

SwissChapter Meeting, 24. Oktober 2011

Success Dynamics

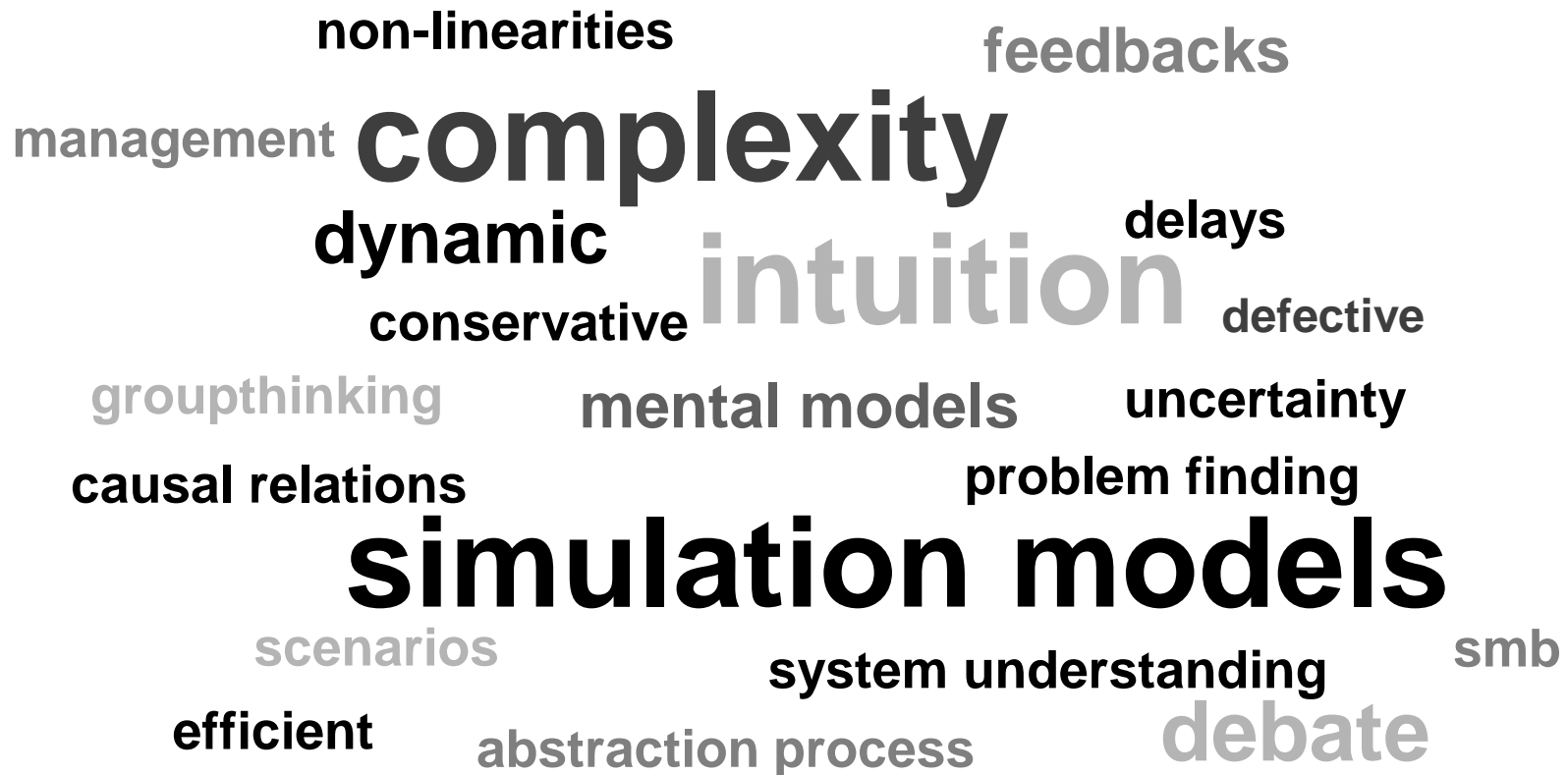
A Concept for Building System Dynamic Models as Decision Support within Strategic Management

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Motivation





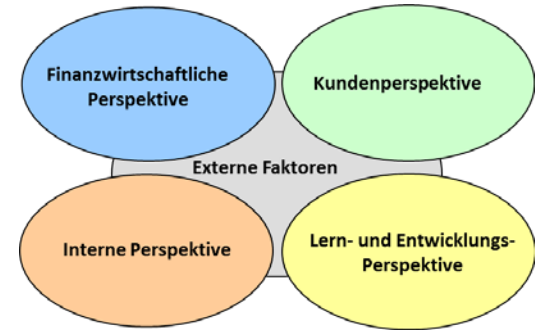
A word cloud of terms related to complexity and simulation models. The words are arranged in a roughly circular pattern, with varying font sizes and weights. The most prominent words are 'complexity', 'intuition', and 'simulation models'. Other words include 'non-linearities', 'feedbacks', 'delays', 'dynamic', 'conservative', 'defective', 'groupthinking', 'mental models', 'uncertainty', 'causal relations', 'problem finding', 'scenarios', 'system understanding', 'smb', 'efficient', 'abstraction process', and 'debate'.

