

The Business Life Cycle of Rules

By Dave Wheeler

Inspired by Weblog posted by Kathy Sierra on February 7, 2005

http://headrush.typepad.com/creating_passionate_users/2005/02/f_the_rules.html

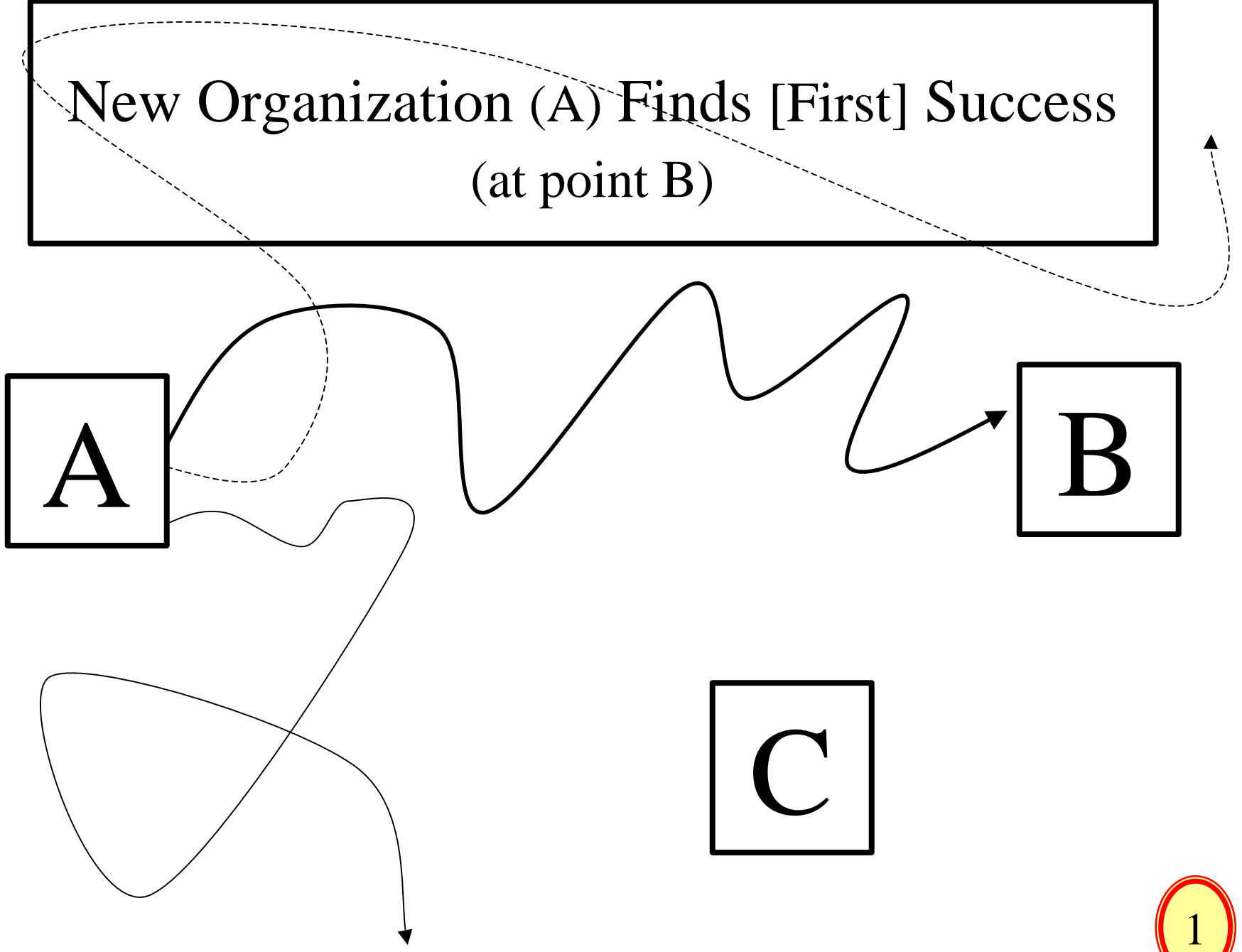
New Organization (A) Finds [First] Success
(at point B)

