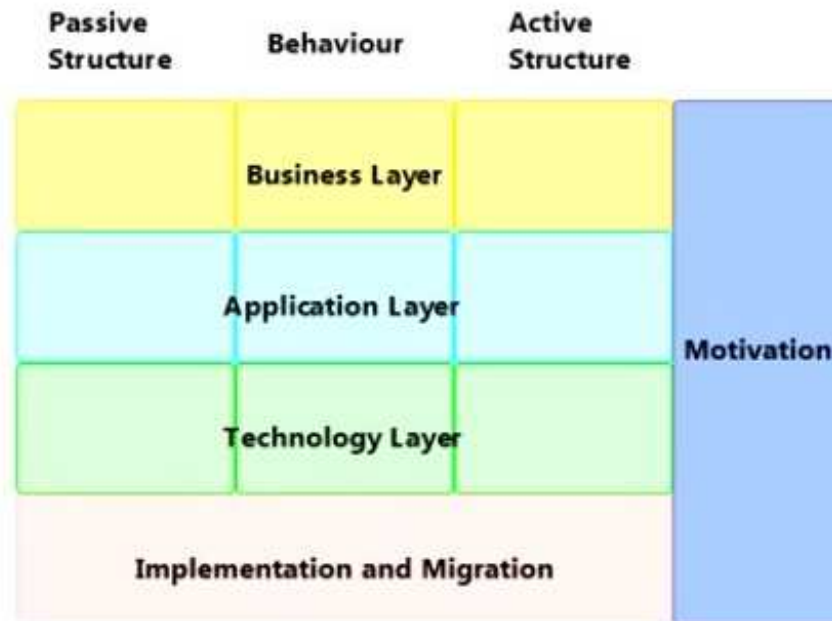


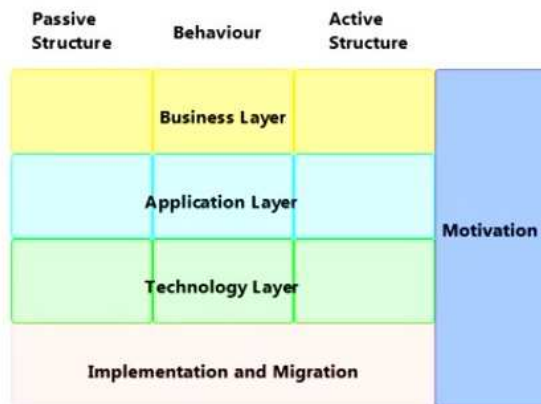
# How to identify a mediocre approach – Eg 11









Imagine that you use (or want to use) the following approach to business modeling



# How to identify a mediocre approach - Eg 11

## Diagnosis 1



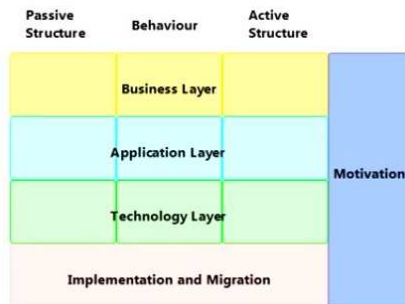
Layer	Deliverable	Class	Mitigation
Motivation	Stakeholders		Know your people's capabilities
	Drivers		Are these not similar to the Business processes?
	Requirements		Are these not the same as the business layer?
Business	Organisation		Prev 2 mediocre steps
	Processes		Irrelevant as last deliverable was pointless
	Services		
Products			
Application	Application landscape		Irrelevant as last deliverable was pointless
	Dependencies		
Technology	Infrastructure		Irrelevant as last deliverable was pointless
	Hardware		
	Software		
	Networks		
Implementation	Projects		Irrelevant as last deliverable was pointless
Active structure			
Behaviour			
Passive structure			

**Conclusion: Find a better approach**

# How to identify a mediocre approach Eg 11

## Explanation

Why is it pointless?



