

OBSERVE ✦ QUESTION ✦ UNDERSTAND ✦ BUILD BETTER TOMORROWS

DESIRE PATH

MANGAZINE

VOL. 1

PREMIERE
EDITION



✦ IDEAS. PATTERNS. ACTION. ✦

Desire Path is a business **mangazine** a lifestyle and business publication that combines thought-provoking articles with manga-inspired illustrations to explore the hidden behaviours shaping work, **technology**, AI and **modern life**.

WHAT WE EXPLORE



WORK

New ways of thinking and doing



TECHNOLOGY

Tools, systems and their impact



AI

Opportunities, risks and reality



LIFE

The human side of progress

BEYOND AI.
BEYOND NOISE.
TOWARDS
TRUST.



REAL OBSERVATIONS
STRONGER SYSTEMS



CLEARER THINKING
BETTER OUTCOMES



TRANSPARENT PROCESS
TRUSTED RESULTS



BETTER WORK
BRIGHTER FUTURES

DESIRE PATH

MANGAZINE

A DIFFERENT PATH. BETTER QUESTIONS. STRONGER FUTURES.

VOLUME 1

PREMIERE
EDITION

WELCOME, ♦ FROM THE EDITOR IN CHIEF

Welcome to the very first issue of Desire Path Mangazine.

Desire Path isn't just a name. It's a reminder. A reminder that the most meaningful outcomes rarely come from following the expected route.

I first came across the term "desire path" from a TikTok video posted by [@designingspacstv](#). I was fascinated by the concept and wanted to explore it further.

It described something I had seen everywhere, especially in business, technology and life.

People always create their own way when the existing path doesn't make sense for them.

I wanted to explore how this idea fits into my industry, and more importantly, how it connects to the way we work, lead, build and make decisions today.

Using my own professional skills, real world observations and the things I loved as a child and still love today **drawing**, **manga** and **video games**, I created a space to explore different topics in a way that feels both thought-provoking and engaging.

I first started posting weekly on LinkedIn. What began as ten weekly reflections sparked conversations, challenged assumptions and revealed patterns worth exploring deeper.

A collection of those posts has now become **Desire Path Mangazine Volume 1**.

This mangazine is my way of exploring the hidden behaviours shaping work, technology, AI and modern life through thought-provoking articles and manga-inspired illustrations.

Each issue is a quest.
Each topic, a new world to explore.



My goal is simple:
To ask better questions, challenge default thinking and inspire stronger futures.

Thank you for being here.
Let's explore the paths worth taking.

Maphi Bayolo ♦
EDITOR IN CHIEF



THEME OF THIS MANGAZINE



OBSERVE

We start with real observations from the world around us.



QUESTION

We challenge assumptions and look deeper.



UNDERSTAND

We connect patterns, people and behaviours.



BUILD BETTER

We turn insight into action and better systems.



TOMORROWS

We imagine possibilities and shape the future.



REAL INSIGHTS
From real life



MANGA-INSPIRED
Visual storytelling



STRATEGIC THINKING
Smarter decisions



STRONGER FUTURES
Better outcomes

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THE FULL JOURNEY

Ten ideas. Ten desire paths.
A different way to think about
work, technology and life.

This volume explores the hidden
behaviours shaping our world
through real observations,
systems thinking and
manga-inspired
visual storytelling.



THE DESIRE PATH

The unofficial routes
people naturally create
when the designed path
doesn't match real
human behaviour.



OBSERVE

See what's really
happening



QUESTION

Challenge assumptions
and look deeper



UNDERSTAND

Connect the patterns,
people and behaviours



BUILD BETTER

Turn insight into action
and better systems



TOMORROWS

Imagine possibilities



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Desire Path exists, what
it stands for and where
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be real – just a shift in how
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REAL INSIGHTS
From real life



MANGA-INSPIRED
Visual storytelling



STRATEGIC THINKING
Smarter decisions



STRONGER FUTURES
Better outcomes



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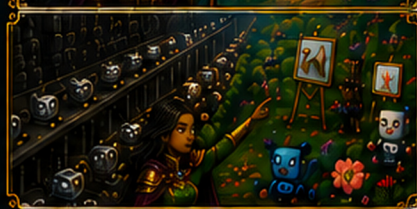


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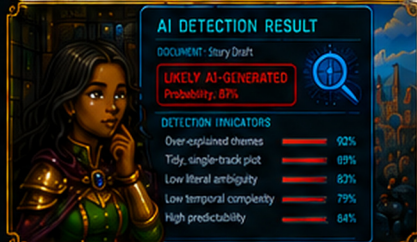


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The Antidote to Slop is Taste

p.19-20

When everyone has the same AI tools, taste becomes the real differentiator.



AI DETECTION RESULT

DOCUMENT: Story Draft

LIKELY AI-GENERATED
Probability: 87%

DETECTION INDICATORS

Over-explained themes	92%
Tidy, single-track plot	89%
Low literal ambiguity	82%
Low temporal complexity	79%
High predictability	64%

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The Infinite AI Detection Loop

p.21-22

Detection improves.
Generation improves.
Again. And again.



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The Disclosure of It All: Now What?

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Once we know AI was used, the real question is the quality of the thinking behind the work.



DISCLOSURE: THE DESIRE PATH METHOD

A transparent look at the AI-assisted creative workflow behind this magazine and how it was made.

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Every path is a choice. Every click is a signal.



DESIRE PATHS IN IT/TECH

The most revealing part of any technology environment is rarely the **official process**. It's the **behaviour** happening around it.

Follow the clicks.
Find the path.

DOCUMENTED PROCESS

WORKAROUND

SHADOW TOOL

DESIRE PATH

WHAT IS A DESIRE PATH?

In urban design, a "desire path" is the unofficial route people naturally create when the designed path doesn't match real human behaviour.



You see it when people walk across grass instead of following the paved walkway.



Nobody planned it. Nobody approved it. But enough people made the same choice that the grass wore down and a new path appeared.



Some universities actually delay paving their campus walkways on purpose. They wait to see where students naturally walk first, then build the permanent paths based on the evidence.

That's not laziness.
That's intelligent design.



Technology works the same way. Most organisations just never stop to read the grass.

EVERY SHORTCUT. EVERY WORKAROUND. EVERY UNOFFICIAL TOOL.
THEY ARE ALL DESIRE PATHS.

Every workaround is a desire path.



They all point to the same thing. A gap between how systems were designed and how humans actually operate.

Every spreadsheet built beside an enterprise system is a desire path.



