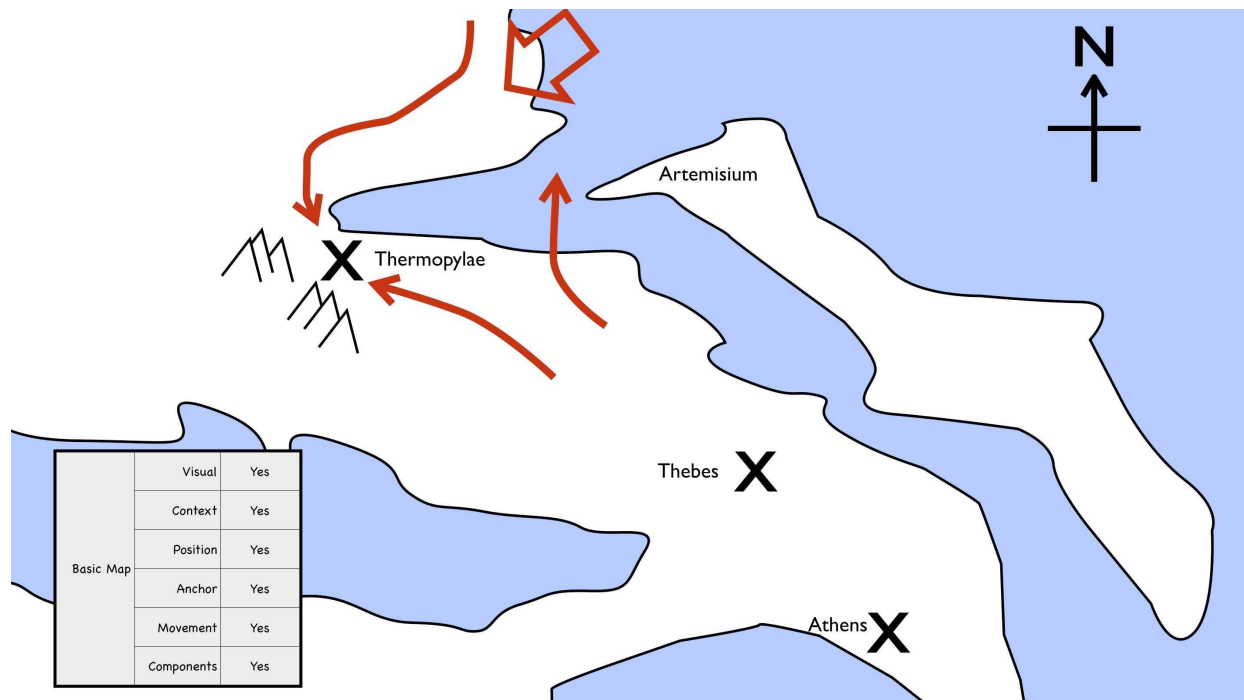


**specific, position of components** relative to some form of **anchor** and **movement** of those components. I've summarised this in figure 6.



*Figure 6 — Basic elements of a map*

Unfortunately, every single diagram I was using to determine strategy in business lacked one or more of those basic elements. I had business process maps which were visual, context specific and had position but failed to show any form of movement i.e. how things could change. Everything from trend maps to competitor analysis maps to strategy maps was lacking and worse than this we were using different diagrams to explain the same problem in different parts of the business whether IT, marketing or finance. This seemed like an obvious cause of