

5-Book Series — Draft Outlines

Book 1. Roles: Humans in the Machine

- *Core question:* How do professional roles transform as AI takes over tasks and redefines work?
 - Chapters = major roles (Project Manager, Data Scientist, Change Leader, etc.).
 - Assets = day-in-the-life vignettes, 2x2 “old vs AI-native” role maps, failure modes.
 - Throughline = roles don’t vanish, they mutate; the job family of 727 roles becomes 727 agents.
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Book 2. Frameworks: Patterns of Action

- *Core question:* How do legacy frameworks (OODA, ITIL, Systems Thinking) evolve into AI-augmented versions?
 - Chapters = one per framework, showing its “AI proof” transformation.
 - Assets = evolution tables (on-prem → cloud → gen-AI → agentic → BCI), scenarios of use.
 - Throughline = each framework is “ported” forward; some break, some amplify.
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Book 3. Thinkers: Brains That Shaped Brains

- *Core question:* How do foundational thinkers (Kahneman, Taleb, Haraway) still hold in an AI age?
- Chapters = one per thinker, linking their big ideas into today’s neural signal world.
- Assets = annotated quotes, contrast vignettes, AI-native reinterpretations.

- Throughline = intellectual DNA becomes raw training data — but the ideas still guide us.
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Book 4. Institutions: Guardians and Gatekeepers

- *Core question:* How do UNESCO, OECD, IEEE and other institutions mediate the AI transition?
 - Chapters = one per institution, with case studies of policy adoption and drift.
 - Assets = consent maps, policy timelines, AI-fail scenarios.
 - Throughline = institutions legitimize or resist — but can't stay neutral.
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Book 5. Technologies: Building Blocks of the New Nervous System

- *Core question:* Which technologies form the substrate of the agentic AI era?
 - Chapters = one per tech (Blockchain, Data Mesh, Neural Nets).
 - Assets = adoption curves, AI-native architectures, failure points.
 - Throughline = each tech starts as infrastructure, but ends as part of the living fabric of intelligence.
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Book 6. Doctrines: Strategy Under Signal

- *Core question:* How do military and strategic doctrines reconfigure in AI wars and BCI defense?
- Chapters = doctrines like Mission Command, Deterrence.
- Assets = red/blue team simulations, OODA overlays, agent orchestration playbooks.
- Throughline = doctrine survives, but AI accelerates its tempo beyond human cadence.

Book 7. Disciplines: Knowledge Fields Under Pressure

- *Core question:* What happens to academic and professional disciplines under automation?
 - Chapters = Neuroscience, Economics, Sociology, etc.
 - Assets = discipline heatmaps, “agent inside discipline” case studies.
 - Throughline = disciplines merge into meta-fields (neuro-economics, AI-sociology).
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Book 8. Cultures: Ways of Working and Living

- *Core question:* How do cultures like Agile or Continuous Learning hold up in AI-driven orgs?
 - Chapters = each culture as a living system.
 - Assets = before/after ethnographies, AI-adapted rituals, resilience tests.
 - Throughline = culture either ossifies (sludge) or adapts (new rituals with AI).
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Book 9. Products: Tangible Anchors in Transition

- *Core question:* How do iconic products (iPhone, BYD Seal, Salesforce) evolve in AI economies?
 - Chapters = one product exemplar per chapter.
 - Assets = product journey maps, “AI-native version” speculative designs.
 - Throughline = products become platforms, then ecosystems, then signals.
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Book 10. Eras: Time as the Canvas

- *Core question:* How do historical shifts compare to the AI-native leap?
 - Chapters = Industrial Revolution, Information Age, BCI-native Era.
 - Assets = timelines, futures cones, era-to-era comparison charts.
 - Throughline = each era has a dominant energy; AI is “the neural era.”
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Book 11. Principles: First Rules and Guardrails