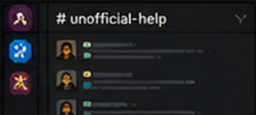
When someone builds a spreadsheet beside your ERP system, they're not being difficult. They're telling you the system doesn't give them what they need fast enough, clearly enough, or flexibly enough to do their actual job.

Every shadow AI tool adopted without approval is a desire path.



When a team quietly adopts ChatGPT before the AI governance policy exists, they're not necessarily reckless. They've identified an operational demand that leadership hasn't caught up with yet.

Every unofficial Slack channel, every bypassed approval flow, every "temporary" process that's been running for three years. Desire path.



They all point to the same thing. A gap between how systems were designed and how humans actually operate.

WORKAROUNDS GET TREATED AS PROBLEMS. NON COMPLIANCE. SOMETHING TO SHUT DOWN OR CORRECT.
BUT MOST OF THE TIME, A DESIRE PATH IS NOT A FAILURE OF DISCIPLINE.
IT'S A FAILURE OF DESIGN.



When candidates abandon your application process halfway through, they're not lazy.



The process simply asked for more friction than the task justified.

The desire path is usually the honest signal.



The real question is whether anyone is paying attention to it.

In this series I'm going to explore desire paths across technology, governance, recruitment, enterprise systems, AI adoption, and organisational behaviour.



Not what was designed. Not what was documented. What actually happens.

Because the most revealing part of any technology environment is rarely the official process.



It's the behaviour happening around it.

That's where the operational truth lives.



#SystemsThinking • #AIGovernance • #EnterpriseTech • #DigitalTransformation
#HumanCentredDesign • #OrganisationalBehaviour • #FutureOfWork • #ShadowAI
#TechCulture • #AuditAdventures • #Fitscreenr



DESIRE PATHS IN IT/TECH

THE CLEARANCE LOOP

THE OFFICIAL PATH

You can be sponsored for SC clearance if the role requires it.



PROJECT
ENDS

Move on

FAST
TRACK

ACTIVE
SC ONLY

IMMEDIATE
DEPLOYMENT

NEW
CONTRACT

Higher rate

IMMEDIATE
START

No waiting

REPEAT

The same
people
circulate

THE LOOP

- Active SC holders
- Move contract to contract
- Clearance stays alive
- Leverage increases
- Jump for higher rates

KEEP
CLEARANCE
ACTIVE

Stay eligible

OUTSIDE THE LOOP

- Not cleared
- Eligible
- Skilled
- Overlooked



THE RESULT

- Same cleared contractors circulate
- Rates stay inflated in certain pockets
- New talent struggles to enter
- Experienced people outside the loop struggle to re-enter
- Clients mistake "not enough talent" for "not enough already-cleared talent"

I'M GENUINELY CURIOUS...

HOW OTHERS IN THE MARKET ARE EXPERIENCING THIS RIGHT NOW.

- Are you seeing more roles demanding active SC only compared to previous years?
- And for hiring managers and recruiters, do you think the market has become too dependent on already-cleared contractors?





ACTIVE SC CLEARANCE



There is a strange loop forming in the UK cleared tech market.

The official path says candidates can be sponsored for SC clearance if the role requires it.

The real path says something else.

"Active SC only."

That phrase is now everywhere.

Cyber roles. Defence roles. Cloud roles. SAP roles. Data roles etc

I get why recruiters and end clients use it.

They don't want onboarding delays. Projects are already under pressure.

Defence spending is up. Cyber hiring is up. Secure cloud and data

programmes are expanding. Demand is increasing across the board.

Vetting can take time. Nobody wants to wait weeks or months when they need someone yesterday.

So the market creates a shortcut.

Instead of sponsoring strong candidates who are eligible for clearance, recruiters /clients filter for people who already have active SC.

But the desire path isn't what recruiters/clients are trying to achieve.

The desire path is what's actually happening underneath.

Already-cleared contractors get recycled in a loop. They move from contract to contract regardless of whether they're the right fit for the role, because they're immediately deployable. And because they know they've got a monopoly on the market, they can jump ship the moment a higher rate shows up somewhere else. Why wouldn't they. The clearance is the leverage. And candidates who aren't cleared get shut out of the market completely. Demand keeps increasing. But the talent pool doesn't grow. It just spins.

And here's the lock that makes the whole thing inescapable.

You can't independently obtain SC. You need a sponsor. And sponsors increasingly don't want to wait. Private sponsorship routes that used to exist have been drying up. So the one mechanism that could actually break the cycle is itself closing down.

That's where the market starts to distort.

The same cleared contractors circulate. Rates stay inflated in certain pockets. New talent struggles to enter. Experienced people outside the loop struggle to re-enter.

And clients mistake "not enough talent" for "not enough already-cleared talent." Those are not the same thing.

This is what desire paths reveal.

The official process says one thing. The behaviour of the market says another. And right now, the behaviour is pretty clear.

Speed has become more important than access.

Risk reduction has become more important than talent development.

And "active SC only" has become the shortcut everyone follows, even if it slowly narrows the market it's supposed to serve.

THE OFFICIAL PATH



The official path says candidates can be sponsored for SC clearance if the role requires it.

THE REAL PATH



The real path says something else.

"Active SC only."

That phrase is now everywhere.

THE SHORTCUT MENTALITY



The market creates a shortcut because nobody wants to wait.

THE DISTORTED OUTCOME



Speed has become more important than access. Risk reduction has become more important than talent development.

And "active SC only" has become the shortcut everyone follows, even if it slowly narrows the market it's supposed to serve.

EDITOR'S COMMENT



As a contractor with a currently lapsed clearance, it's become extremely hard to regain an active clearance due to this issue and I get multiple phone calls for contracts which I can't proceed on.

The talent is there however companies no longer want to invest.



#desiredpath
#Recruitment

#SecurityClearance
#PublicSector

#UCClearance
#SystemsThinking

#UKContracting
#DigitalTransformation

#Defence

#CyberSecurity
#Fitscreenr



DESIRE PATHS IN IT/TECH

#3 - PRESENCE ECONOMY

If AI is supposed to enable a more autonomous digital workplace, why are so many organisations becoming more focused on **PHYSICAL PRESENCE** instead of **MEASURABLE OUTCOMES**?

PRESENCE
OVER OUTPUT

- ☒ RTO MANDATES
- ☒ BADGE TRACKING
- ☒ MONITORING
- ☒ FOCUS ON PRESENCE

AUTONOMOUS
OUTCOMES

- ☒ AI AGENTS
- ☒ ASYNCHRONOUS WORK
- ☒ OUTCOME DRIVEN
- ☒ TRUST & FLEXIBILITY
- ☒ LOWER FRICTION

THE CONTRADICTION

That contradiction has been sitting in the back of my mind for a while now.

