



Now with a simple map such as figure 12, we can start to discuss the landscape. For example, have we represented the user need reasonably and are we taking steps to meet that user need? Maybe we're missing something such as an unmet need that we haven't included? Are we treating components in the right way? Are we using a utility for power or are we somehow building our own power station as though it's a core differentiator visible to the user? If so, why? Have we included all the relevant components on the map or are we missing key critical items? We can also start to discuss our anticipations of change. What happens when platform becomes more of a utility? How does this affect us? What sort of inertia will we face?

Maps are fundamentally a communication and learning tool. In the next chapter we're going to loop through the strategy cycle in order for me to teach you some of the basic lessons that I learned. However,