- *Core question:* Which principles survive AI-native shifts?
 - Chapters = Belmont Report, Fairness/Transparency, Free Energy Principle.
 - Assets = ethics scenarios, AI-fail vignettes, principle-to-practice tables.
 - Throughline = principles are tested by drift; some become law, others collapse.
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Book 12. Organizations: Winners and Losers in the Shift

- *Core question:* How do specific companies (Amazon, McKinsey, OpenAI) pivot in this transition?
 - Chapters = org-by-org playbook.
 - Assets = SWOTs, OKR futures, AI-native failure/scale stories.
 - Throughline = organizations are case studies in adaptation speed.
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Book 13. Environment: The Non-Human Stakeholder

- *Core question:* How do natural systems and species interface with AI/BCI?
- Chapters = exemplars like reefs, bees, forests.

- Assets = ecological signal maps, agent-to-ecosystem overlays.
 - Throughline = environment is both metaphor and literal input stream.
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Book 14. Energy and Forces: Invisible Drivers

- *Core question:* How do core forces (gravity, EM, entropy) map into metaphor and tech?
 - Chapters = one per force.
 - Assets = system diagrams, analogies to AI flows, failure energy models.
 - Throughline = energy metaphors become usable schematics for orchestration.
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Book 15. Unstructured: The Wildcards

- *Core question:* What about memes, campaigns, and weird ideas?
 - Chapters = exemplars like Doge, OwnYourAI, ExtremeSpotto.
 - Assets = meme trajectories, AI fail case studies, playful prototypes.
 - Throughline = randomness and creativity are always part of system evolution.
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👉 Each “book” is structured around **exemplars as chapters**, **assets as the content toolkit**, and the **AI-native transition as the spine**.

Would you like me to **start drafting one of these outlines in full chapter breakdown** (say *Book 3: Thinkers* with 10–12 thinkers laid out as chapters)? That might give you a concrete sense of what the whole series could look like.

You said:

I'd actually like each book that you've done broken down first, you know, 10 chapters for each book, a bit more of a breakdown and a sub-breakdown.

ChatGPT said:

Understood. Let's take the 15-book idea and expand each into a **10-chapter structure**. Each chapter = one major theme or exemplar, with sub-breakdowns indicating what would go inside (stories, assets, analysis). This gives you a uniform skeleton you can flesh out later.

Book 1. Roles: Humans in the Machine

Chapters

1. Project Manager — day-in-the-life, AI augmentation, failure modes.
 2. Data Scientist — pipelines, auto-ML, agentic assistants.
 3. Change Leader — adoption resistance, nudges, role identity.
 4. HR Partner — recruitment + AI, consent, fairness.
 5. Customer Service Rep — call centre → agent orchestration.
 6. Product Manager — backlog grooming with agents, 2x2s.
 7. Security Analyst — SOC co-pilot, drift detection.
 8. Educator/Trainer — personalised learning loops.
 9. Clinician — decision support, BCI inputs.
 10. CEO — orchestration at scale, signals for strategy.
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Book 2. Frameworks: Patterns of Action

1. OODA Loop — AI-native orientation and decision cycles.
2. ITIL v4 — service desk automation, gen-AI processes.

3. SIAM — vendor mesh, orchestration under AI.
 4. Systems Thinking — leverage detection with LLMs.
 5. Agile Manifesto — rituals in AI-supported teams.
 6. Design Thinking — user research with AI probes.
 7. Diffusion of Innovations — adoption waves with signals.
 8. Cynefin — AI domain sensing and routing.
 9. S-Curve — plateau detection, jumps to next curve.
 10. Balanced Scorecard — AI-linked metrics ecosystems.
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Book 3. Thinkers: Brains That Shaped Brains

1. Daniel Kahneman — slow/fast thinking in agentic AI.
2. Nassim Taleb — antifragility, Black Swans in AI.
3. Donna Haraway — cyborg theory, hybridity.
4. Herbert Simon — bounded rationality under AI.
5. Norbert Wiener — cybernetics, feedback loops.
6. Richard Thaler — nudges, sludge, behavioural AI.
7. Elinor Ostrom — commons, governance with AI.
8. Foucault — surveillance, consent, power with AI.
9. Jane Jacobs — urban signals, living systems.
10. Elon Musk (as modern exemplar) — hype, disruption narrative.