non-linearities feedbacks
management **complexity** delays
dynamic intuition defective
conservative groupthinking mental models uncertainty
causal relations problem finding
simulation models
scenarios system understanding smb
efficient abstraction process debate

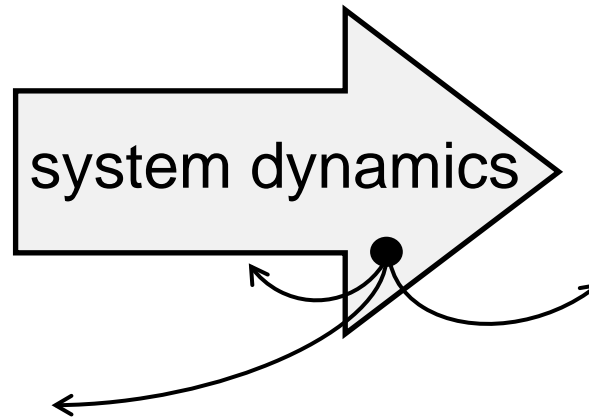
simple, efficient, effective, relevant



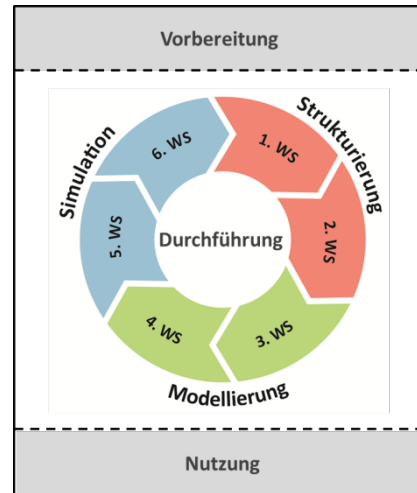
Praxis oriented concept on how to build
a system dynamics model of a **corporate
success logic** as decision support within
strategic management



design framework

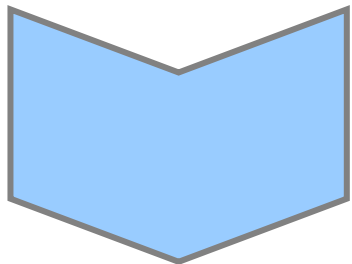
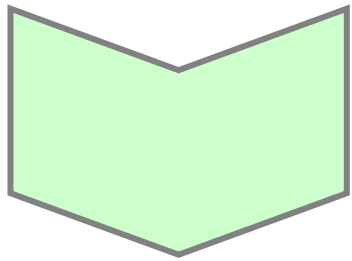
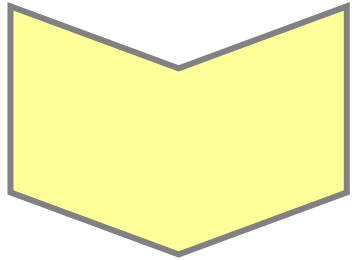
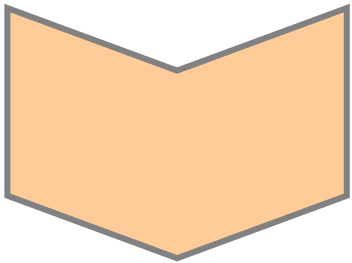
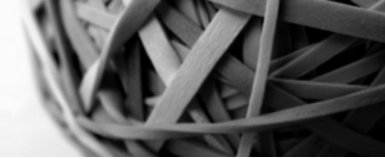


