

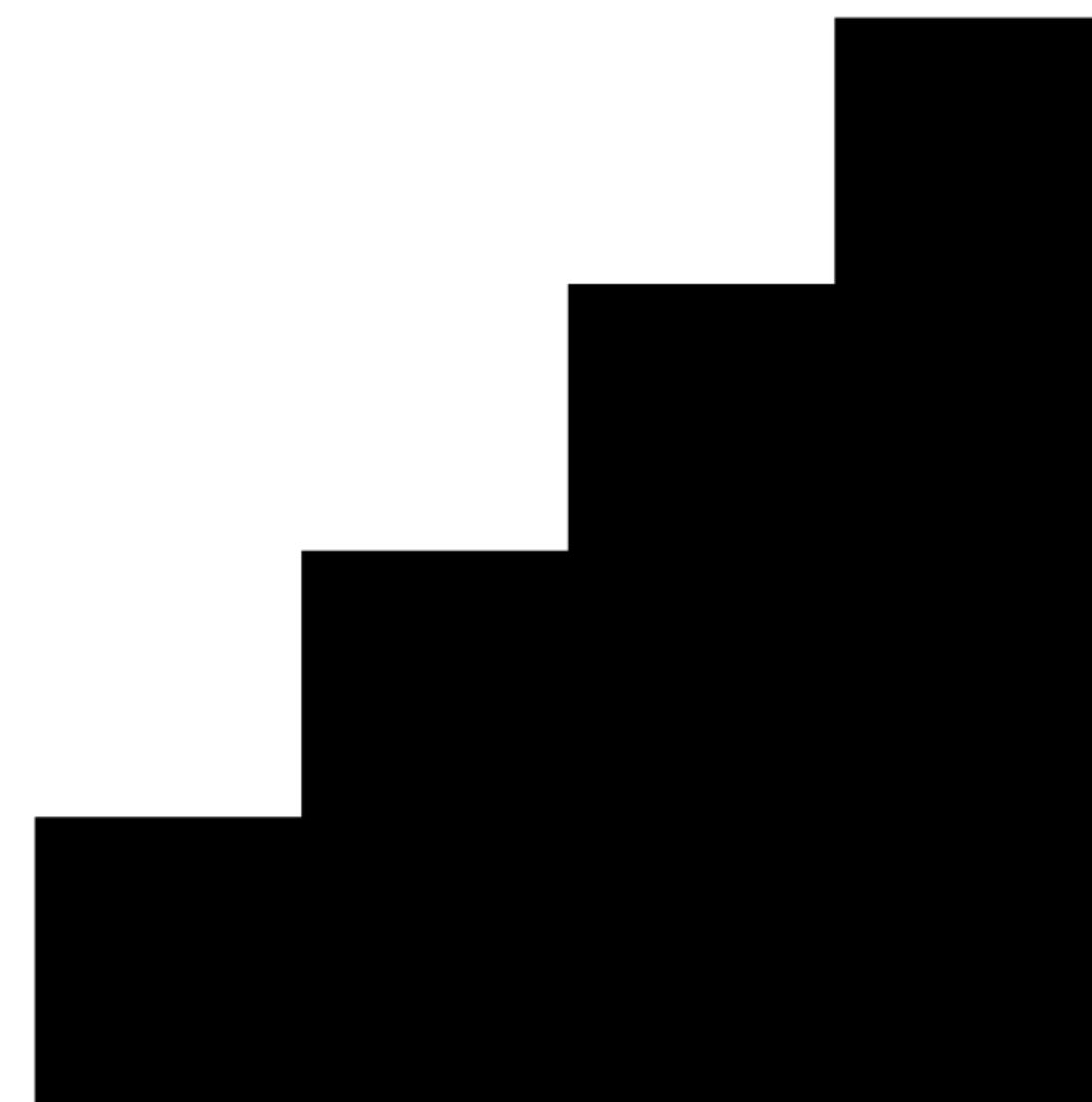
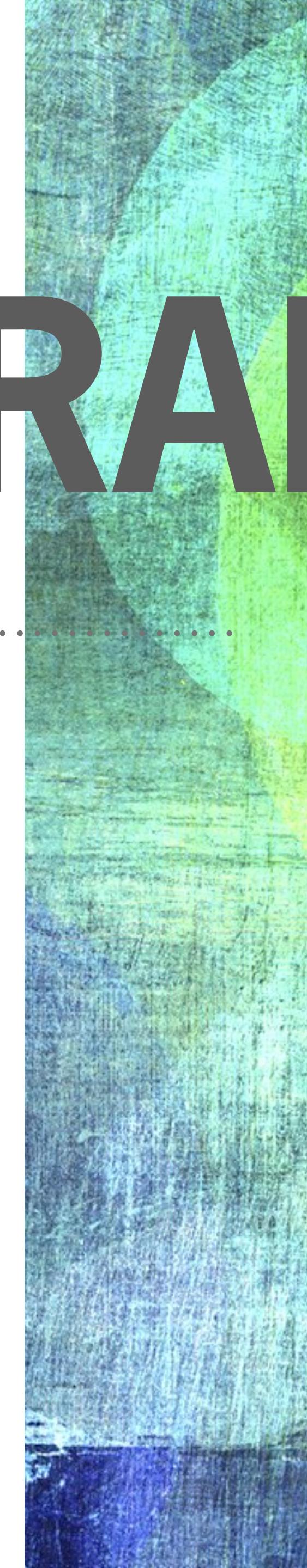
STRATEGIC MANAGEMENT