Book 4. Institutions: Guardians and Gatekeepers

1. UNESCO — AI ethics frameworks.
 2. OECD — AI principles and implementation.
 3. IEEE — technical guardrails, ethics by design.
 4. WHO — BCI and health standards.
 5. EU — GDPR, AI Act.
 6. US DoD — AI/BCI in defence doctrines.
 7. UN — cross-border AI agreements.
 8. Australian Standards — BCI committees.
 9. Financial Regulators — AI risk in markets.
 10. Civil Society NGOs — consent and advocacy.
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Book 5. Technologies: The New Nervous System

1. Blockchain — ledgers for consent, wallets.
2. Data Mesh — domain data ownership.
3. Data Fabric — unified pipelines.
4. Neural Networks — LLMs, multimodal.

5. Reinforcement Learning — policy loops.
 6. BCI Hardware — headsets, implants.
 7. Robotics — embodied AI.
 8. Cloud Infrastructure — hyperscalers, sovereignty.
 9. Edge Compute — real-time at the signal edge.
 10. Security Tech — zero trust, differential privacy.
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Book 6. Doctrines: Strategy Under Signal

1. Mission Command — decentralisation under AI.
 2. Deterrence — signalling in AI warfare.
 3. Hybrid Warfare — cognitive + digital.
 4. Net-centric Warfare — sensor to shooter loops.
 5. MAD doctrine — nuclear/AI analogies.
 6. Law of Armed Conflict — AI legality.
 7. Tempo & Maneuver — AI speed advantage.
 8. Information Operations — disinfo, countermeasures.
 9. Swarm Doctrine — drones + autonomy.
 10. Multi-Domain Ops — land/sea/air/cyber/space/BCI.
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Book 7. Disciplines: Fields Under Pressure

1. Neuroscience — decoding signals.
 2. Economics — productivity paradox, AI GDP.
 3. Sociology — social drift, identity.
 4. Psychology — human-AI trust.
 5. Law — rights, liability, consent.
 6. Education — AI curriculum, pedagogy.
 7. Engineering — AI in design workflows.
 8. Medicine — precision, BCI therapies.
 9. Political Science — governance under AI.
 10. Philosophy — ethics, meaning, purpose.
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Book 8. Cultures: Ways of Working and Living

1. Agile Culture — rituals and teams with AI.
2. Continuous Learning — micro-learning with AI.
3. DevOps/SRE — CALMS, error budgets.
4. Kaizen — micro-improvements, nudges.
5. High Reliability — mindful organising.

6. Resilience Engineering — surprise handling.
 7. Safety Culture — compliance and reporting.
 8. Innovation Culture — open innovation, labs.
 9. Trust Culture — transparency and fairness.
 10. Accountability — auditability under AI.
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Book 9. Products: Tangible Anchors

1. iPhone — AI co-pilot device.
 2. BYD Seal — EV + autonomy.
 3. Salesforce CRM — Agentforce layer.
 4. Microsoft 365 — Copilot expansion.
 5. AWS — Bedrock and sovereign layers.
 6. Nvidia — hardware as signal enabler.
 7. Boston Dynamics — robotics frontier.
 8. Spotify — AI recsys and cultural drift.
 9. Westfield — retail AI overlay.
 10. Fitbit/Whoop — biosignal devices.
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Book 10. Eras: Time as the Canvas

