlers steal from the pioneers and productise the work. This forces the pioneers to move on. Equally the town planners steal from the settlers and industrialise it, forcing the settlers to move on but also providing component service to enable the pioneers. This results in a cycle shown in fig 42.

**Figure 42— Design for constant evolution**



*Point 1* — The Town Planners create some form of industrialised component that previously existed as a product. This is provided as a utility service.