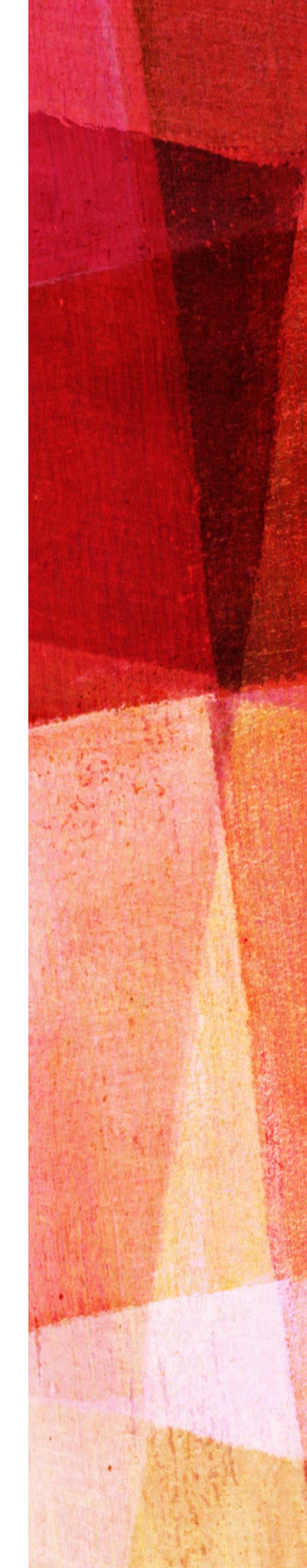
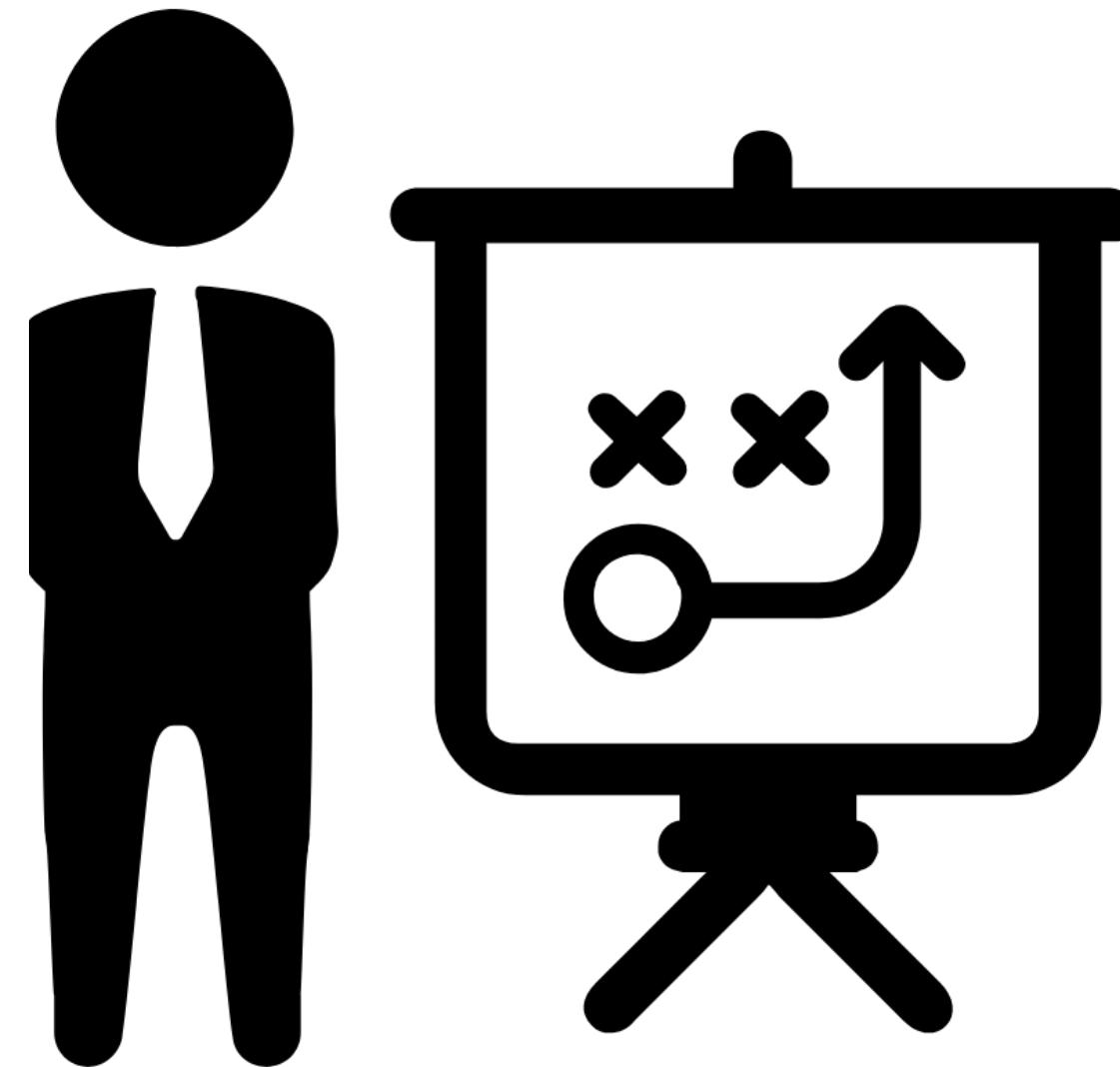
MIT INSTITUTE OF DESIGN