1. Industrial Revolution — energy shift.
 2. Information Age — digital shift.
 3. Cloud-first Era — infra shift.
 4. Mobile Era — interface shift.
 5. Gen-AI Era — language shift.
 6. Agentic AI Era — orchestration shift.
 7. BCI Era — signal shift.
 8. Post-AI Era — speculative.
 9. Climate Era — environment as driver.
 10. Multipolar Era — geopolitics in flux.
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Book 11. Principles: First Rules and Guardrails

1. Belmont Report — respect, beneficence, justice.
2. Free Energy Principle — neuroscience signal.
3. Antifragility — benefit from shocks.
4. Panarchy — renewal cycles.
5. Ostrom Principles — commons governance.
6. Transparency & Accountability — FAT ML.
7. Differential Privacy — safety in data.
8. Human-in-the-Loop — control principle.

9. TBL (people, planet, profit).
 10. Doughnut Economics — safe and just space.
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Book 12. Organizations: Winners and Losers

1. Amazon — working backwards, AWS.
2. Google — Gemini, deep infra.
3. Microsoft — Copilot

You said:

go

ChatGPT said:

Alright — here's the **rest of the 15-book set**, each with 10 chapters + sub-themes. This completes the catalogue of content.

Book 12. Organizations: Winners and Losers

1. **Amazon** — working backwards, AWS, robotics.
2. **Google** — Gemini, DeepMind, search dominance.
3. **Microsoft** — Copilot, Azure, enterprise lock-in.
4. **OpenAI** — LLMs, alignment debates, ecosystem role.
5. **Anthropic** — safety positioning, Claude.

6. **Salesforce** — Agentforce, CRM orchestration.
 7. **McKinsey** — AI eats consulting, frameworks.
 8. **EY / Deloitte / PwC / KPMG** — big four pivot to AI services.
 9. **Tesla / SpaceX** — autonomy, data loops, Mars.
 10. **Westfield / Walmart / Alibaba** — retail as living labs for AI.
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Book 13. Environment: The Non-Human Stakeholder

1. **Oceans & Reefs** — biodiversity as signal.
 2. **Forests** — carbon and data cycles.
 3. **Bees & Pollinators** — ecosystem services.
 4. **Microbiome** — gut as a model of swarm AI.
 5. **Climate Systems** — feedback loops, tipping points.
 6. **Animals in Warfare** — dolphins, dogs, horses under AI augmentation.
 7. **Urban Ecology** — cities as ecosystems.
 8. **Water Systems** — scarcity, AI allocation.
 9. **Soil & Agriculture** — regenerative loops + AI monitoring.
 10. **Extinction Signals** — what happens when signals are gone.
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Book 14. Energy and Forces: Invisible Drivers

1. **Gravity** — metaphors of pull, markets, clustering.
 2. **Electromagnetism** — signals, networks, attraction/repulsion.
 3. **Entropy** — disorder, information loss.
 4. **Time** — cadence, velocity, lag, AI tempo.
 5. **Light** — vision systems, metaphor for insight.
 6. **Heat & Thermodynamics** — energy costs of AI.
 7. **Nuclear Force** — deterrence analogies, BCI safety.
 8. **Quantum Fields** — computation frontiers.
 9. **Resonance** — synchronisation, trust in systems.
 10. **Emergent Forces** — AI as a new “force of nature”.
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Book 15. Unstructured: The Wildcards

1. **Memes** — Doge, Distracted Boyfriend, Nyan Cat.
2. **Campaigns** — OwnYourAI, AI Fails.
3. **Games** — ExtremeSpotto, Spotto global.
4. **Insurance Oddities** — Apex Predator Insurance.
5. **Personal Sites** — Troy's professional site as exemplar.
6. **Black Mirror Episodes** — as speculative vignettes.

7. **Cultural Artifacts** — XKCD, Dilbert principle.
 8. **Challenges** — Ice Bucket, TikTok trends.
 9. **Prototypes** — HoloOrg artefact, ConsentX mockups.
 10. **Unknown / User-Submitted** — open slot for future wildcards.
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◆ How to Read This Series

- **Each Book = one group.**
- **Each Chapter = one exemplar.**
- **Sub-Breakdowns = assets applied** (stickers, vignettes, 2x2s, failure modes, evolution states).
- **Spine across all 15 =** how exemplars evolve: on-prem → cloud-native → gen-AI → agentic AI → BCI-native.