The narrative around AI agents is that they'll automate repetitive work. Increase productivity. Enable asynchronous collaboration. Reduce operational friction. Create more autonomous workflows.



AUTOMATE
REPETITIVE WORK



INCREASE
PRODUCTIVITY



ASYNCHRONOUS
COLLABORATION



REDUCE OPERATIONAL
FRICTION



MORE AUTONOMOUS
WORKFLOWS

THE THEORY

In theory, that should make remote work more viable, not less.



THE REALITY

But the operational reality seems to be moving in the opposite direction.



MORE RTO
MANDATES



MORE BADGE
TRACKING



MORE
MONITORING



MORE FOCUS ON
PRESENCE

AND AT THE EXACT SAME TIME, THE COST OF PHYSICALLY PARTICIPATING IN WORK KEEPS INCREASING.



TRAVEL COSTS
ARE UP



RENT IS UP



FOOD IS UP



ENERGY IS UP



COMMUTING ITSELF
IS BECOMING EXPENSIVE

SO, WHAT HAPPENS?

Humans start creating desire paths.

SOME PEOPLE QUIETLY OPTIMISE AROUND THE SYSTEM

MULTIPLE
JOBS



SIDE
HUSTLES



AI-ASSISTED
OUTPUT



RELOCATION



SELECTIVE
VISIBILITY



PRESENTEEISM



OTHERS DISENGAGE
COMPLETELY



SOME LOOK FOR
ALTERNATIVE INCOME STREAMS



SOME BURN OUT



SOME TURN TO GREY-AREA
WORKAROUNDS AND SURVIVAL
TACTICS



Not necessarily because people suddenly became unethical.
But because systems create pressure and human beings adapt to pressure.

That's the part organisations often miss.

A desire path is rarely random. It's usually a signal.

THE SIGNAL



The future of work is being marketed as autonomous and outcome driven. But many workplaces still fundamentally operate on visibility, proximity, and managerial reassurance.

SO, THE QUESTION BECOMES.

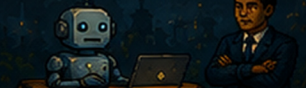
ARE ORGANISATIONS
OPTIMISING FOR
PRODUCTIVITY?



OR ARE THEY OPTIMISING
FOR THE PSYCHOLOGICAL
COMFORT OF SEEING
PEOPLE WORK?



AND IF THE FUTURE
REALLY IS AI AGENTS
DOING THE WORK,



DOES THE ORGANISATION
NEED SOMEONE PHYSICALLY
PRESENT WATCHING THE
AGENT WORK?

DESIRE PATHS DON'T IGNORE SYSTEMS. THEY RESPOND TO THEM.

The challenge for leaders is simple. Will you follow the official path that feels safe in the short term?

Or will you follow the desire paths that reveal long term operational truth?



OFFICIAL PATH
(Comfort Today)

DESIRE PATH
(Truth Tomorrow)

#desiredpath #FutureOfWork #ArtificialIntelligence #AIAgent #RemoteWork #DigitalTransformation
#SystemsThinking #FutureOfWork #WorkplaceCulture #TechLeadership #RTOMandate #Monitoring
#Badgetracking #series



DESIRE PATHS IN IT/TECH

#4 – WORK CULTURE BY DESIGN



The conversation around AI often starts with the same question.

"What will AI do to people?"

Will it replace jobs?

Will it make workers redundant?

Will it make organisations less human?

But I've started to wonder
if we're asking the wrong question.

1. HUMAN BEHAVIOUR IS SHAPED BY ENVIRONMENT

Human behaviour doesn't exist in isolation. It responds to incentives. It responds to pressure. It responds to culture. It responds to the environment people are placed in.

An ordinary person in a dysfunctional organisation can end up conforming to things they never imagined they would accept.



An ordinary person in the right environment can do extraordinary work, make better decisions and lift everyone around them.

The person didn't change. The environment did.

2. THE SAME AI. TWO DIFFERENT OUTCOMES.

The workplace shapes behaviour.
The incentives shape behaviour.
The measurements shape behaviour.
The culture shapes behaviour.

Technology is no different.
The same AI deployed into two different organisations can produce completely different outcomes.

AI AS A FORCE FOR GOOD

- ✓ Eliminate repetitive work
- ✓ Reduce burnout
- ✓ Improve decision-making
- ✓ Create more meaningful roles



AI AS A FORCE FOR COST

- ✗ Increase surveillance
- ✗ Intensify workloads
- ✗ Remove autonomy
- ✗ Maximise short-term profit at any cost.



The technology is identical. The environment is not.
And that's where the desire path starts to appear.

3. FOLLOWING THE DESIRE PATH



The loudest narrative right now is that AI is coming for your job.



But when you trace the desire path. Follow the actual decisions being made, the pattern often looks different.



Most of those decisions aren't really about capability. They're about cost.

The technology becomes the messenger so the business doesn't have to be.



It's easier to say "AI is transforming the workforce."

That sounds like progress.



Than to say "we found a cheaper way to operate and chose margin over people."

That sounds like a choice.



The first version sounds like progress. The second sounds like a choice.



Both can be true at the same time. But only one gets talked about openly.

4. A DIFFERENT QUESTION ENTIRELY

Which raises a different question altogether. Perhaps the future of AI isn't primarily a technology problem. Perhaps it's an environment problem.



Because if the workplace, culture, incentives and leadership shape human behaviour, then they will also shape how AI is deployed, measured and rewarded.



WORKPLACE



CULTURE



INCENTIVES



LEADERSHIP



AI DEPLOYMENT



MEASURED & REWARDED

SHAPE HUMAN BEHAVIOUR ★ SHAPE AI OUTCOMES

5. THE REAL QUESTION



So before asking what AI will do to people, maybe we should ask what kind of organisations people and AI are being placed into.

Does AI change work culture, or does it simply amplify the work culture that organisations already reward?

#FutureOfWork #ArtificialIntelligence #Leadership #DigitalTransformation
#OrganisationalCulture #BusinessStrategy #FutureOfJobs #TechLeadership
#ChangeManagement #desiredpath #desirepath #series
#OrganisationalBehaviour #FutureOfJobs #AIGovernance



Desire Path: Follow the Clicks #5 EVERYONE WANTS A HERO

THE OLD PATH: INVEST & BUILD



HIRE POTENTIAL



TRAIN



DEVELOP



MOULD



LOYAL WORKFORCE
STRONG CULTURE
LONG TERM VALUE



- HEROES ARE:
- BUILT
- TRAINED
- DEVELOPED
- GIVEN ROOM TO GROW

THIS TAKES TIME.
THIS TAKES INVESTMENT.
THIS CREATES LOYALTY.

