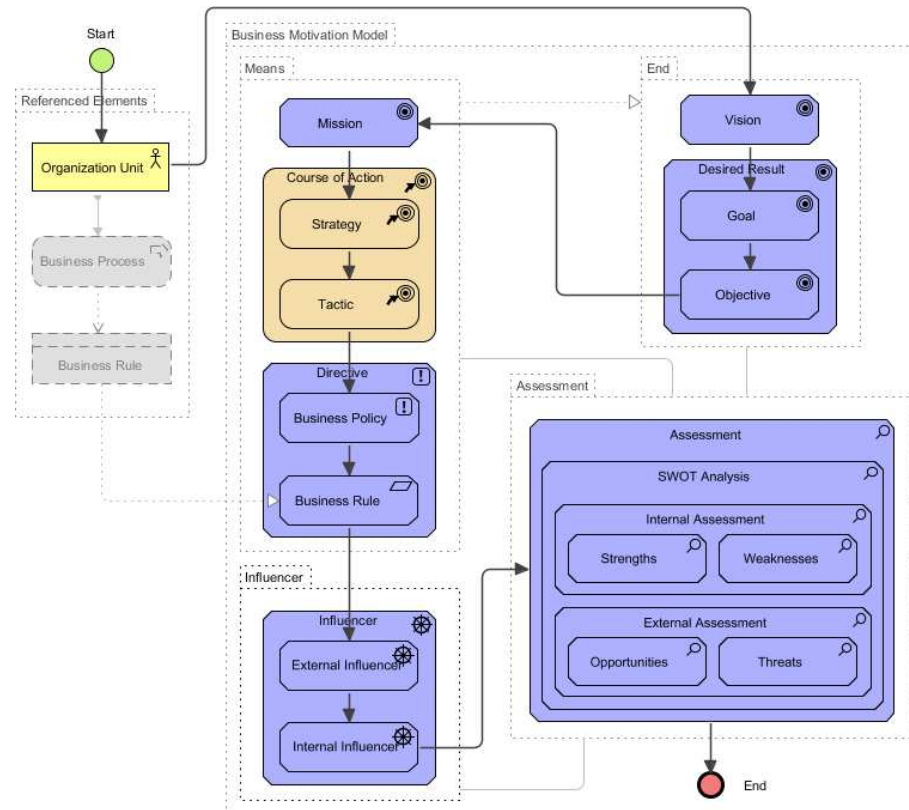


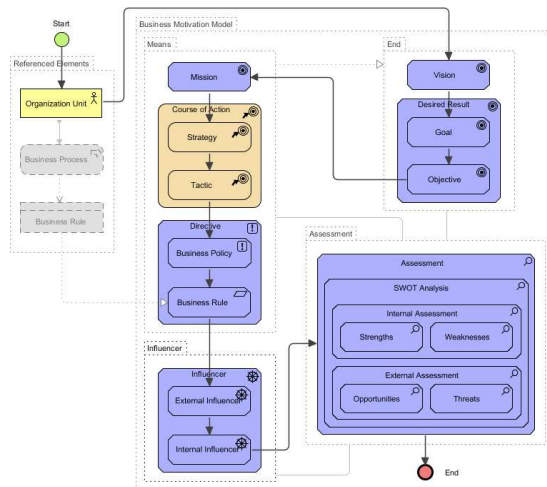
# How to identify a mediocre approach – Eg 15

Imagine that you use (or want to use) the following Business motivation/case approach



# How to identify a mediocre approach - Eg 15

## Diagnosis 1



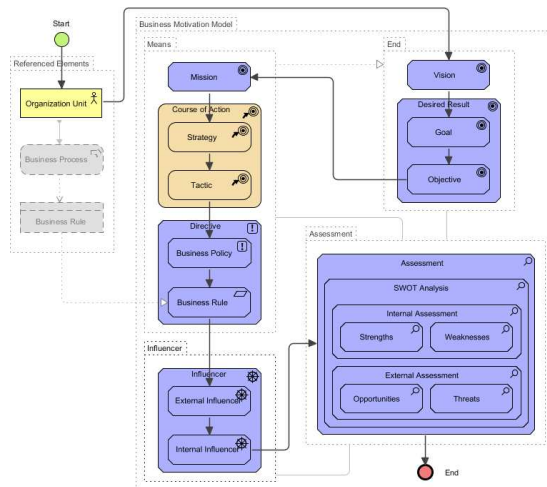
Phase	Process	Deliverable	Class	Mitigation
Reference	Organisation	Organisation chart	Enabled	Capabilities
Means	Mission	Mission statement	Medium	Too implicit
	Course of action	Strategy	Medium	
		Tactic	Poor	Prev 2 mediocre
	Directive	Business policy Business rule	Irrelevant as last deliverable was pointless	
End	Vision	Vision statement		
Influences	External	Lists, matrices		
	Internal			
Assessment	SWOT	External	Opportunities	
			Threats	
		Internal	Strength	
			Weaknesses	

**Conclusion: Find a better approach**

# How to identify a mediocre approach Eg 15

## Explanation

Why is it pointless?

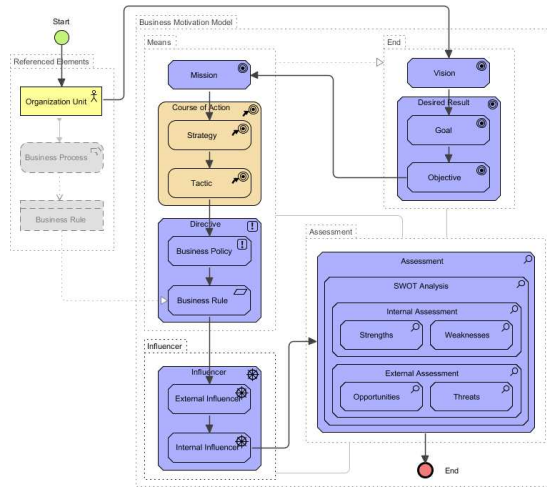


1. Step 1 – Reference
  - 1) Organisation – Organisation chart and capabilities. A worthwhile step, however what training do you need to provide people with. After some thought this could become problematic and hence render this step mediocre
    1. Mission statement. Relies on brainstorming activities. Hence mediocre
2. Step 2 – Course of action
  1. Strategies – Relies on brainstorming activities. Hence mediocre
  2. Tactics – Pointless as last two steps were mediocre
  3. Business policies and business rules – Irrelevant as previous step was pointless
3. Step 3 through 5 – Irrelevant as previous step was irrelevant

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

# How to identify a mediocre approach - Eg 15

## Final Diagnosis



Phase	Process	Deliverable	Class	Mitigation
Reference	Organisation	Organisation chart		Too implicit
Means	Mission	Mission statement		Prev 2 mediocre Irrelevant as last deliverable was pointless
	Course of action	Strategy		
	Directive	Business policy		
		Business rule		
End	Vision	Vision statement		
	Desired result	Goals		
		Objectives		
Influences	External	Lists, matrices		
	Internal			
Assessment	SWOT	External	Opportunities	
			Threats	
		Internal	Strength	
			Weaknesses	

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