

scenario, there's obviously some sort of dissatisfaction with the current models otherwise the client wouldn't be looking for a new way of doing things. The attitude seems to be there, maybe this platform space will help? But is it really suitable? I tend to use weak signals to help determine that but you can also use the cheat sheet. When you examine an activity, it often has characteristics from more than one stage of evolution e.g. it might be strongly product and a little bit commodity or vice versa. You can use this to help you refine your understanding of where something is by simply going through each characteristic and counting *"is it more this or that?"*

When discussing something about to evolve from one stage to another then I'm looking for more of the evolved characteristics. In this LFP case I'm looking for whether platform has more *"commodity"* characteristics. I've published a more advanced cheat sheet in figure 203, with each stage (I to IV), the terms used for different types of components (activities, practices, data and knowledge) plus the general characteristics.

Figure 203 — The Cheat Sheet