We say there is a talent shortage.
But is there really a talent shortage?
Or have we simply stopped building talent
and started competing for the same people?
If every organisation wants heroes,
who is creating them?

BUILD

EXTRACT

THE NEW PATH: EXTRACT & COMPETE



POACH SENIOR TALENT
HIGH COSTS
RETENTION CHALLENGES



CONTRACTORS & FREELANCERS
LOW RATES, NO BENEFITS
NO LOYALTY



FRACTIONAL ROLES
PART TIME LABEL,
FULL TIME EXPECTATIONS



ENTREPRENEURS & FOUNDERS
BUILT. SHIPPED. SCALED. SOLD.
WALK IN. DELIVER. IMPACT.



MORE EXPECTATION.
LESS INVESTMENT.
THE PATH RUNS OUT
OF GROUND.



THE DESIRE PATH IN HIRING HAS BEEN MOVING IN ONE DIRECTION FOR YEARS.
MORE EXPECTATION. LESS INVESTMENT.
AT SOME POINT, THE PATH RUNS OUT OF GROUND.

1. THE OLD PATH: INVEST & BUILD



There was a time when organisations invested heavily in talent.

They hired people with potential. They trained them. They developed them. They moulded them into future leaders, specialists and experts.

IN RETURN,
THEY GOT SOMETHING
VALUABLE.



A LOYAL
WORKFORCE.

2. THE SHIFT: EXTRACT & COMPETE

Over time that started to change.

Training became expensive. Development became a cost centre. Patience became harder to justify.

So organisations started looking elsewhere. Instead of building talent, they began competing for talent.

Senior people were poached from competitors. Experienced hires were brought in to solve problems immediately.



The logic made sense.

Why spend years developing someone when another company has already done the hard work for you?



3. THE NEXT ADAPTATION

But that came with its own costs.

Higher salaries. Bigger benefit packages. Retention challenges.

So the market adapted again.

Contractors. Freelancers. Independent specialists.

Organisations could access expertise when they needed it without making a long-term investment.

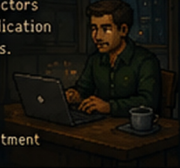


4. FLEXIBILITY WITHOUT COMMITMENT

But even that wasn't enough.

Many organisations wanted the flexibility of contractors while expecting the dedication of permanent employees.

- ✗ Lower rates
- ✗ No benefits
- ✗ No development investment



But also:

- ✗ No other clients
- ✗ No side projects
- ✗ No competing priorities
- ✗ All the loyalty of employment, none of the security.

5. FRACTIONAL ROLES

Then came fractional roles.

Fractional, but often only in name. Two days a week. Three days a week.

Yet somehow the expectation remained full-time commitment, full-time responsiveness and full-time output.



6. EVERYONE WANTS FOUNDERS

And now the goalposts seem to have moved again.

Everyone wants founders.

Everyone wants entrepreneurs.

Everyone wants people who have already built, shipped, scaled and sold.

People who can walk into an organisation and immediately create value.

The heroes.



7. HEROES DON'T APPEAR OUT OF NOWHERE

There is still one problem.

Heroes do not appear out of nowhere.

Someone has to invest in them.

Someone has to take a chance on them.

Someone has to train them.

Someone has to give them room to fail, learn and grow.

That is the desire path hiding underneath the hiring market.



8. THE QUESTION THAT MATTERS

We say there is a talent shortage.

But is there really a talent shortage?

Or have we simply stopped building talent and started competing for the same people?

If every organisation wants heroes, who is creating them?



#FutureOfWork #Leadership #WorkplaceCulture #TalentManagement #DigitalTransformation
#ChangeManagement #OrganisationalBehaviour #TalentStrategy #desirepath #series
#Fractional #contracting



Desire Path: Follow the Clicks #6 THE RETURN OF OWNERSHIP

The Promise

- Move to the Cloud
- Lower Costs
- Faster Deployment
- Focus on Your Business

But the Cost

- Subscription Costs Increased
- Pricing Models Changed
- Terms Changed
- Access Changed
- Roadmaps Changed
- Features Appeared
- Features Disappeared

CONVENIENCE
Easy Today

CONTROL
Yours Tomorrow

The Choice We Made.
The Path We're Rethinking.

EXPORT CONTROL
DIRECTIVE
ACCESS REVOKED

FABLE 5

GOVERNMENT
ORDER
APPROVED

FABLE 5

Overnight, the future was taken away.
Not by failure. Not by a competitor.
But by a decision we had no control over.

THE DESIRE PATH: A RETURN TO OWNERSHIP



Open Source
Models



Private
Deployments



Hybrid
Approaches



On-Premise
AI



Sovereign
AI



Model
Portability



Not because the cloud failed.
Not because AI providers failed.



But because convenience and control
rarely move in the same direction.



At some point, the path runs out of ground.
The next desire path is a **return to ownership**.

THE FULL STORY

For years, the technology industry sold a simple promise. Move to the cloud. Stop managing servers. Stop owning hardware. Let someone else handle the complexity.

For many organisations, it made sense. Lower costs. Faster deployment. Access to capabilities that would have been difficult to build alone.

So everyone moved.

But the more organisations embraced convenience, the less control they had.

Subscription costs increased. Pricing changed. Terms changed. Access changed. Roadmaps changed. Features appeared. Features disappeared.

The systems businesses depended on were increasingly controlled by someone else.

Now AI is following the same path.

Many organisations rushed to adopt foundation models. Why build when you can consume?

Until it didn't make sense anymore.

Last week, Anthropic launched Claude Fable 5. Described as its most capable model ever.

Three days later, the US Commerce Department issued an export control directive and the model was suspended worldwide.

Not a technical failure. Not a competitor. A government order.

Overnight, every organisation building on Fable 5 lost access to a capability they were told was the future. Pipelines are broken. Plans are on hold.

That is platform dependency risk in its purest form. If your critical business capability depends entirely on decisions made by another organisation, or another government, your roadmap is never entirely your own.

That's true whether you're a startup, a Fortune 500, an AI product company or a solo developer.

THE SHIFT WE'RE SEEING



And that's where the desire path appears.

