



# Standard Structures – Standard Models

The Strategic Architecture of a business

# Use the AgileSD method to build new models, but ...



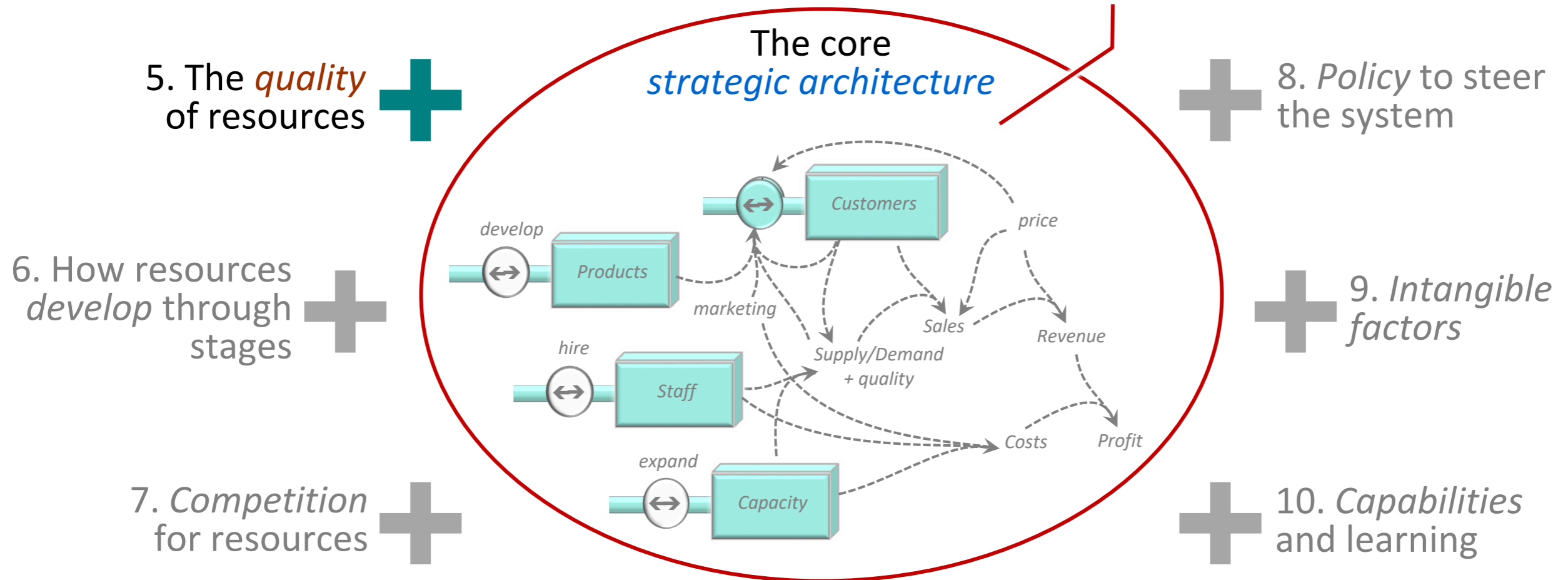
1. There are many standard *structures* that are found across very many cases
  - ... so simply *copy and adapt* them
  - ... but be *very* careful that they fit the case (*use the abductive logic, rigorous naming of items, and numbers*)
2. There are many standard *models* that apply to many similar organisations
  - ... so simply *copy and adapt* these too, taking the same care
  - ... but be *very* careful, again, to fit them to the case

# Standard structures – not only for business cases

See [dynamic business modeling classes](#).

