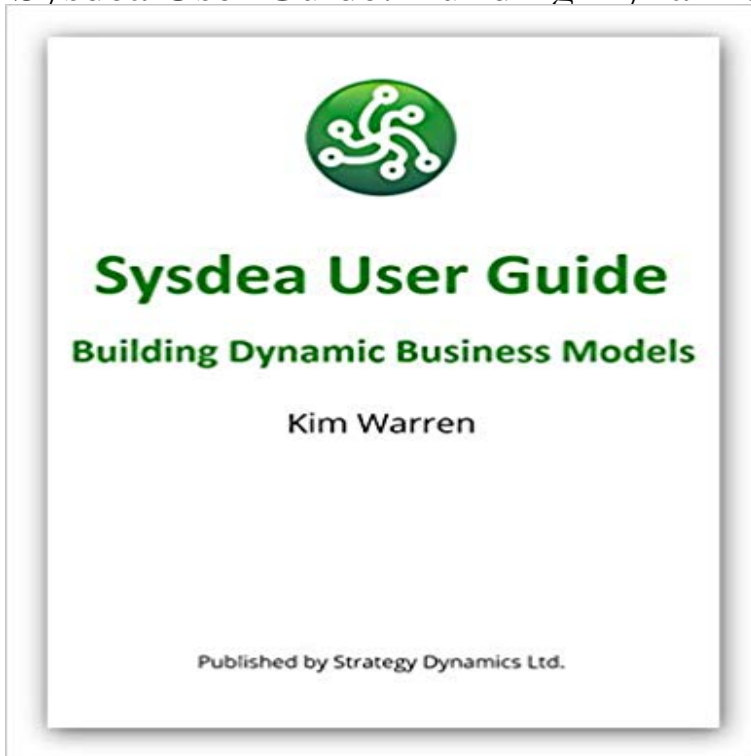


Sysdea User Guide: Building Dynamic Business Models



This book explains how to build living, quantified business models with the easy-to-use Sysdea modeling software, to solve tough challenges, to build and test rock-solid plans for important initiatives or whole organisations, and to continually manage and control subsequent implementation. The book is easy to follow, supported by matching video demonstrations that together take you through a simple example. It ends by describing larger and more complex structures and cases. Much business reporting is static comparing snap-shot results with previous periods or targets - but this is just not good enough in today's fast-changing world. In contrast, time-based or dynamic business analysis looks at how results change continually over many periods of time. This allows management to see the path that performance is following, on numerous related measures, and to anticipate its likely future trajectory under a range of external conditions and alternative choices. This is equally important for small businesses and large, for early-stage ventures and established firms, and for teams, departments or whole enterprises. Fulfilling this need requires simulation - long thought to be technically difficult, costly in time and money, and of uncertain value. But recent advances in both method and tools now make it possible to create business simulations quickly and reliably - faster in fact than it is possible to produce spreadsheet models that are far less useful.

Indeed, the spreadsheet tool is not fit-for-purpose for tackling dynamic business problems and time-based planning. It struggles to handle powerful and ubiquitous mechanisms ... [1] key factors have to be built up over long periods, appealing products, distribution channels, capable staff ... [2] there are many interdependencies between these factors ... [3] the resulting feedback can

accelerate changes or stifle growth ... [4] threshold effects cause discontinuous change ... and [5] powerful intangible factors interfere with the workings of the tangible business system. System Dynamics was developed precisely to handle all of these challenges, and is the tool required to develop, implement and manage plans and to tackle challenging issues for any organisation. The underlying principles are explained in Strategy Dynamics Essentials (strategydynamics.com/essentials) and the Strategy Dynamics Online Course (strategydynamics.com/onlinecourse), both of which are supported by a rich variety of Sysdea models.

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