Organisations are quietly exploring open source models, private deployments, hybrid approaches, on-premise AI, sovereign AI strategies and model portability.

Not because the cloud failed. Not because AI providers failed. But because convenience and control rarely move in the same direction.

Twenty years ago, on-premise to cloud was sold as progress. Today, many organisations are exploring a path back. Not all the way. But far enough to regain ownership of the systems that matter most.

Because once a capability becomes critical, dependency starts to look like risk.

THE NARRATIVE WE WERE SOLD



The official narrative was simple. Why own when you can rent?

THE DESIRE PATH IS ASKING A DIFFERENT QUESTION

WHAT HAPPENS WHEN THE LANDLORD CHANGES THE RULES?

OR WHEN SOMEONE ELSE CHANGES THEM FOR THE LANDLORD?



We moved from owning infrastructure to renting infrastructure.



We moved from owning software to subscribing to software.



We moved from owning models to consuming models.

THE QUESTION THAT REMAINS

At what point does convenience become dependency?

And when organisations realise they don't control the systems they rely on, is the next desire path a return to ownership?



OWNERSHIP ISN'T JUST WHERE YOU RUN FROM. IT'S THE PATH YOU CHOOSE FORWARD.



EDITOR'S NOTE FABLE 5 TIMELINE



9 JUNE 2026

Fable 5 launched by Anthropic as its most capable public model.



12 JUNE 2026

The US Commerce Department issued an export control directive. Access was suspended worldwide.



30 JUNE 2026

The US government lifted the export controls.



1 JULY 2026

Access to Fable 5 was restored globally across Anthropic's products and partner platforms.



1-19 JULY 2026

Anthropic repeatedly extended promotional access while demand exceeded expectations and compute capacity came online.

LATEST UPDATE – 19 JULY 2026

From 20 July 2026, Anthropic announced a new long-term access model for Fable 5:

- Max and Team Premium plans will include Fable 5 (up to 50% of normal usage limits).
- Pro and Team Standard users will access Fable 5 through usage credits, with a one-time \$100 credit.
- Anthropic says the staged rollout and revised access model are driven by unpredictable demand and compute capacity constraints.

Timeline accurate as of 19 July 2026.



#AI #AIGovernance #DigitalSovereignty #DesirePath #Fable5 #DigitalTransformation #OnPrem #OpenSource
#CloudComputing #EnterpriseArchitecture #series #SAP #Anthropic #Claude



Desire Path: Follow the Clicks #7 BEYOND THE PAYCHECK

EMPLOYEE BENEFITS UK: TIME TO LEVEL UP

THE OLD PATH
FOCUS ONLY ON SALARY

THE NEW PATH
BEYOND THE PAYCHECK

EMPLOYEE
EXPERIENCE
2.0

- ✗ ONE-SIZE-FITS-ALL
- ✗ LITTLE CHOICE
- ✗ NON-NEGOTIABLE
- ✗ LOW IMPACT
- ✗ NO REAL DIFFERENCE
- ✗ NO ONE CARES

EMPLOYEES
ONLY CARE
ABOUT SALARY

When benefits don't evolve,
employees stop seeing the value.
When value disappears,
only salary speaks.
That's the desire path.

- ✓ PERSONALISED CHOICES
- ✓ FLEXIBLE & NEGOTIABLE
- ✓ HIGH IMPACT
- ✓ ATTRACTS TOP TALENT
- ✓ BUILDS LOYALTY
- ✓ MORE THAN PAY

PEOPLE STAY
FOR MORE
THAN PAY



STOCK
OPTIONS



FAMILY
SUPPORT



CHILDCARE



EGG
FREEZING



TRAVEL &
ENTERTAINMENT



WELLNESS



AI
TOKENS



LEARNING &
GROWTH

★ REIMAGINE BENEFITS. REENGAGE PEOPLE. WIN THE FUTURE.

1. THE PROBLEM: THE OLD PATH ISN'T WORKING

For years, employers have told candidates to look beyond the salary. Look at the full package. Look at the benefits. Look at the perks. Look at the total reward. The problem is that most employees stopped listening a long time ago. And I think there's a reason for that.

- ✗ A pension.
- ✗ A cycle-to-work scheme.
- ✗ A discount portal nobody bookmarks.
- ✗ A wellness app nobody opens.
- ✗ A few extra days of annual leave.

Benefits that are largely fixed, non-negotiable and identical across thousands of employers. Over time, employees stopped seeing them as benefits. They became background noise.

2. THE REALITY: ONLY SALARY FEELS REAL

Not because they're greedy. Because payday is real. The mortgage is real. Rent is real. Food is real. Energy bills are real.



PAYDAY



MORTGAGE



RENT



FOOD



ENERGY BILLS

And when the monthly pay cheque isn't enough, the rest of the package struggles to compensate.

3. WHAT'S CHANGING AROUND THE WORLD

Other parts of the world are already experimenting with a completely different approach.



STOCK
OPTIONS



CHILDCARE &
FAMILY SUPPORT



FERTILITY &
EGG-FREEZING



EDUCATION &
DEVELOPMENT



ENTERTAINMENT &
WELLNESS



AI SUBSCRIPTIONS
& TOKEN ALLOWANCE



FLEXIBLE BENEFITS
THAT ADAPT



SUPPORTS THE
WHOLE FAMILY

Benefits that don't just support the employee.
Benefits that support the whole family.

4. THE DESIRE PATH: PEOPLE FOLLOW VALUE



If every company offers the same benefits,
then benefits stop being a differentiator.

And when benefits stop being a differentiator,
employees stop paying attention.

The desire path becomes obvious.

Salary becomes the only thing people compare.

5. THE SHIFT EMPLOYERS NEED TO MAKE

Twenty years ago, on-premise to cloud was sold as progress. Today, many organisations are exploring a path back. Not all the way. But far enough to regain ownership of the systems that matter most.

Because once a capability becomes critical, dependency starts to look like risk.



It's not about copying others.
It's about asking a better question.

What would a modern employee
benefit package actually look
like in 2026?

If benefits don't evolve,
employees don't engage.
When value disappears,
only salary speaks.

6. BEYOND THE PAYCHECK: A BETTER DEAL FOR EVERYONE



EMPLOYEES WIN

- ✓ More choice
- ✓ More support
- ✓ More control
- ✓ Better lives



EMPLOYERS WIN

- ✓ Attract top talent
- ✓ Build loyalty
- ✓ Improve retention
- ✓ Stronger culture



BUSINESS WINS

- ✓ Higher performance
- ✓ More innovation
- ✓ Sustainable growth
- ✓ Future ready



If organisations want people
to value something beyond
salary, they first have to
offer something worth
valuing.