4 producing companies from switzerland

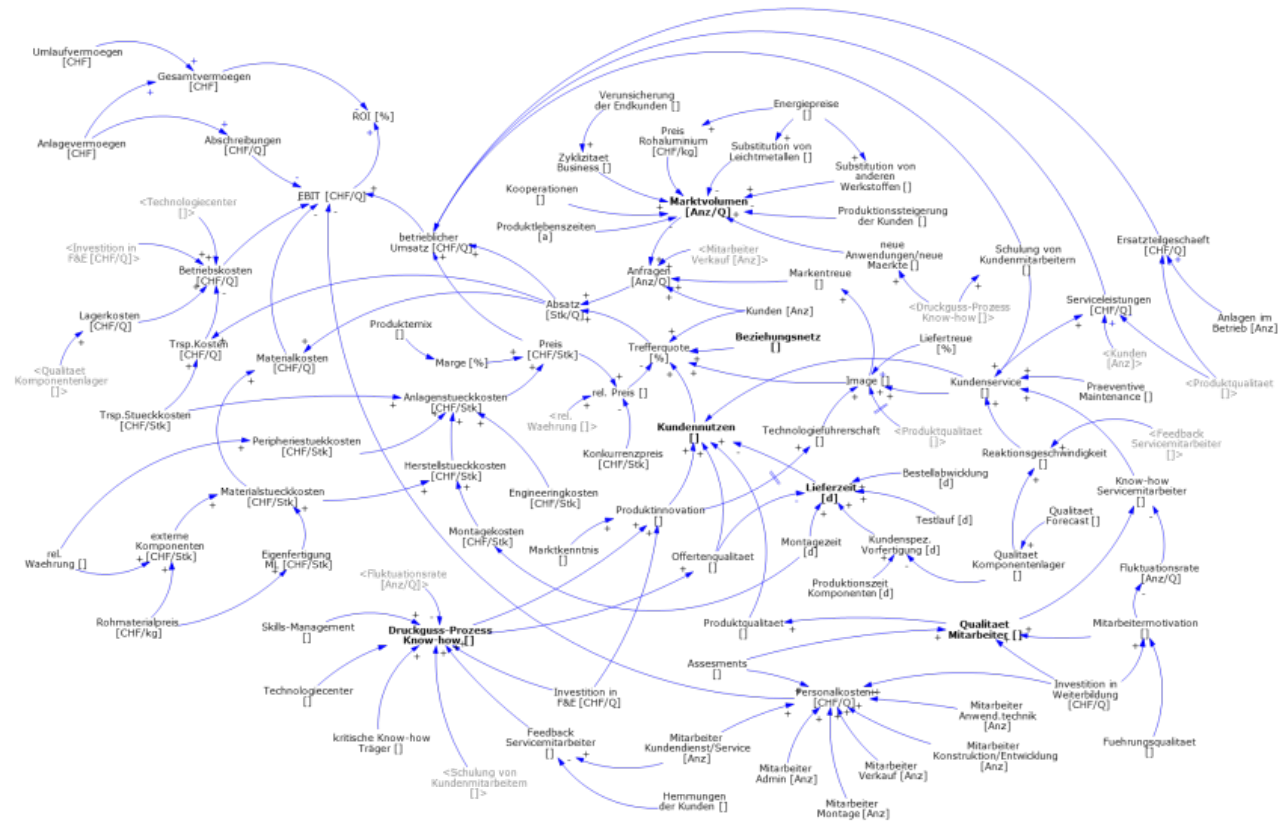
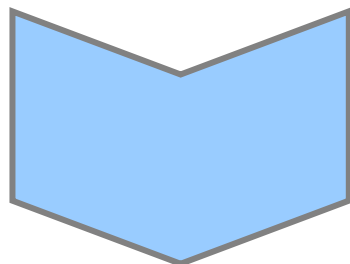
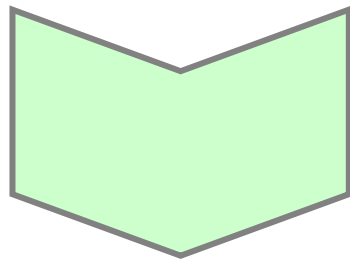
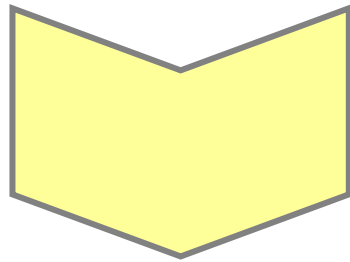
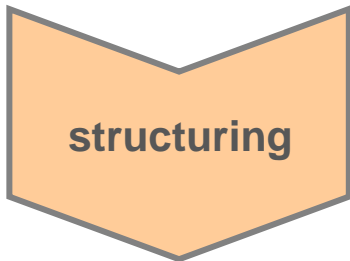


