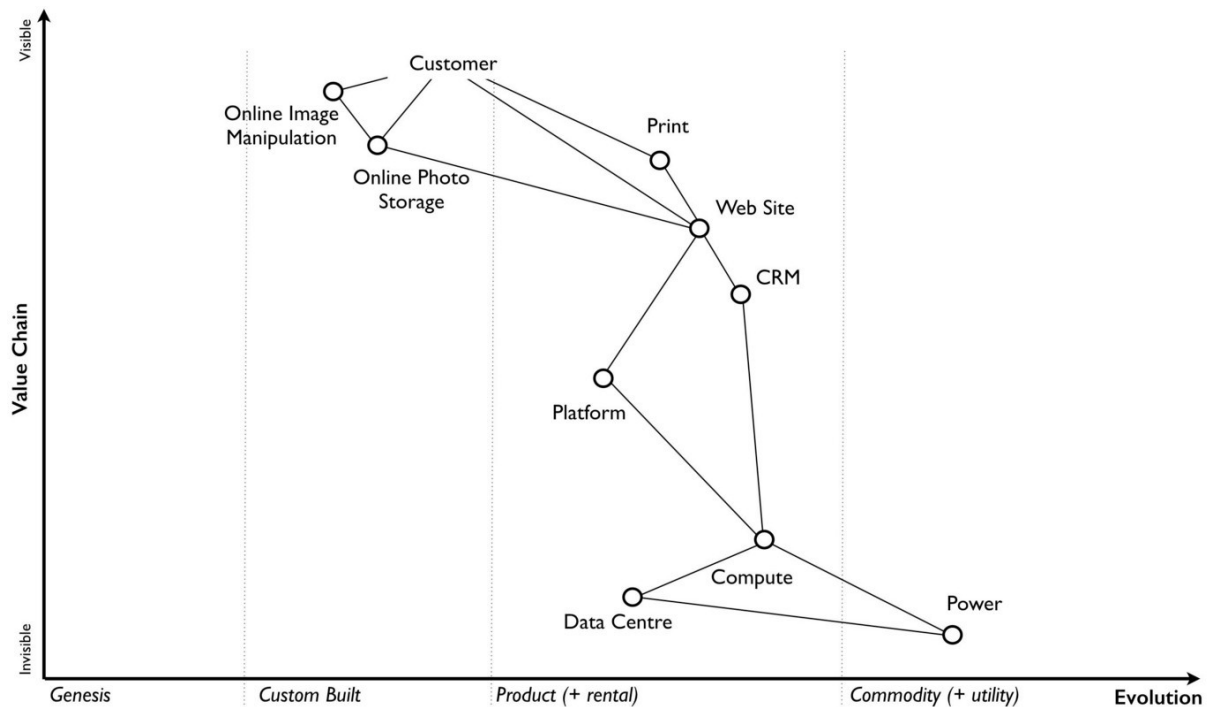


composition of components and their position will not be the same as they are today. We expect an awful lot more from an online photo service in 2016. The map is hence fluid and constantly evolving.

Figure 18 — The map.



The next thing to do is to share your map with others in your organisation and allow them to challenge you and ideally your group. This is exactly what I did with my colleague James Duncan (who was CIO of the company at the time). With help from James, I refined both the map and the concept, something which I owe him a great deal of thanks for. If there is a co-inventor of mapping, then it would be James. Our robust debates in the boardroom showed me that business and IT are not separate but we could discuss strategic gameplay together around a map. It's a bit like the Army and the Air Force. They