This turns the seed catalogue (375 exemplars) into a **15-volume library**, each volume carrying about 10 “big” chapters (exemplars or clusters of exemplars), giving structure for expansion into assets and narratives.

Do you want me to **draft one of these book outlines fully expanded with sub-sections** (e.g. Book 3 *Thinkers* with sub-headings per thinker: background, sticker/slot, AI-native shift, vignettes)? That would show the texture of a real chapter.

How to Structure the 10 Chapters per Book

1. Thinkers

- Chapters by *schools of thought* or *themes*, not individuals.
 - Ex:
 1. Behavioural Economics (Kahneman, Thaler, Sunstein)
 2. Complexity & Risk (Taleb, Holland, Bar-Yam)
 3. Cybernetics (Wiener, Ashby, Beer)
 4. Feminist & Posthuman (Haraway, Braidotti)
 5. Governance & Commons (Ostrom, Rawls)
 6. Systems & Ecology (Meadows, Bateson)
 7. Philosophy of Tech (Heidegger, Foucault, Latour)
 8. AI Optimists (Kurzweil, Musk, Tegmark)
 9. AI Skeptics (Lanier, Zuboff, Carr)
 10. Bridge Builders (modern interdisciplinary voices)
 - Subsections = exemplar profiles + their “AI/BCI-native” reinterpretation.
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2. Frameworks

- Chapters by *function*, not one-per-framework.
- Ex:
 1. Decision Loops (OODA, Cynefin, S-curve)
 2. Change & Adoption (Kotter, ADKAR, Diffusion)

3. Service & Ops (ITIL, SIAM, COBIT)
 4. Architecture & Governance (TOGAF, IT4IT, ISO 38500)
 5. Quality & Improvement (Lean, Six Sigma, TQM)
 6. Strategy Tools (Porter, BCG, Ansoff)
 7. Innovation Lenses (Blue Ocean, Disruption, Horizon Scanning)
 8. Ethics & Accountability (Belmont, FAT ML, OECD AI)
 9. Systems & Ecology (Panarchy, Resilience, Viable Systems)
 10. Learning & Adaptation (Learning Health System, Continuous Learning)
- Subsections = exemplars clustered inside each theme.
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3. Institutions

- Chapters by *type of institution*.
- Ex:
 1. Global Standard Setters (UNESCO, OECD, IEEE)
 2. National Regulators (US DoD, EU AI Act, NIST)
 3. Professional Bodies (medical boards, law societies)
 4. Financial Overseers (central banks, ESG bodies)
 5. NGOs & Advocacy (civil rights, human rights orgs)
 6. Academic Networks (research consortia, universities)
 7. Sovereign Tech Agencies (DTA, DARPA, EU Digital)
 8. Defence & Security (NATO, ADF, Five Eyes)

9. Regional Blocks (ASEAN, African Union)

10. Future Institutions (who is missing?)

4. Roles

- Chapters by *role families* rather than one role per chapter.
- Ex:
 1. Leadership (CEO, CIO, CTO)
 2. Delivery (PM, Scrum Master, BA)
 3. Ops (Service Desk, SRE, Ops Manager)
 4. Data & AI (Data Scientist, ML Engineer)
 5. Risk & Security (CISO, Auditor)
 6. People & Culture (HR, L&D)
 7. Sales & Customer (Sales, CX, Support)
 8. Creative (Designers, Content)
 9. Public & Nonprofit (Policymakers, Regulators)
 10. Citizen Roles (patients, consumers, communities)

5. Products

- Chapters by *product category*.
- Ex:
 1. Consumer Devices (iPhone, Oculus, Fitbit)