1. Step 1 – Motivation (1<sup>st</sup>)
  - 1) Identify your stakeholders. A good start but will be time consuming and rely heavily on HR, Sales, Marketing and Production Departments doing a good job. Hence could be mediocre at worst
  - 2) Drivers. The deliverable requires brainstorming activities. Hence mediocre
  - 3) Requirements. See 2
2. Step 2 – Business
  - 1) Organisation: Pointless as last two steps were mediocre
  - 2) Processes; Services; Products. Irrelevant steps as previous step was pointless
3. Steps 3 to 8 – Irrelevant steps as previous step was pointless

- 1) Step 1 – Layers (1<sup>st</sup>)  
Active structure; Behavior; Passive structure Identify your stakeholders. Finding out who provides the services that add value to the customer requires brainstorming activities. Hence mediocre
- 2) Step 2 – Business layer
  - 1) Organisation - The deliverable relies on knowing your people (see HR explanation above). Hence mediocre
  - 2) Processes - Pointless as last two steps were mediocre
  - 3) Services; Products. Irrelevant steps as previous step was pointless
- 3) Steps 3 to 8 – Irrelevant steps as previous step was pointless

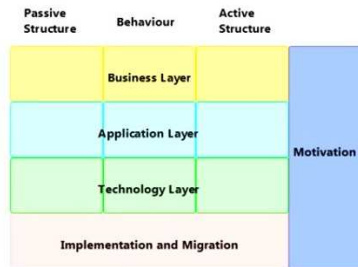
- 1) Step 1 – Business (1<sup>st</sup>)
  - 1) Organisation - Implicit: Know your people's capabilities. Hence mediocre
  - 2) Processes - requires brainstorming activities. Hence mediocre
  - 3) Services - Pointless as last two steps were mediocre
  - 4) Products - Irrelevant step as previous step was pointless
- 2) Steps 2 to 8 – Irrelevant steps as previous step was pointless

**Conclusion: Find a better approach & software product**

# How to identify a mediocre approach - Eg 11

## Final Diagnosis

It is irrelevant where you start the work



Layer	Deliverable	Class	Mitigation
Motivation	Stakeholders		Know your people's capabilities
	Drivers		Are these not similar to the Business processes?
	Requirements		Are these not the same as the business layer?
Business	Organisation		Prev 2 mediocre steps
	Processes		Irrelevant as last deliverable was pointless
	Services		
	Products		
Application	Application landscape		Irrelevant as last deliverable was pointless
	Dependencies		
Technology	Infrastructure		Irrelevant as last deliverable was pointless
	Hardware		
	Software		
	Networks		
Implementation	Projects		Irrelevant as last deliverable was pointless
Active structure	Who provides the services that add value to the customer		
Behaviour			
Passive structure			

Layer	Deliverable	Class	Mitigation
Active structure	Who provides the services that add value to the customer		Too implicit
Behaviour			
Passive structure			
Business	Organisation		Prev 2 mediocre steps
	Processes		
	Services		
Application	Application landscape		Irrelevant as last deliverable was pointless
	Dependencies		
Technology	Infrastructure		Irrelevant as last deliverable was pointless
	Hardware		
	Software		
	Networks		
Implementation	Projects		Irrelevant as last deliverable was pointless
Motivation	Stakeholders		
	Drivers		
	Requirements		

Layer	Deliverable	Class	Mitigation
Business	Organisation		Implicit: Know your people's capabilities
	Processes		Too many
	Services		Prev 2 mediocre steps
	Products		Irrelevant as last deliverable was pointless
Application	Application landscape		
Technology	Infrastructure		Irrelevant as last deliverable was pointless
	Hardware		
	Software		
	Networks		
Implementation	Projects		Irrelevant as last deliverable was pointless
Motivation	Stakeholders		
	Drivers		
	Requirements		
Active structure	Who provides the services that add value to the customer		Irrelevant as last deliverable was pointless
Behaviour			
Passive structure			

**Conclusion: Find a better approach & software product**