

Strategy Dynamics Model

Case Study

The Highlights

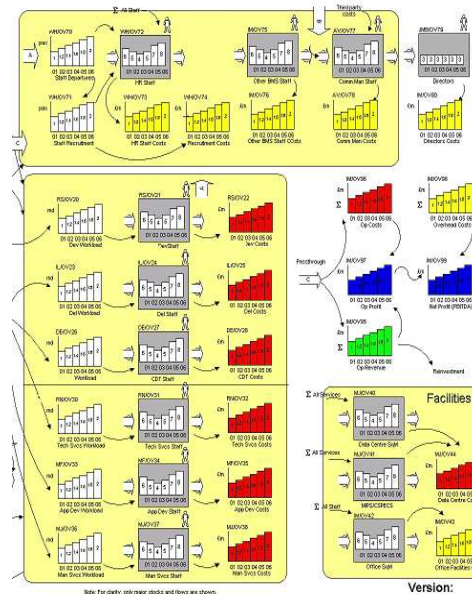
- Pictorial overview of the whole business created
- Detailed models of individual processes
- Enabled clearer understanding of the main “stocks and flows” in the business

The Problem

Our client was undertaking a fundamental change programme to prepare it to enter a new market. Key to this programme was having a proper understanding of how the business worked, and what the dynamics of the business were. This would allow the client to examine different scenarios and their impact on revenue, profit, staff numbers and morale.

The Solution

We worked along with the client and academic experts to build a Strategy Dynamics model of the business. The Strategy Dynamics model is a useful tool to examine any business process at the macro or micro level. It lets you see what the key “stocks” are, the flows that allow them to increase or decrease, and what influences the flows. We organised workshops with key managers in the clients business to build models of key elements of the business, and then to create an overall model for the whole business.



The Result

The top level model consisted of 60 elements and 300 data points. The model provided the business with a deeper understanding of its internal dynamics, and gave it a firm base for its forward planning. Just achieving a single sheet visualisation of the business and the numeric parameters associated with it was a major step forward in their appreciation of their own business. We subsequently used simpler versions of the model with the client to explore the dynamics of particular parts of the business.

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