concept

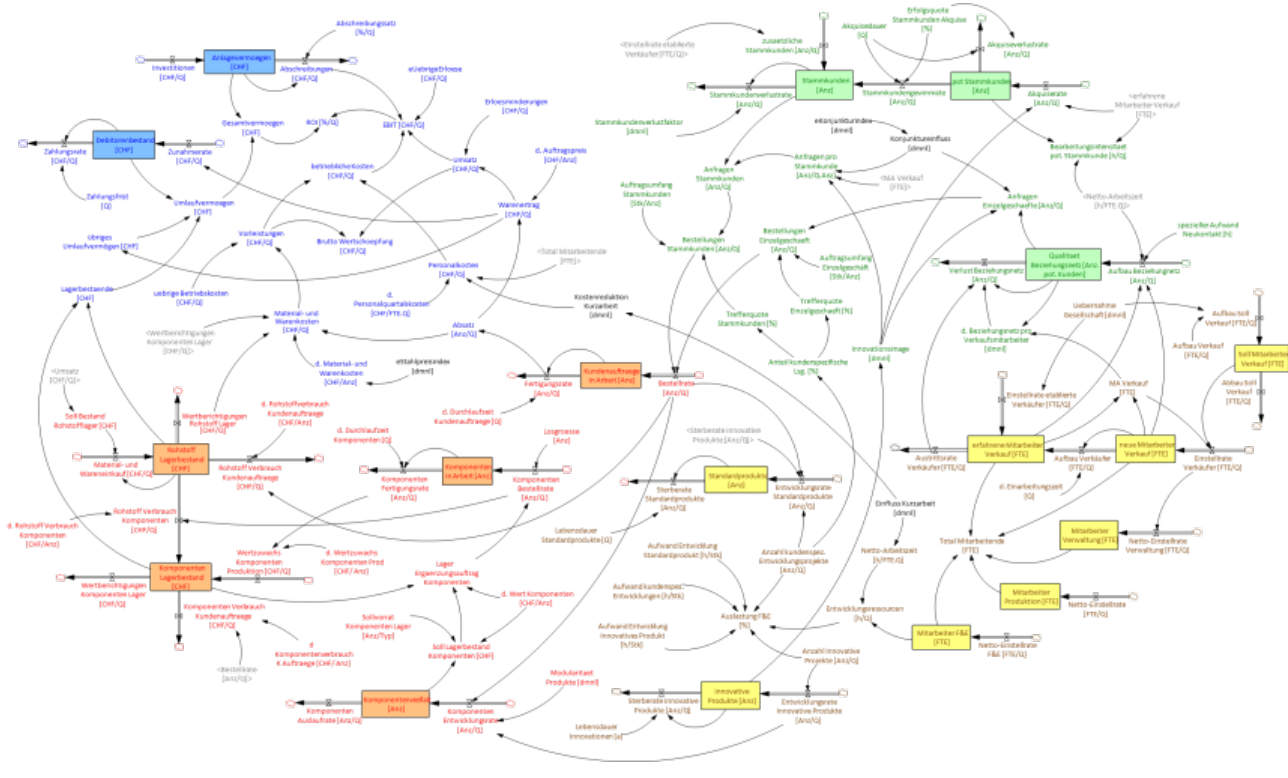
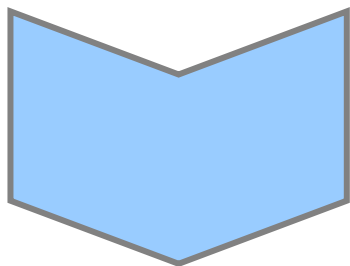
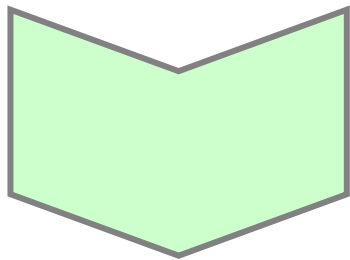
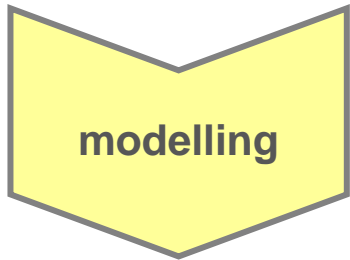
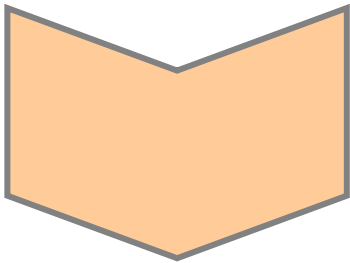
Case Study