7. THE DESIRE PATH FORWARD

The official narrative was simple.
Why own when you can rent?

But the desire path is now asking
a different question.

At what point does convenience
become dependency?

And when organisations realise they
don't control the systems they rely on,
is the next desire path a return to
ownership?



When benefits don't evolve, employees don't engage.
When value disappears, only salary speaks.

And if every company is competing for talent, what would happen if
they started competing on employee experience instead?



#FutureOfWork #WorkplaceCulture #Leadership #TalentManagement #EmployeeBenefits #PeopleStrategy
#HR #SystemsThinking #DesirePath #Series #Recruitment #TalentStrategy

DESIRE PATH: FOLLOW THE CLICKS #8

THE ANTIDOTE TO SLOP IS TASTE



THE TOOLS ARE THE SAME. THE DIFFERENCE IS YOU.



AI MAY GENERATE
THE FIRST DRAFT.



YOUR EXPERIENCE
SHAPES THE
FINAL ONE.



YOUR JUDGEMENT
DECIDES WHAT
STAYS.



YOUR VALUES
DETERMINE WHAT
MATTERS.



YOUR TASTE
MAKES IT
YOURS.



THE DESIRE PATH ISN'T TOWARDS BECOMING MORE LIKE AI.
IT'S TOWARDS BECOMING MORE RECOGNISABLY HUMAN.

1. WHERE WE ARE RIGHT NOW

- Right now, using AI still feels like an advantage.
- Some people use it. Some people don't.
- Some organisations embrace it. Others are still deciding whether they should.
- That creates a gap.
- But I've been wondering what happens when that gap disappears.
- What happens when almost everyone uses AI?
- The same models. The same tools. The same workflows. The same prompts.
- If everyone has access to the same intelligence, how do we differentiate ourselves?

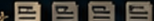


3. THE ADVANTAGE SHIFT

- Before AI, your competitive advantage might have been speed.
- Now AI gives everyone speed.
- Before AI, your advantage might have been volume.
- Now AI helps everyone produce more.
- So the question changes.
- It becomes less about whether you use AI. And more about how you use it.



SPEED



5. THE SIGNAL IS CLEAR

- I'll be honest though. I'm not entirely sure what happens further down the line.
- When the entire workforce is using the same tools, developing the same habits, following the same workflows. When even taste starts to converge.
- That's a question I don't think anyone has fully answered yet.
- But for now, the signal is clear.
- When everyone has access to the same tools, the real differentiator is no longer the technology. It's the person using it.



When everyone has access to the same tools,
the real differentiator is no longer the technology.
It's the person using it.

#ArtificialIntelligence #FutureOfWork #SystemsThinking #KnowledgeWork #Innovation #Leadership #Creativity
#DigitalTransformation #AIGovernance #AI #ProductManagement #PersonalBrand #desirepath #series

2. THE SLOP QUESTION

- There's a growing concern about AI slop.
- The idea that AI will flood every industry with low quality, generic, interchangeable content.
- But here's the thing.
- Slop existed long before AI.
- Generic work has always existed.
- Lazy thinking has always existed.
- Copy and paste culture has always existed.
- AI didn't create slop. It just made slop faster.
- And that actually reveals the real question.
- If the tools are the same for everyone, then the differentiator was never the tool. It was always the person.



4. WHAT MAKES YOU DIFFERENT

- ★ Your judgement.
- ★ Your taste.
- ★ Your experience.
- ★ Your curiosity.
- ★ Your ability to ask better questions.
- ★ Your ability to challenge the output instead of accepting it.
- ★ Your ability to combine AI with your own perspective, point of view and due diligence.



Two people can use exactly the same model
and produce completely different work.

Not because the AI is different.
Because the people are.

6. THE PATH FORWARD

- Perhaps the next shift in the AI era isn't learning how to use AI.
- It's learning how to make your use of AI unmistakably your own.



OWN YOUR THINKING

TRUST YOUR TASTE

STAY CURIOUS

ADD YOUR VOICE

CREATE YOUR EDGE



THE INFINITE AI DETECTION LOOP

THE INFINITE AI DETECTION LOOP

DETECTOR IMPROVES

GENERATOR IMPROVES

AGAIN.
AND AGAIN.

THE REAL QUESTIONS

- ☒ Was it fact-checked?
- ☒ Was human judgement applied?
- ☒ Can the author explain and defend their conclusions?
- ☒ Is there clear accountability for the final output?

NARRATIVE
STRUCTURE

AI RESEARCH

HUMAN INSIGHT

RESPONSIBLE AI

STOP
CHASING
THE TOOL.
START
REDESIGNING
THE SYSTEM.



AI
GENERATOR



HUMAN
JUDGEMENT

ACCOUNTABLE OUTPUT ✓

AI DETECTION RESULT

DOCUMENT: Story Draft

LIKELY AI-GENERATED

Probability: 87%



DETECTION INDICATORS

Over-explained themes		92%
Tidy, single-track plot		89%
Low moral ambiguity		83%
Low temporal complexity		79%
High predictability		84%

+ SUGGESTION

More nuance, ambiguity and temporal shifts recommended.

**⚠️ AI DETECTION IS NOT PROOF.
HUMAN JUDGEMENT IS ESSENTIAL.**

TOOLS CHANGE.
SYSTEMS LAST.



OWN YOUR THINKING

EXERCISE JUDGEMENT

ASK BETTER QUESTIONS

BUILD CONTEXT

ADD YOUR VOICE

TAKE RESPONSIBILITY

6. THE PATH FORWARD



The technology keeps changing.



The detector keeps adapting.



The generator keeps adapting.



People keep building skills, refining their prompts and creating better context.

1. THE RESEARCH I FOUND

This weekend I came across a research paper called StoryScope: Investigating Idiosyncrasies in AI Fiction : <https://lnkd.in/eBmUdrQh>



UNIVERSITY
OF MARYLAND

Researchers from the University of Maryland and Google DeepMind analysed more than 61,000 stories and found that AI-generated fiction can be distinguished not just by its writing style, but by its underlying narrative structure.



Google
DeepMind

KEY FINDINGS



AI stories tend to over-explain themes.



They favoured tidier, single-track plots.



They contained less moral ambiguity.



They contained less temporal complexity.

It's genuinely impressive research.

But it made me wonder what happens next.

2. WHAT HAPPENS NEXT?

The findings will almost certainly help improve AI detection tools.