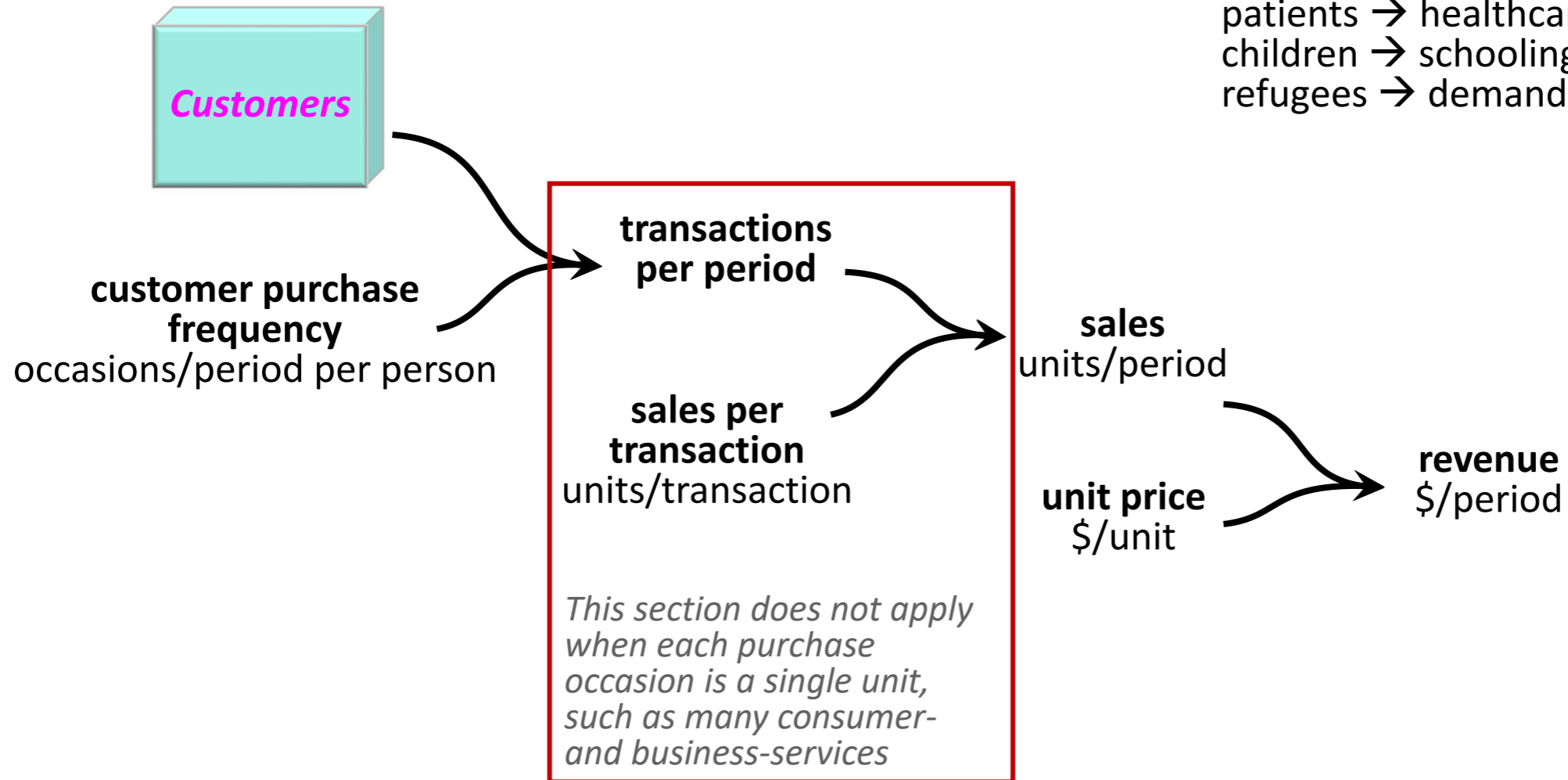


Steps 1-4 lead to generic models, in which *standard structures* feature



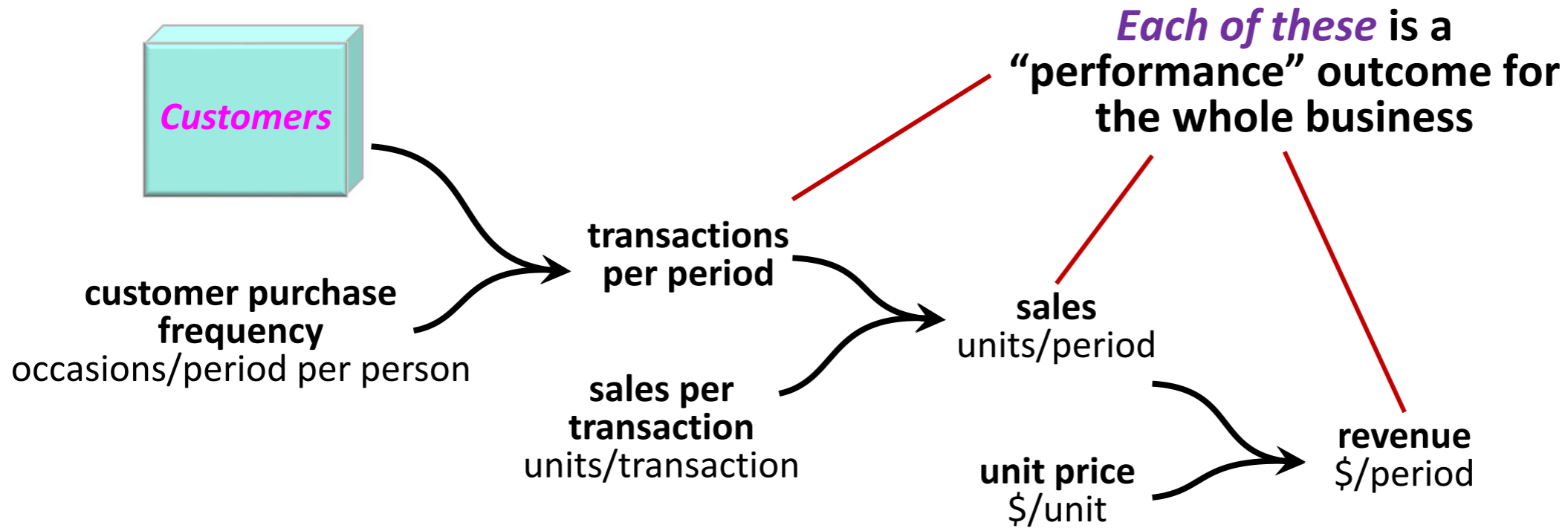
Each Extension framework is a useful tool *on its own*  
... and adds *power and insight* to any business system model