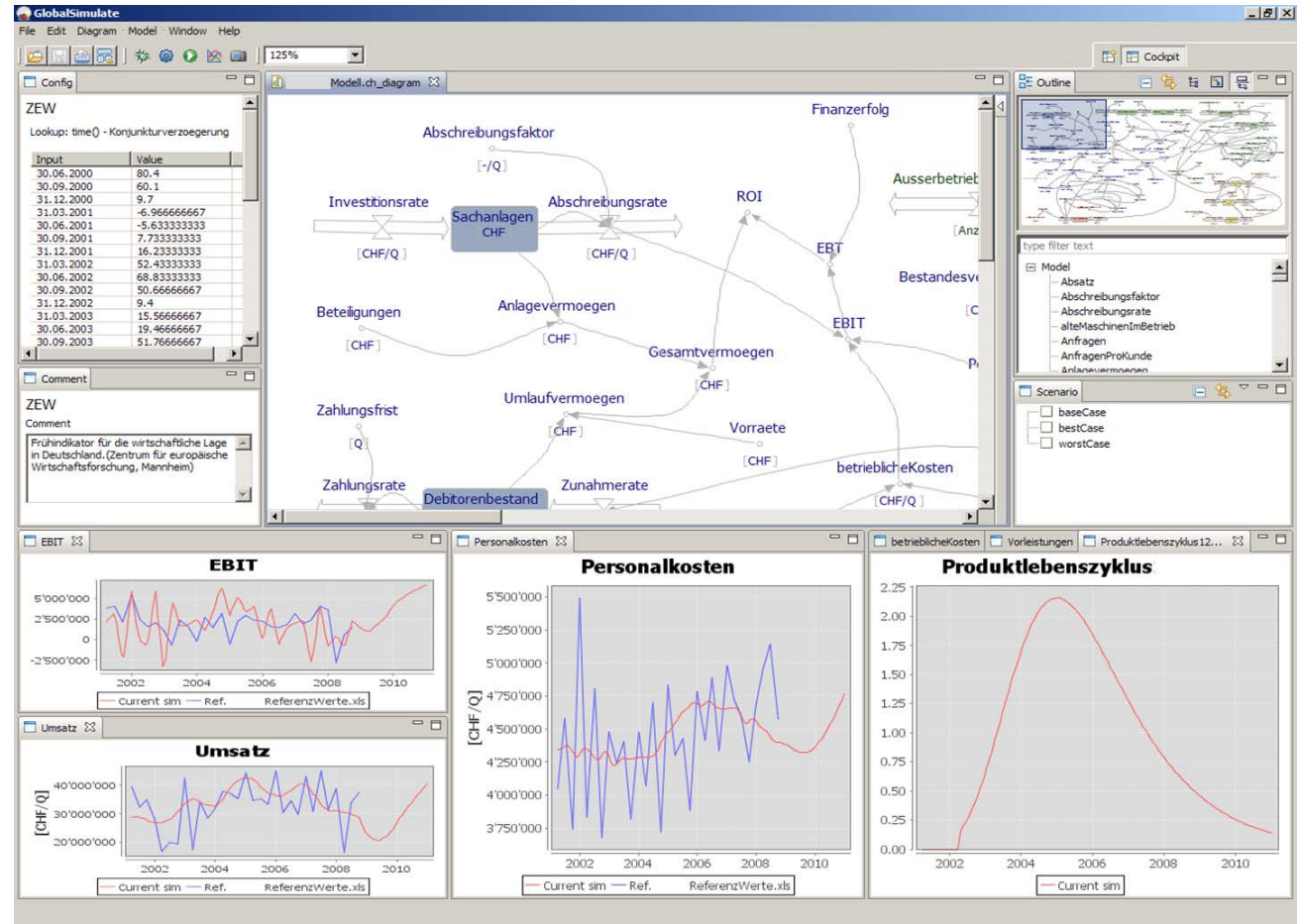
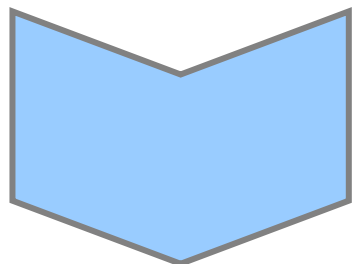
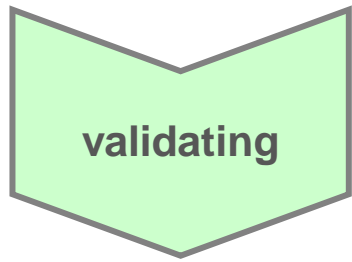
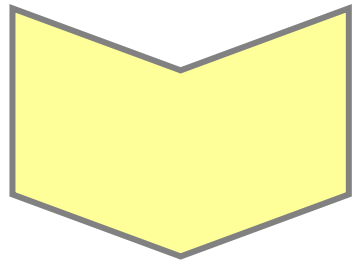
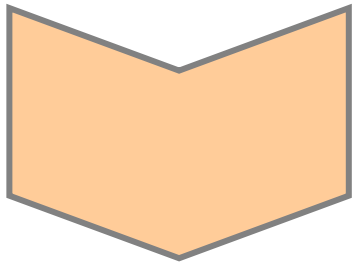
Case Study