And at exactly the same time, those same findings will be used to make AI write in more human ways.

BETTER DETECTION



- Better models
- Better features
- Better datasets
- Better accuracy



BETTER GENERATION



- Better prompts
- Better context
- Better skills
- Better instructions

Better prompt engineering. Better context. Better skills.

Better instructions for how to structure narrative, introduce ambiguity and avoid the patterns that detectors are now trained to spot.

3. THE INFINITE LOOP

So the cycle begins.

- 🔄 The detector improves.
- 🔄 The generator improves.
- 🔄 The detector adapts.
- 🔄 The generator adapts.

Again.

And again.

An infinite loop.

AI DETECTION
IMPROVES



AI GENERATION
IMPROVES

THE DESIRE PATH APPEARS

Every time detection research advances, it simultaneously becomes a roadmap for building better prompts, richer context and more sophisticated AI workflows.

The same knowledge that powers detection also powers improvement.

4. THE REAL QUESTION

This isn't a criticism of the research. Research like this is incredibly valuable because it helps us understand how AI actually constructs narratives.

The question is whether we're applying that knowledge to the right problem.

Instead of spending years asking "Can we detect AI?" perhaps we should be asking something different.



How do we redesign education, recruitment and work for a world where responsible AI use is normal?

5. WHAT MATTERS, EVEN IF AI BECOMES INDISTINGUISHABLE

Because whether AI was involved in producing something is becoming less interesting than questions like:



Was it fact-checked?



Was human judgement applied?



Can the person explain and defend their conclusions?



Is there clear accountability for the final output?

Those questions don't disappear.

Even if AI eventually becomes indistinguishable from human writing.



7. THE BOTTOM LINE



SAME
TOOLS



DIFFERENT
PEOPLE



DIFFERENT
RESULTS

The real challenge was never the tool. It was always the system around it.

**STOP CHASING THE TOOL.
START REDESIGNING THE SYSTEM.**



#ArtificialIntelligence #ResponsibleAI #AIGovernance #FutureOfWork #AIRsearch #SystemsThinking
#Education #Innovation #DigitalTransformation #AIEthics #PromptEngineering #MachineLearning
#DesirePath #Series #AI



DESIRE PATH: FOLLOW THE CLICKS #10

THE DISCLOSURE OF IT ALL: NOW WHAT?

VICTORY: THE DESIRE PATH
TRANSPARENCY OVER SUSPICION

THE WAR
OF
DETECTION

WAS THIS WRITTEN
BY AI?

CAN YOU DETECT AI?

WAS THIS VIBE
CODED?

SURELY CHATGPT
WROTE THIS.

SUSPICION

THE WORK
DESERVES TO
BE TRUSTED.

DISCLOSURE
EXPLANATION
ACCOUNTABILITY
RESULTS

THE FUTURE
OF WORK

- + USEFUL
- + ACCURATE
- + JUDGEMENT
- + ACCOUNTABILITY
- + RESULTS

CLEAR
PROCESS

HUMAN
JUDGEMENT

STAND BEHIND
YOUR WORK

THE DESIRE PATH



DETECTION



DISCLOSURE



EXPLANATION



ACCOUNTABILITY



EVALUATE THE WORK

RESULTS THAT MATTER

NOT ABOUT THE TOOL.
ABOUT THE THINKING.
NOT ABOUT THE PROCESS.
ABOUT THE OUTCOME.

1. WHERE WE'VE BEEN

For the last couple of years, the conversation around AI has felt strangely repetitive.

- Was this written by AI?
- Can you detect AI?
- Was this vibe coded?
- Surely ChatGPT wrote this.

The internet has become obsessed with one question.
Was AI involved?

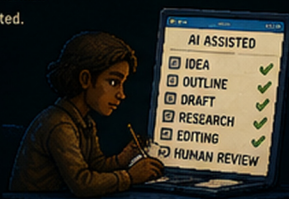


2. IMAGINE THE FUTURE

Imagine a future where disclosure becomes normal.

- Articles openly state they were AI-assisted.
- Books explain how AI contributed.
- Developers document which parts were AI-generated.
- Consultants explain how AI supported their thinking.

Let's assume that becomes the norm.
Now what?



3. THE CONVERSATION CHANGES

The detective game disappears. The conversation changes. Once disclosure has happened, the interesting questions aren't about the tool anymore. They're about the work.



Those questions matter whether AI was involved or not.

4. THE DESIRE PATH APPEARS

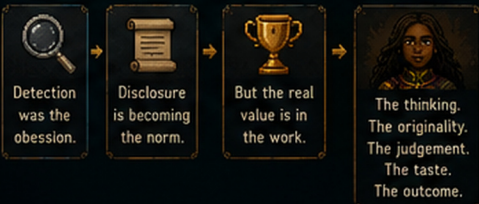
People are already moving away from pretending AI was never used. They are moving towards showing how it was used.



That is the natural path forming underneath all the suspicion. From detection to disclosure. From disclosure to explanation. From explanation to accountability. And eventually, back to evaluating the work itself.

5. WHY DISCLOSURE ISN'T THE DESTINATION

For years we've been chasing detection. Soon we may be chasing disclosure. But I don't think disclosure is the destination. I think it's the starting point.



The thinking.
The originality.
The judgement.
The taste.
The outcome.

6. DIFFERENT CLIENTS. SAME GOAL.

Some clients will want the fastest solution. Some will want the simplest. Some will want the most creative. Some will want the highest level of assurance. Almost all of them will want results.



And that's the part I think we've been overlooking. The value was never in proving that AI wasn't used. The value was always in demonstrating that the work deserved to be trusted.

7. WHAT CREDIBILITY LOOKS LIKE

Perhaps that's what credibility looks like in an AI-native world.



Using it responsibly, being transparent about it, and standing behind the final work.

8. THE DESIRE PATH

Away from suspicion about whether AI touched the work. Towards transparency about how it shaped it. And finally, towards judging the quality, thinking and accountability behind the result.



**STOP CHASING THE TOOL.
START EVALUATING THE THINKING.**

#ArtificialIntelligence #ResponsibleAI #AIGovernance #FutureOfWork #AIResearch #SystemsThinking
#Education #Innovation #DigitalTransformation #AIEthics #PromptEngineering #MachineLearning #Desirepath #series #AI

DISCLOSURE

THE DESIRE PATH METHOD

A TRANSPARENT AI-ASSISTED CREATIVE WORKFLOW



WHY DISCLOSURE MATTERS

Trust is the foundation of everything I create. This magazine exists to share ideas worth exploring and that starts with being open about how these ideas are shaped.