# 1: How *customers* drive sales and revenue (usually)

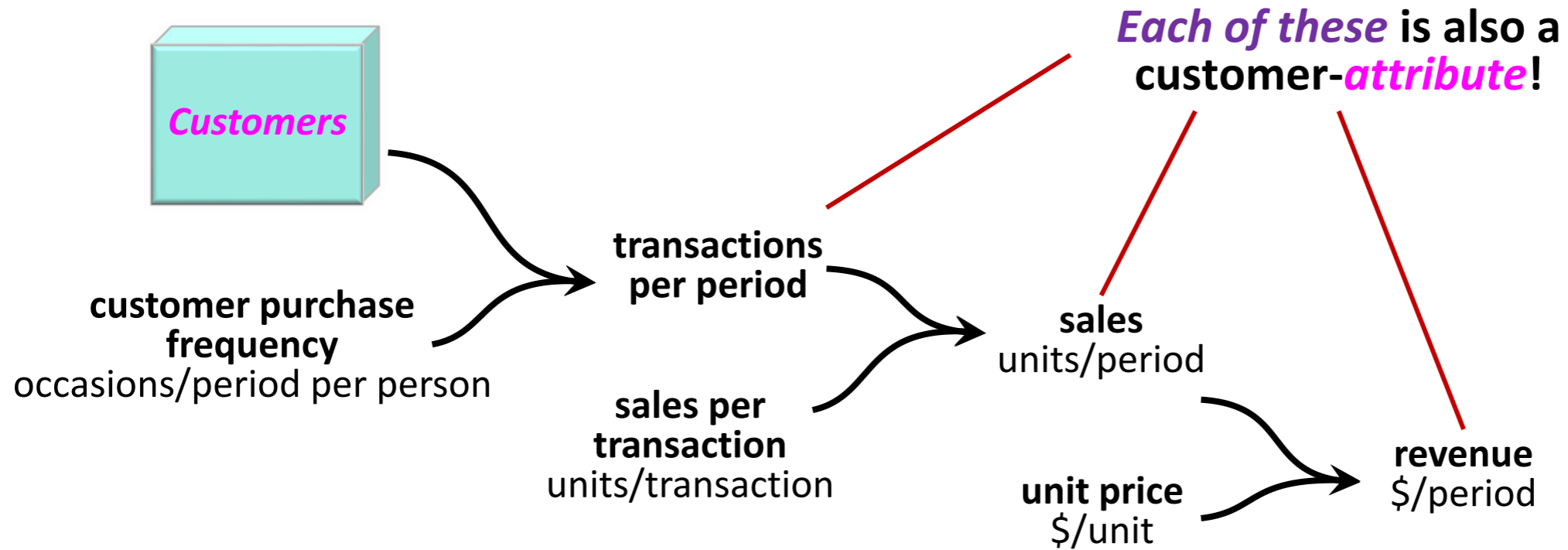


For non-business cases, customer-like populations drive demand:  
patients → healthcare demand  
children → schooling  