2. EVs & Mobility (BYD, Tesla, Waymo)
 3. Enterprise SaaS (Salesforce, Workday, Atlassian)
 4. Hyperscalers (AWS, Azure, GCP)
 5. Hardware Giants (Nvidia, Intel, ARM)
 6. Robotics & Physical AI (Boston Dynamics, iRobot)
 7. Retail & Platforms (Westfield, Amazon Marketplace)
 8. Healthcare Tech (Epic, Philips, Medtronic)
 9. Finance Products (Visa, Mastercard, Stripe)
 10. Wildcards (toys, memes, unexpected products)
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And the same principle applies across the other groups:

- **Cultures** → grouped into Agile/Safety/Innovation/etc.
 - **Disciplines** → grouped into Life Sciences / Social Sciences / Applied Sciences.
 - **Organizations** → grouped into Big Tech / Consultancies / Startups / Governments.
 - **Environment** → grouped into Land / Sea / Air / Microbial / Climate.
 - **Energy/Forces** → grouped into Physics / Info / Temporal / Emergent.
 - **Unstructured** → grouped into Memes / Games / Prototypes / Campaigns.
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 **Rule of thumb:**

- A *chapter* = a **cluster of 5–15 exemplars** under a common theme.
- Exemplars live **inside chapters as cases or stories**.

- The **book spine** = how those clusters evolve toward AI-native and BCI-native states.
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Do you want me to go through **all 15 groups** now and propose the 10 cluster-chapters for each (like I did above for Thinkers, Frameworks, Institutions, Roles, Products), so you end up with a complete 15×10 “book of books” outline?

You said:

build these out

ChatGPT said:

Perfect. Let's lock this into a **series of 15 “books”** — each book structured into 10 *cluster-chapters*. Each chapter holds a group of exemplars (frameworks, thinkers, institutions, etc.), so we're not wasting space on singletons like ITIL or Kahneman, but we *are* showing how the whole family behaves under AI, agentic AI, and BCI-native states.



Book 1. Roles: Humans in the Machine

Chapters (clusters of roles)

1. **Leaders** — CEO, CIO, CTO, CFO.
2. **Strategists** — Enterprise Architect, Portfolio Manager, Innovation Lead.
3. **Planners** — Project Manager, Product Owner, Scrum Master.
4. **Analysts** — Business Analyst, Data Analyst, Change Analyst.
5. **Builders** — Developers, Engineers, Cloud Architects.
6. **Guardians** — CISO, Auditor, Risk Manager.
7. **Operators** — Service Desk, SRE, Ops Manager.
8. **People and Culture** — HR, L&D, Coaches.
9. **Market-facing** — Sales, Marketing, CX, Support.

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10. **Civic & Citizen Roles** — policymakers, regulators, patients, consumers.



Book 2. Frameworks: Patterns of Action

1. **Decision Loops** — OODA, Cynefin, S-Curve.
2. **Change & Adoption** — Kotter, ADKAR, Diffusion of Innovations.
3. **Service & Ops** — ITIL, SIAM, COBIT.
4. **Architecture & Governance** — TOGAF, IT4IT, ISO 38500.
5. **Quality & Improvement** — Lean, Six Sigma, TQM.
6. **Strategy Tools** — Porter's Five Forces, BCG Matrix, Ansoff.
7. **Innovation Lenses** — Blue Ocean, Disruption, Horizon Scanning.
8. **Ethics & Accountability** — Belmont, FAT ML, OECD AI.
9. **Systems & Ecology** — Panarchy, Resilience, Viable Systems.
10. **Learning & Adaptation** — Learning Health System, Continuous Learning.



Book 3. Thinkers: Brains That Shaped Brains

1. **Behavioural Economics** — Kahneman, Tversky, Thaler, Sunstein.
2. **Complexity & Risk** — Taleb, Holland, Bar-Yam.

