

## Model Based Consulting

At Daden Consulting we believe that the use of models can help make the process of strategy, marketing and technology analysis and planning a lot simpler, quicker, and easier.

Models provide a common language, a way in which all participants can get a clear understanding of what is happening, what could happen, and what needs to be done.

With decisions made, models make the communication of plans and progress a far simpler process.

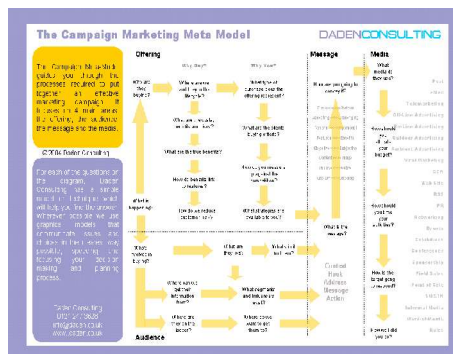
## Meta-Models

Meta-Models are our way of putting models in context. All too often businesses will use a model in isolation, without seeing how it fits in the big picture. Meta-models provide that big picture. They also act as a valuable guide and aide-memoire to the key considerations of major business issues.

Each meta-model provides a flow-chart covering a complete topic, such as business strategy, marketing, IT strategy etc. The flow chart consists of challenging questions aimed at finding out how well a business understands, and can demonstrate that it understands, its own activities.

Wherever a business needs help with answering a question on the meta-model we can provide the individual models that help explore and communicate that topic in more detail.

A completed meta-model, and its associated models, can provide a very visual document with which to plan, document and communicate the key activities of any business to staff, stakeholders or investors.



## Meta-Model Workshops

We typically develop meta-models through workshops. The length of these workshops will vary depending on the detail and number of models to be covered within a meta-model. A one-day workshop is enough for an appreciation of a complete meta-model, and a first examination of half-a-dozen or so specific elements within it. Armed with the models your staff can then refine the analysis at their leisure.

## Available Meta-Models

We are currently able to offer meta-models in the following areas:

- Business Strategy
- Marketing Strategy
- Product Marketing
- Marketing Campaigns
- IT Governance
- IT Strategy
- eBusiness Strategy
- Wireless and Mobility Strategy

We are extending our range all the time, and can also develop custom meta-models for specific client and partner needs.

## Next Steps

If you think that meta-models, or a meta-model workshop, could help your business then give us a call.

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