refugees → demand for aid

*Reminder* – class 2: How *customers* drive sales and revenue (usually)



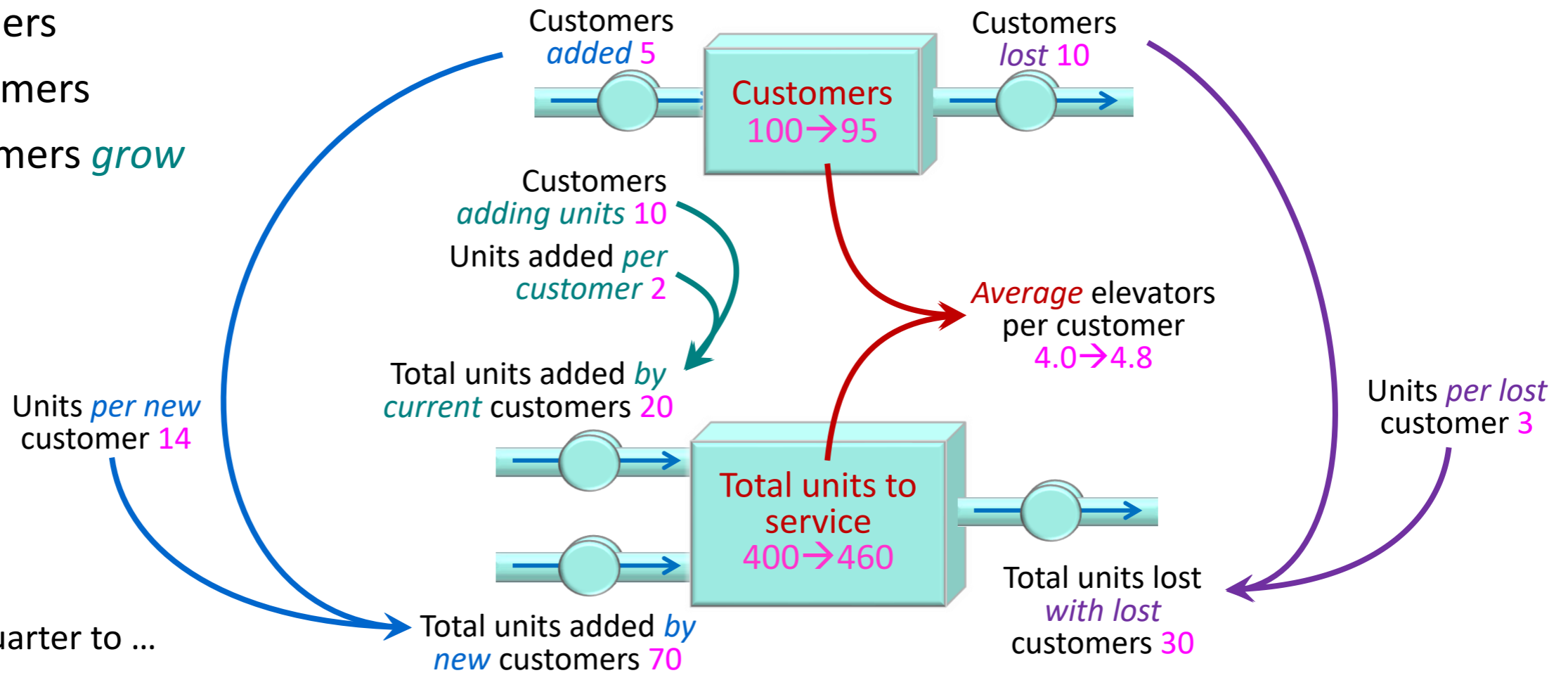
# Demand-side *performance* outcomes are driven by *customers*