A

B

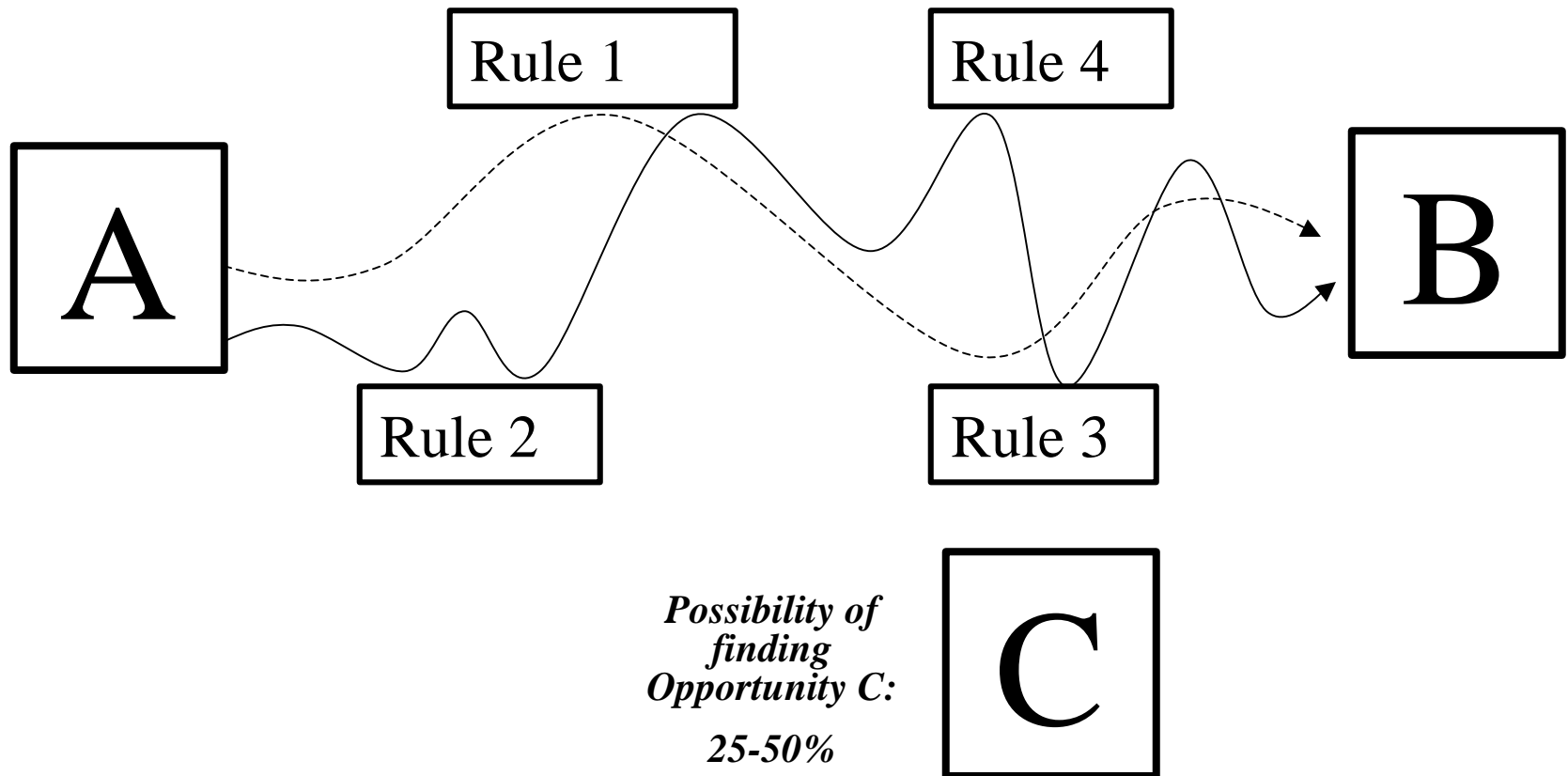
C

Dead End



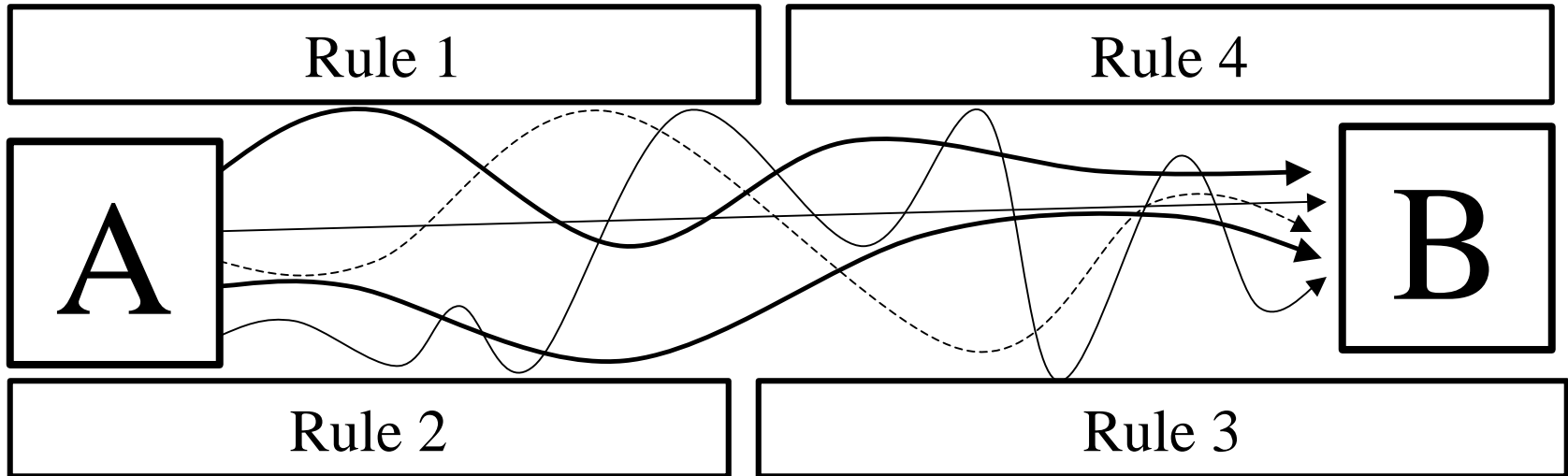
Rules Created to ensure “Success”

(As guides to get from point A to B consistently)

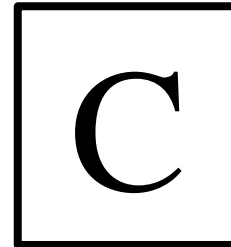


Rules Expanded to ensure “Success”

(Getting from point A to B consistently)