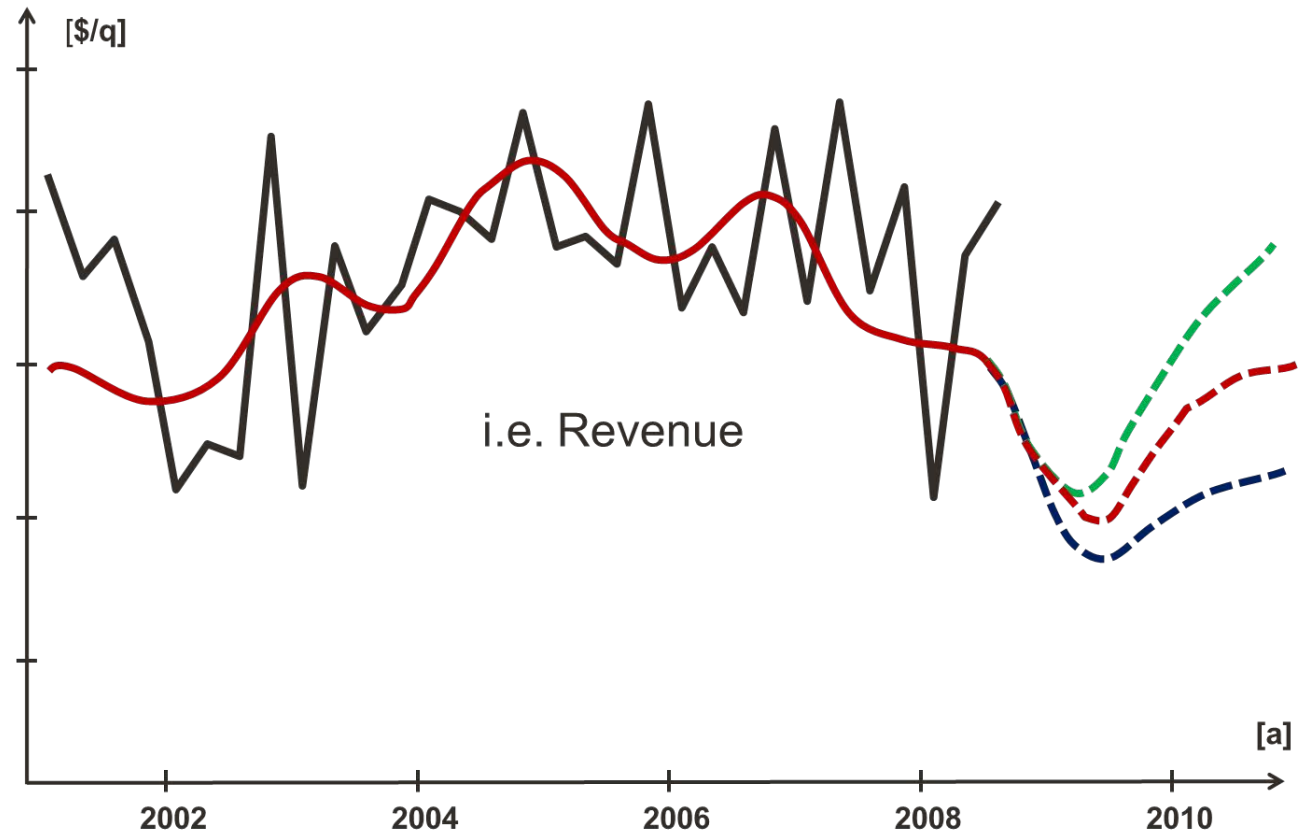
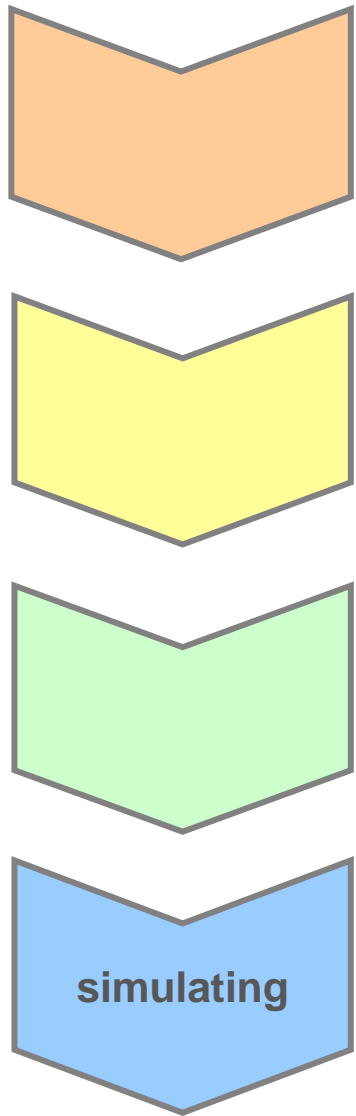
Case Study