## 2. Stock attributes: Modeling changes to *total elevators* for a service company during one quarter ...



Win *larger* customers  
Lose *smaller* customers  
and existing customers *grow*



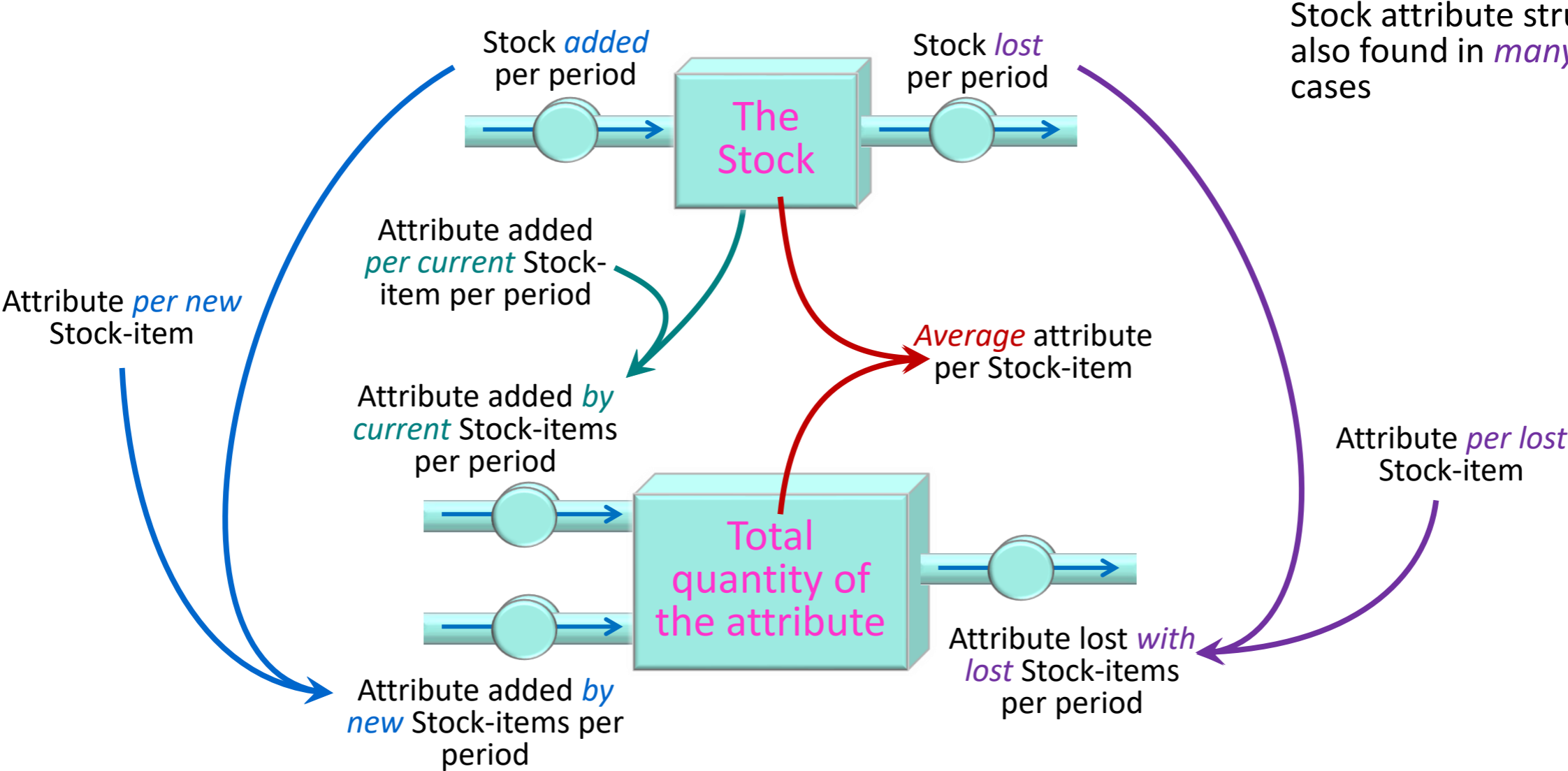
Changes during the quarter to ...

