

Friday Interactive Workshop:

Sysdea and web based modelling

Kim Warren (Strategy Dynamics Ltd)

Although existing system dynamics software tools are powerful and have proven very useful, this session will explain some remaining opportunities for improvement. If addressed, these improvements might both speed the building of good models and make the method more accessible to newcomers. Included in these improvements is the provision of truly on-line solutions, which free users from the problems caused by varying operating systems and download/update issues. However, producing truly workable online software brings challenges of its own, which will be explained, and a solution demonstrated - see www.sysdea.com and help.sysdea.com.

Kim Warren is an experienced strategy professional, teacher and writer. After 15 years in senior strategy roles, Kim joined the faculty at London Business School, teaching on MBA and Executive programs. Realising serious limitations with the strategy methods available, he developed the powerful strategy dynamics frameworks. He is author of the prize-winning *Competitive Strategy Dynamics* (Wiley, 2002), a major strategy textbook *Strategic Management Dynamics* (Wiley, 2008), and e-book summary of the method – *Strategy Dynamics Essentials* (Kindle, 2011). Most recently, his work has proved directly transferable to non-business domains, including poverty, disaster-preparedness, quality-of-life and international development – see for example a series of presentations on [Aid for Trade](#) – plus frameworks for Private Sector Development in emerging countries, for the UK Department for International Development.