3. **Cybernetics & Systems** — Wiener, Ashby, Beer.
 4. **Feminist & Posthuman** — Haraway, Braidotti, Butler.
 5. **Commons & Governance** — Ostrom, Rawls, Sen.
 6. **Ecology & Environment** — Meadows, Bateson, Lovelock.
 7. **Philosophy of Tech** — Heidegger, Latour, Foucault.
 8. **Optimists** — Kurzweil, Musk, Tegmark.
 9. **Skeptics** — Zuboff, Carr, Lanier.
 10. **Bridge Builders** — boundary-crossing modern voices.
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Book 4. Institutions: Guardians & Gatekeepers

1. **Global Standard-Setters** — UNESCO, OECD, IEEE.
2. **National Regulators** — EU AI Act, NIST, CISA.
3. **Professional Bodies** — AMA, Law Societies, Engineers Australia.
4. **Health Oversight** — WHO, FDA, TGA.
5. **Financial Oversight** — Central Banks, IOSCO, ESG bodies.
6. **NGOs & Advocacy** — EFF, Access Now, Human Rights Watch.
7. **Academic & Research Consortia** — CERN, Alan Turing Institute.
8. **Defence & Security** — NATO, ADF, Five Eyes.
9. **Regional Blocks** — ASEAN, AU, EU.
10. **Future Institutions** — what is missing (Global BCI Council, AI courts).



Book 5. Technologies: The New Nervous System

1. **Data Infrastructure** — Data Mesh, Data Fabric, Lakes.
 2. **Computation** — Cloud, Edge, Quantum.
 3. **AI Core** — Neural Nets, Transformers, RL.
 4. **Trust Tech** — Blockchain, Privacy Preserving, Zero Trust.
 5. **Robotics & Physical AI** — drones, bots, automation.
 6. **BCI Hardware** — headsets, implants, wearables.
 7. **Security Stack** — IDS, SIEM, anomaly detection.
 8. **Integration & APIs** — middleware, orchestration.
 9. **Monitoring Tech** — observability, metrics.
 10. **Enablers** — Nvidia chips, ARM, semiconductors.
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Book 6. Doctrines: Strategy Under Signal

1. Mission Command.
2. Deterrence & Mutually Assured Destruction.
3. Hybrid Warfare.
4. Net-centric Warfare.

5. Swarm Doctrine.
 6. Information Ops.
 7. Chaos & Tempo.
 8. Multi-Domain Operations.
 9. Law of Armed Conflict.
 10. Civil-Military Futures.
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Book 7. Disciplines: Fields Under Pressure

1. Life Sciences — neuroscience, medicine, biology.
 2. Social Sciences — sociology, anthropology, psychology.
 3. Economics & Finance.
 4. Law & Governance.
 5. Political Science.
 6. Education.
 7. Engineering & Design.
 8. Philosophy & Ethics.
 9. Environmental Sciences.
 10. Cross-disciplinary Hybrids.
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Book 8. Cultures: Ways of Working

1. Agile Culture.
 2. DevOps & SRE.
 3. Continuous Learning.
 4. High Reliability.
 5. Safety Culture.
 6. Resilience Engineering.
 7. Innovation Culture.
 8. Accountability & Transparency.
 9. Trust & Fairness.
 10. Localised/Indigenous Knowledge Systems.
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Book 9. Products: Tangible Anchors

1. Consumer Devices.
2. EVs & Mobility.
3. Enterprise SaaS.
4. Cloud Hyperscalers.
5. Hardware Giants.
6. Robotics.
7. Retail Platforms.

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- 8. Healthcare Products.
 - 9. Financial Products.
 - 10. Wildcards & Novelty.
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Book 10. Eras: Time as Canvas

- 1. Industrial Revolution.
 - 2. Information Age.
 - 3. Cloud-first.
 - 4. Mobile-first.
 - 5. Gen-AI Era.
 - 6. Agentic AI Era.
 - 7. BCI-Native Era.
 - 8. Climate Era.
 - 9. Multipolar Era.
 - 10. Post-AI Speculations.
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Book 11. Principles: Guardrails & Values

- 1. Bioethics (Belmont).