Here is the full process behind Desire Path Magazine Volume 1.

Every post you have read went through this journey.

Real observations.

Human curiosity.

AI as a tool, not an author.

Human judgment, always.

HOW DESIRE PATH CAME TO BE

I first came across the term "desire path" from a TikTok video posted by [@designingspacestv](#).

I was fascinated by the concept of people creating their own way when the existing path doesn't make sense for them.

It described something I had seen everywhere, especially in business, technology and life.

I wanted to explore how this idea fits into my industry, and more importantly, how it connects to the way we work, lead, build and make decisions today.

Using my own professional skills, real world observations and the things I loved as a child and still love today drawing, manga and video games, I created a space to explore different topics in a way that feels both thought-provoking and engaging.

I first started posting weekly on LinkedIn.

What began as ten weekly reflections sparked conversations, challenged assumptions and revealed patterns worth exploring deeper.

A collection of those posts has now become **Desire Path Magazine Volume 1.**

THE DESIRE PATH PHILOSOPHY

The Desire Path series was never created by asking AI to invent ideas.

Every instalment began with a human observation.

AI was then used as a collaborative tool to develop, structure, refine and visualise those observations.

The result is neither purely human nor purely AI.

It is a governed, transparent creative workflow.



REAL INSIGHTS
From real life



MANGA-INSPIRED
Visual storytelling



STRATEGIC THINKING
Smarter decisions



STRONGER FUTURES
Better outcomes

EVERY POST FOLLOWED A JOURNEY. HERE IS THAT JOURNEY.

1 OBSERVATION Lead: Human

Every Desire Path began in the real world.

Ideas came from conversations, work experiences, recruitment processes, enterprise conversations, AI governance, behavioural patterns, LinkedIn discussions, reading research papers, news and notebooks.

No AI generated the original Desire Path concepts.

Examples include:

- What is a Desire Path?
- Work Culture by Design
- Everyone Wants a Hero
- The Return of Ownership
- Beyond the Paycheck
- The Antidote to Slop is Taste
- The Infinite AI Detection Loop
- The Disclosure of It All. Now What?

These all originated from personal observations and curiosity.

CLASSIFICATION:
Human Inspired. Human Led.



2 PATTERN RECOGNITION Lead: Human

Once an observation existed, it was tested against a single question:

"What are people actually doing?"

This became the defining question of the series.

The 'Desire Path' wasn't the official process. It was the behaviour underneath the process.

This framing was created by observing systems rather than asking AI for topics.

CLASSIFICATION:
AI Assisted. Human Directed.



3 DISCUSSION Lead: Human + AI

The observation was then explored through discussion. AI was used as a thinking partner.

Typical activities included:

- Challenging assumptions
- Testing counterarguments
- Exploring consequences
- Identifying hidden incentives
- Finding stronger framing
- Identifying contradictions
- Improving logical flow

Ideas were debated rather than accepted automatically.

Many initial ideas changed substantially during these conversations.

CLASSIFICATION:
AI Assisted. Human Directed.



4 RESEARCH Lead: Human Directed

Research was performed where required.

Examples included:

- AI detection research (Bureaucracy paper verification)
- The Future of AI governance and export control directive
- Employee benefits
- AI governance
- Cloud and on-prem trends
- AI models and enterprise technology

AI helped retrieve, organise, verify and explain information.

Both ChatGPT and Claude performed research tasks, including web searches to verify facts before they were included in published posts.

The decision about what evidence mattered remained human.

CLASSIFICATION:
AI Human Analysis. Human Led.



5 DRAFTING Lead: Human + AI

Once the direction was clear, AI produced an initial draft.

In practice, two different drafting workflows emerged. Some posts were drafted first in ChatGPT through brainstorming conversations, then brought to Claude for expansion, structural editing and polishing before publication.

Other posts were drafted collaboratively across both tools at different stages.

AI helped organise ideas, improve readability, improve flow, strengthen arguments, remove repetition and create rhythm.

The first draft was never considered the final version.

CLASSIFICATION:
AI Assisted. Human Directed.



6 HUMAN EDITING Lead: Human

This became one of the largest stages.

Typical edits included:

- ✓ Removing AI-sounding phrases
- ✓ Removing em dashes
- ✓ Removing overly polished language
- ✓ Making writing feel more human
- ✓ Changing wording
- ✓ Changing endings
- ✓ Reordering sections
- ✓ Changing titles
- ✓ Simplifying explanations
- ✓ Adding stronger observations from handwritten notebooks
- ✓ Fixing repetitive structural patterns
- ✓ Managing LinkedIn character limits

The posts evolved through multiple iterations, often across several revision rounds.

CLASSIFICATION:
Human Led. Human Approved.



7 VISUAL DESIGN Lead: Human + AI

Every image began with a human concept.

The desired message was defined first.

AI was then used to generate artwork.

The artwork was repeatedly refined through prompts.

Typical iterations included:

- ✓ Simplifying layouts
- ✓ Changing colours
- ✓ Changing compositions
- ✓ Changing facial expressions
- ✓ Adding 3D elements
- ✓ Changing styles
- ✓ Changing resolutions
- ✓ Making visuals less busy
- ✓ Making visuals easier to understand

The images often went through many revisions before approval.

CLASSIFICATION:
AI Assisted. Human Directed. Human Approved.



8 FINAL GOVERNANCE Lead: Human

Every post received a final review.

Checks included:

- ✓ Accuracy
- ✓ Tone
- ✓ Message
- ✓ Readability
- ✓ Originality
- ✓ Consistency with previous posts
- ✓ Suitability for publication

Nothing was published automatically. The human creator retained editorial control.

CLASSIFICATION:
Human Oversight. Human Approval.



9 PUBLICATION Lead: Human

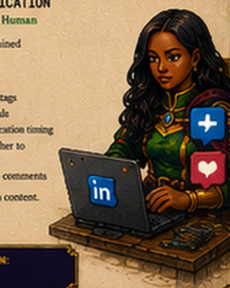
Publication remained entirely human.

This included:

- ✓ Selecting hashtags
- ✓ Choosing visuals
- ✓ Deciding publication timing
- ✓ Deciding whether to boost posts
- ✓ Responding to comments

AI did not publish content.

CLASSIFICATION:
Human Led.



AI IS A POWERFUL ALLY, BUT INTENTION, JUDGMENT AND RESPONSIBILITY
WILL ALWAYS REMAIN HUMAN.