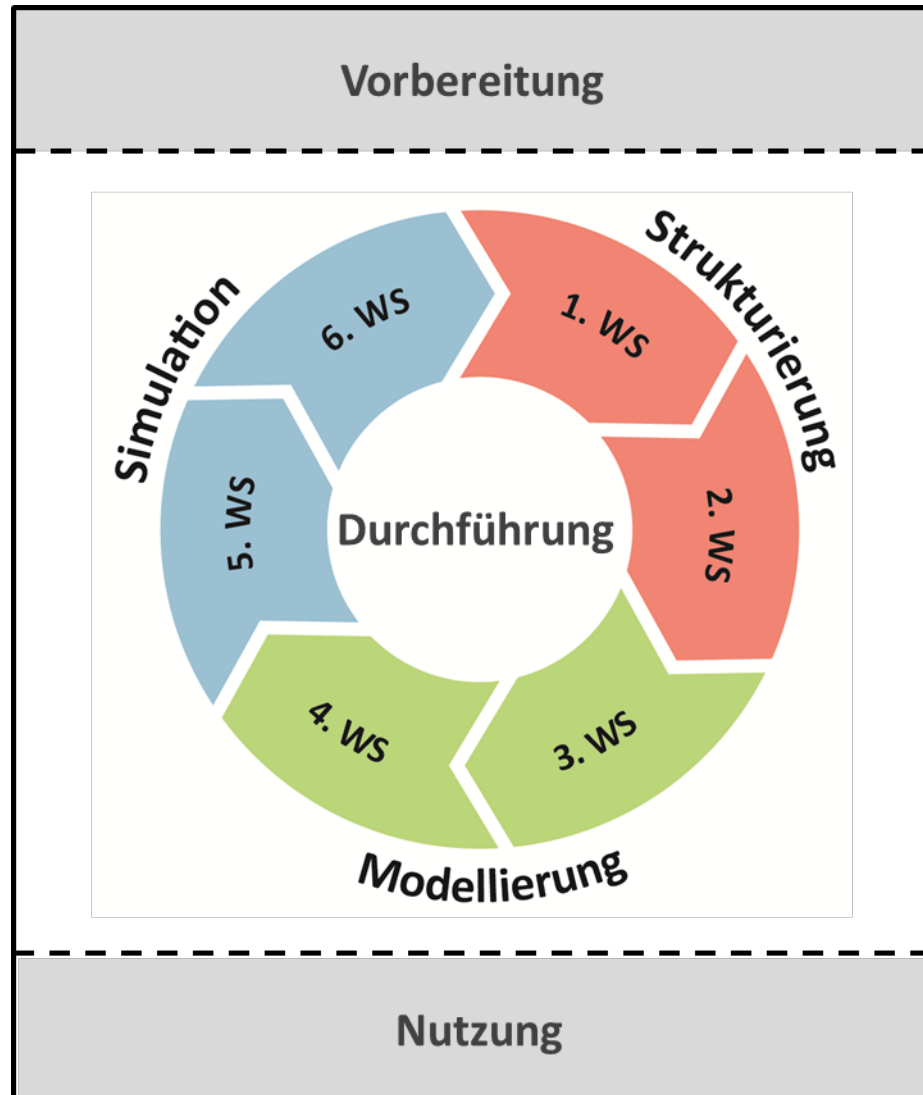
Case Study



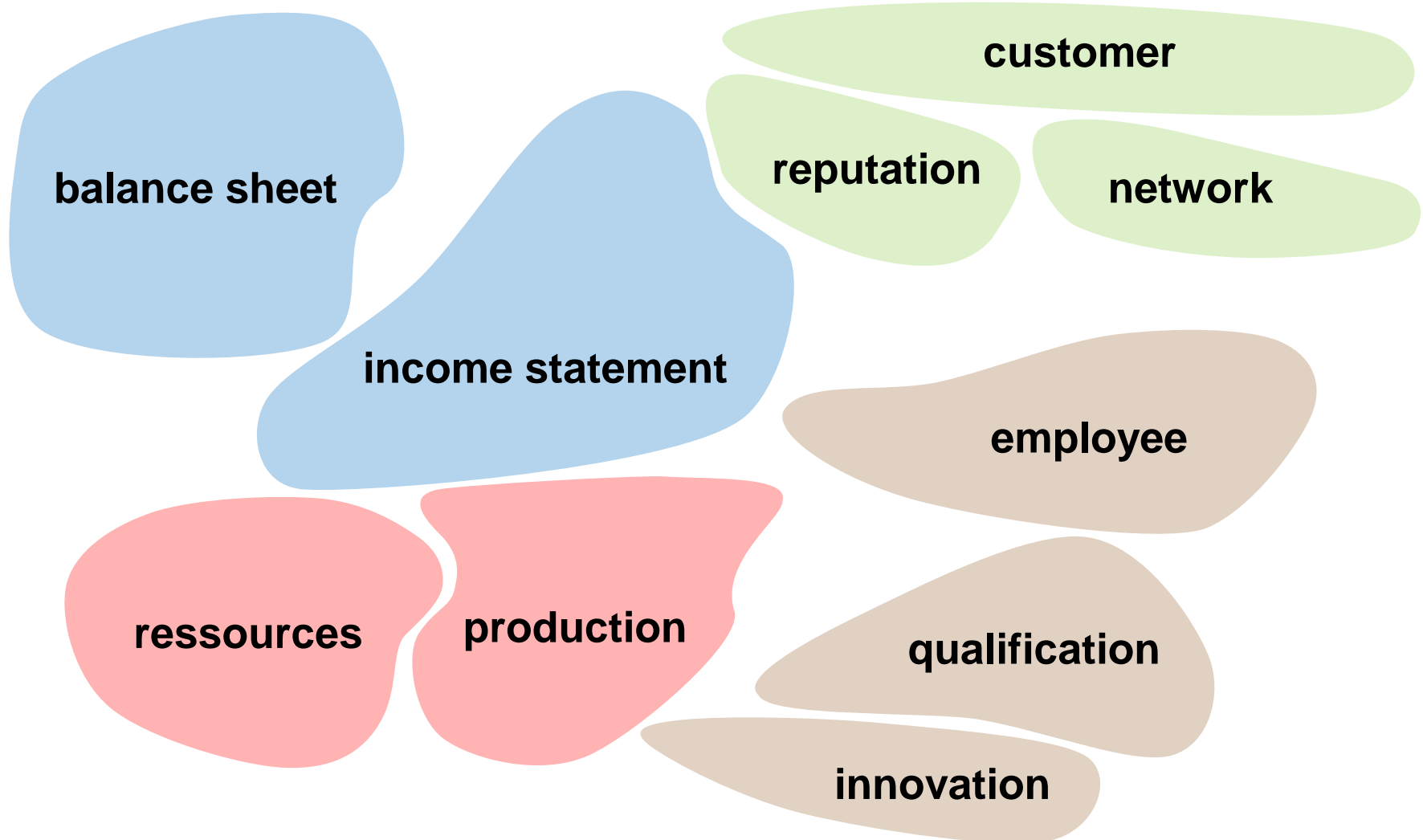
Case Study



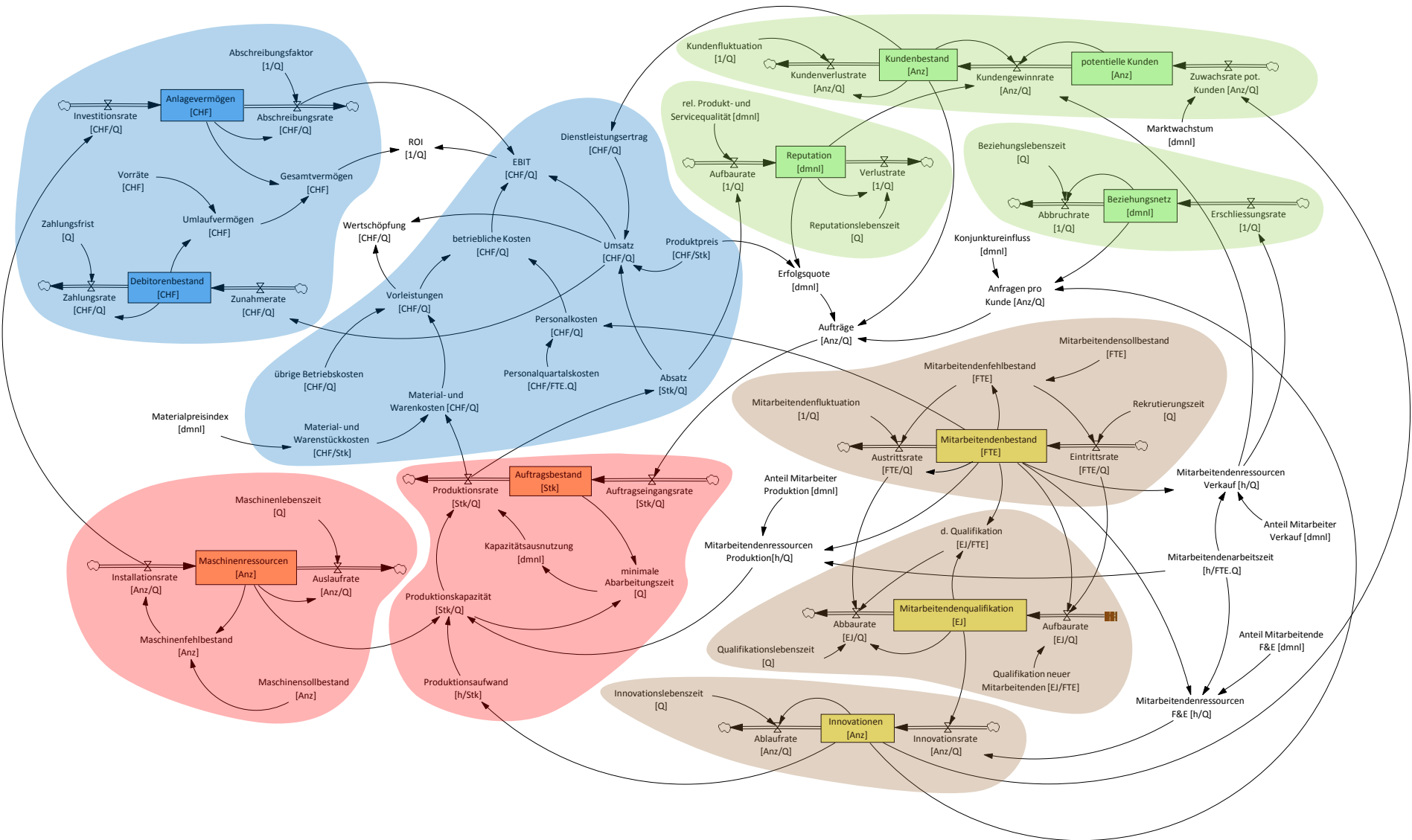
Result - Consolidation

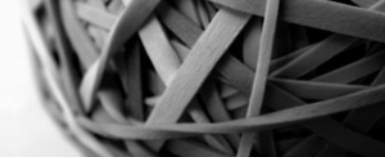


Backbone



Backbone

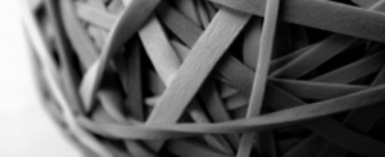




- Successful application of the models to support strategic decisions
- Deduction of a concept for an efficient and effective system dynamic modelling of a corporate success logic
- Backbone consisting of model elements which have generic character



- Limitations of the concept concerning simplicity and relevance
- The models include only a few «global» feedback-loops – the dynamics arise mostly from external factors
- Only isolated use of the simulation models by the involved managers



- Test of the concept as it is a hypothesis
- Further development and expansion of the backbone
- Integration of interaction and collaboration approaches for the simulation phase (i.e. crowdsourcing, etc.)
- Better visualisation of the models for structuring and simulation control
- Embedding the simulation model in the year-plan of the strategic management

Thanks



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