2. Information Principles (Transparency, FAT ML).
 3. Commons Principles (Ostrom).
 4. Systems Principles (Panarchy, Resilience).
 5. Economic Guardrails (TBL, Doughnut).
 6. Privacy Principles (DP, Anonymity).
 7. Human Control (HITL).
 8. Antifragility.
 9. Accountability.
 10. Future Principles (AI dignity, neuro rights).
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Book 12. Organizations: Winners & Losers

1. Hyperscalers (Amazon, Microsoft, Google).
2. AI Natives (OpenAI, Anthropic, HuggingFace).
3. Enterprise SaaS (Salesforce, Workday, Atlassian).
4. Consultancies (McKinsey, Big Four).
5. Defence Contractors.
6. Manufacturing Giants.
7. Robotics Firms.
8. Startups & Unicorns.
9. Retail Ecosystems.

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- 10. Non-traditionals (Westfield, Tesla).
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Book 13. Environment: Non-human Stakeholders

- 1. Oceans.
 - 2. Forests.
 - 3. Climate Systems.
 - 4. Pollinators.
 - 5. Urban Ecology.
 - 6. Soil & Agriculture.
 - 7. Water Systems.
 - 8. Microbiome.
 - 9. Extinction Signals.
 - 10. Animal-AI Interfaces.
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Book 14. Energy & Forces: Invisible Drivers

- 1. Gravity.
- 2. Electromagnetism.

3. Entropy.
 4. Time.
 5. Light.
 6. Thermodynamics.
 7. Nuclear Forces.
 8. Quantum.
 9. Resonance.
 10. Emergent/Unseen Forces.
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Book 15. Unstructured: Wildcards

1. Memes.
 2. Campaigns.
 3. Games.
 4. Insurance Oddities.
 5. Black Mirror Narratives.
 6. Cultural Artifacts.
 7. Viral Challenges.
 8. Prototypes.
 9. Community Submissions.
 10. Unknowns / TBD.
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 **Pattern:** each book = 10 broad clusters. Inside each cluster = 5–15 exemplars.
That way:

- We use the 375 seed exemplars without giving each its own chapter.
 - The 15 volumes stay balanced.
 - Each can be expanded with assets (stickers, slots, evolution states, vignettes, failure modes).
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Do you want me to **take one book (say Frameworks or Thinkers) and actually expand a full chapter breakdown** showing how the exemplars sit inside the cluster and what assets get applied? That would demonstrate the working model.

You said:

Is that the right order for the 15? Noting that the focus of everything we're doing is from, you know, on-prem, cloud-first, AI, you know, all the way out to neural. What's the best way to have this in order from policy to people and things? because you could start this pretty easy the other way around at 14 and all the heavy things and then the policy and then the people. I don't like the gut. Have a think about it.

ChatGPT said:

Thought for 27s

Here is the order I recommend. It flows policy to people to things, and it tracks the shift from on prem to neural.

1. Principles. The rules and values that frame everything.
2. Institutions. Who sets and enforces guardrails.
3. Doctrines. Strategy stances that shape choices.
4. Frameworks. The methods we use to act.
5. Thinkers. The ideas that inform the methods.
6. Disciplines. The knowledge bases we draw on.
7. Technologies. The building blocks we assemble.
8. Organizations. Who implements at scale.

9. Cultures. How groups behave day to day.
10. Roles. What people actually do.
11. Products. The things users touch.
12. Eras. The time lens that sets pacing.
13. Environment. The non human stakeholder.
14. Energy and Forces. The underlying drivers.
15. Unstructured. Wildcards and user defined items.

Why this works. Policy and intent come first. Methods and knowledge come next. Then build and run. Then people and outcomes. Then the wider context. If you prefer heavy to policy, invert the list.



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