

companies that are very late to the party, simultaneously declare this change as the future and promptly cause a shortage of skills. There are many ways to counter this and mitigate the cost — assuming this is done in a timely fashion — from developing in-house, use of conferences to creating centres of gravity to attract talent.

- “*Suitability*”, one reasonably common form of inertia comes in the form of questions over whether it’s ready e.g. ready for production, is the market ready for this, are customers ready? The best way to counter is through weak signals and examination of the components (e.g. using the cheat sheet).
- “*Lack of second sourcing options*” is often a valid concern but can be used to disguise other forms of inertia. Back in 2008, it was not uncommon to hear a company say without irony something of the form — “*We’re an Oracle shop. We’ve thought about using public cloud but were worried about the potential for getting locked in with Amazon. We want to see more choice*”. If you can overcome the irrational side of the debate and any tendency to point out the ridiculous flaw in the argument, then this is all about supply chain management, trade-offs and use of standards where appropriate. There are a wide range of techniques to mitigate it.