

common topic in business books but also evolution (movement). This last topic was rarely discussed back in 2007 other than in vague and hand waving notions. There were certainly concepts and competing hypothesis on how things evolved but no clear definitive path.

One of the first things that struck me was that there existed a chain of needs above my users. When I am a supplier of a component to others (e.g. providing nuts and bolts to a car manufacturer) then my map extends into their map. However, my map also extends into my own purpose and my own needs. In other words, any map is part of a wider chain of needs.

In figure 69, I've drawn an extended map from my purpose and my needs through to my user and their needs. I've reverted back to the more typical x-axis because you should be familiar that multiple types (activities, practices, data and knowledge) can be used on a map and it makes it less busy to just to show evolution terms for activities rather than all.

**Figure 69 — The chain**