Customers:  $100 + 5 - 10 \rightarrow 95$

Elevators:  $400 + 70 + 20 - 30 \rightarrow 460$

Elevators/customer:  $400/100=4.0 \rightarrow 460/95 = 4.84$

# How the “*co-flow*” structure models the changes to a Stock’s attribute



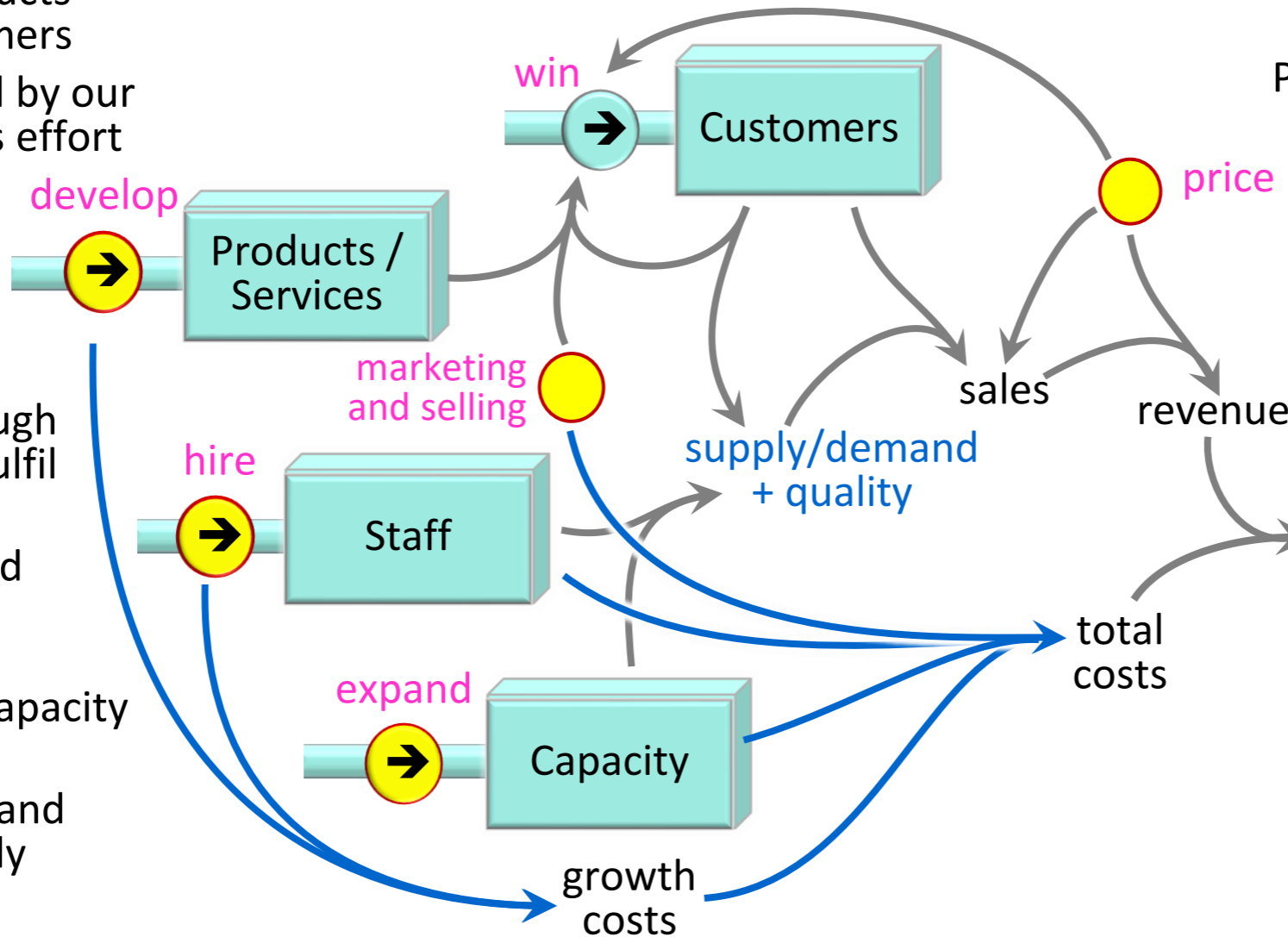
Stock attribute structures are also found in *many* non-business cases



