Point 2 — The Pioneers can now rapidly build higher order systems that consume that component.

Point 3 — As the new higher order systems evolve, the Settlers identify new patterns within them and create a product or some form of library component for re-use.

Point 4 — As the product or library component evolves, the Town Planners complete the cycle by creating an industrialised form (as per Point 1). This results in creating an ever expanding platform of discrete industrialised components for which the pioneers can build on.

Maps are a useful way to kick-start this process. They also give *purpose* to each cell as they know how their work fits into the overall picture. The cell based structure is an essential element of the structure and it need to have *autonomy* in their space, they must be self-organising. The interfaces between the cells are therefore used to help define the fitness functions but if a cell sees something they can take tactical advantage of in their space (remember they have an overview of the entire business through the map) then they should exploit it. The cells are populated with not only the right aptitude but attitude (pioneers, settlers and town planners). This enables people to develop *mastery* in their area and allows them to focus on what they're good at. You should let people self-select their type and change at will until they find something they're truly comfortable with. Reward them for being really good at that. Purpose, mastery and autonomy are the subjects of the book *Drive* by Daniel H.Pink.