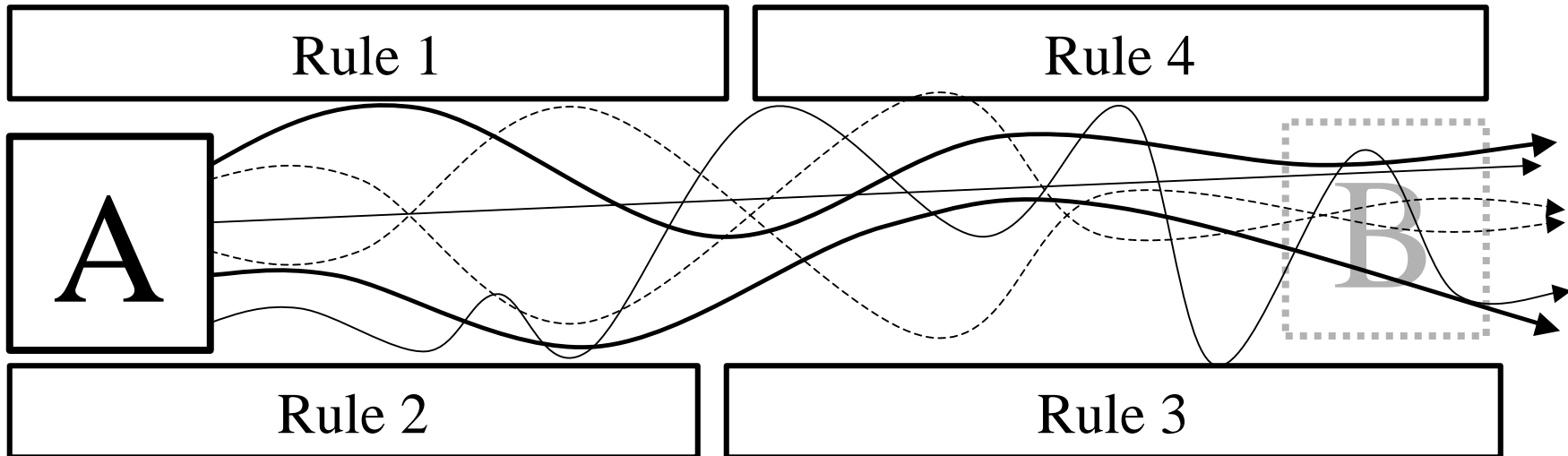


*Possibility of
finding
Opportunity C:
0-5%*

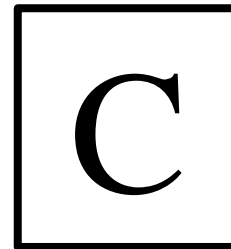


Outdated Rules Kill Organization

(When point B goes away)



*Possibility of
finding
Opportunity C:
0-5%*



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Thanks,

D.Wheeler