# The generic business system ...



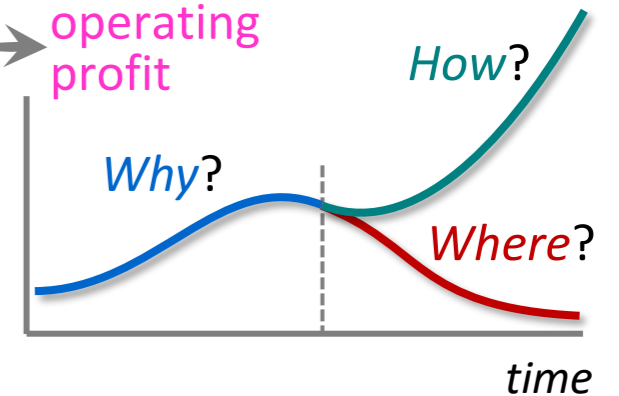
We develop the products needed to win customers  
 ... who are captured by our marketing and sales effort



Profit is revenue *minus* costs  
 Revenue is sales *times* price  
 Customers drive sales  
 ... and price affects both sales and customer growth

We must provide enough staff and capacity to fulfil demand  
 ... and to ensure good quality and support

Marketing, staff and capacity drive costs  
 ... and growing staff and products is also costly



things we decide

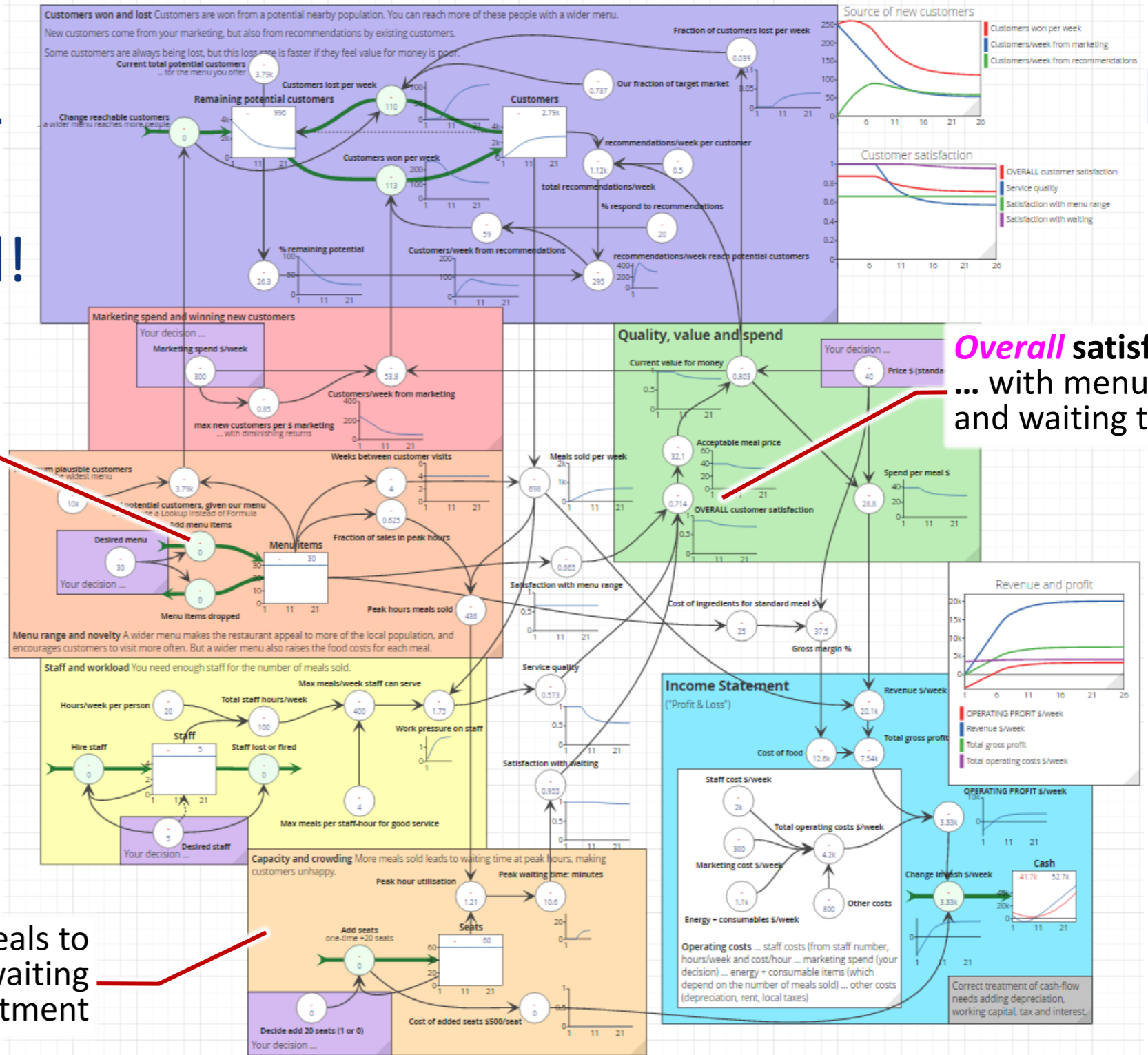
# The *restaurant* business model – for every table-service restaurant in the world!



The *menu range* ... reaches more customers, raises spend/meal, 'spreads' sales across the week, but adds to food-costs

See the model at [sdl.re/BMrestaurant4d](http://sdl.re/BMrestaurant4d)

*Seating capacity* ... enables more meals to be sold before over-crowding and waiting time rise, but needs investment



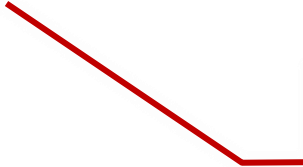
# Other standard business models



*Law firm*: clients, lawyers (staff and capacity), legal services

*Airline*: Customers, aircraft/seats, crew, routes/flights

*Car-makers*: Car-buyers, dealers, production staff, model-range



An example of  
"intermediaries" in addition to  
end-customers

... and many more!