Subir Das
MITID, Pune
July 15-19 2019

HIERARCHY



Business models
Operating models
Strategy & Planning

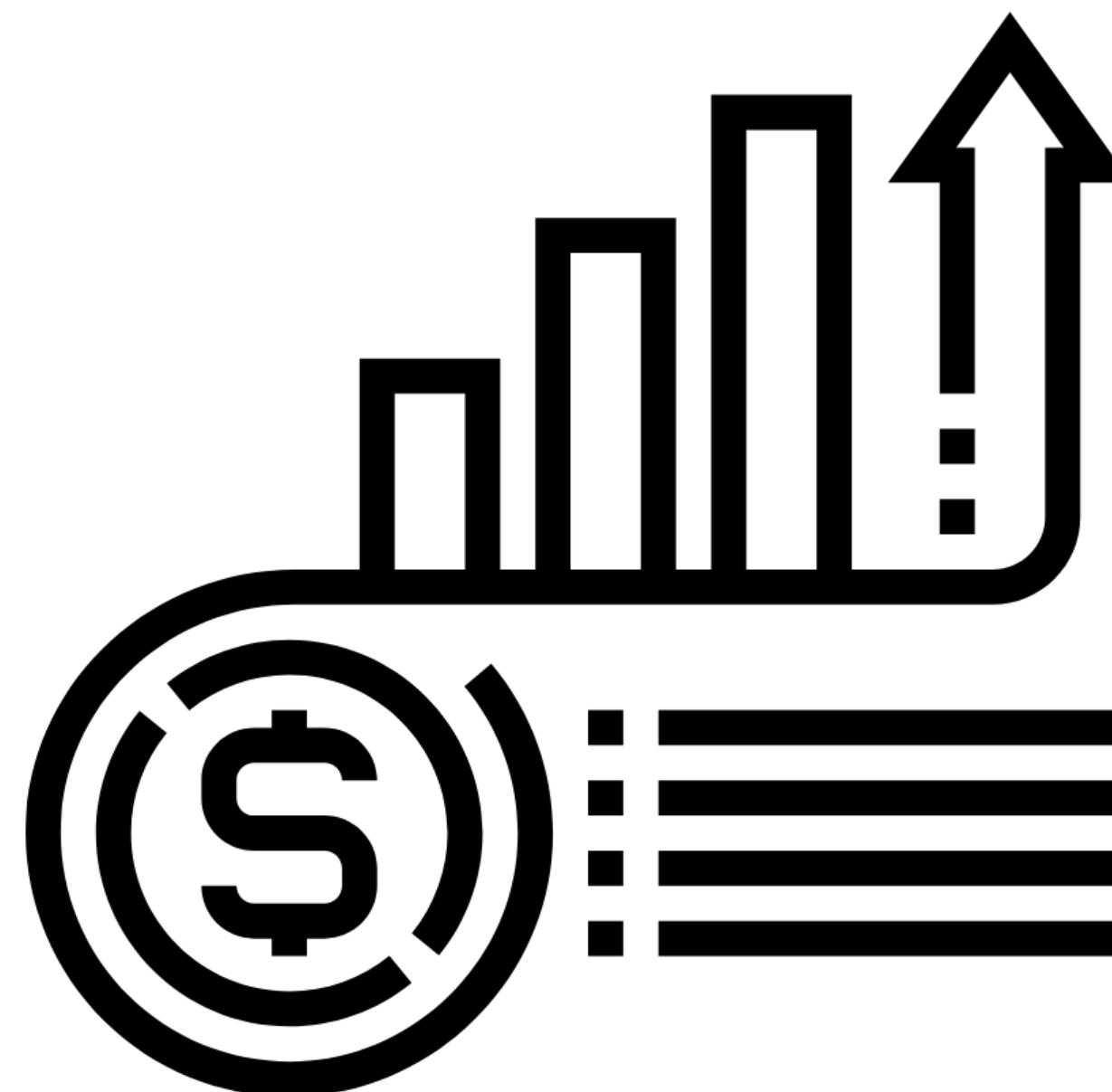


BUSINESS MODEL

- Definition
- Objective - helps navigate threats, define opportunities & design for unknowns

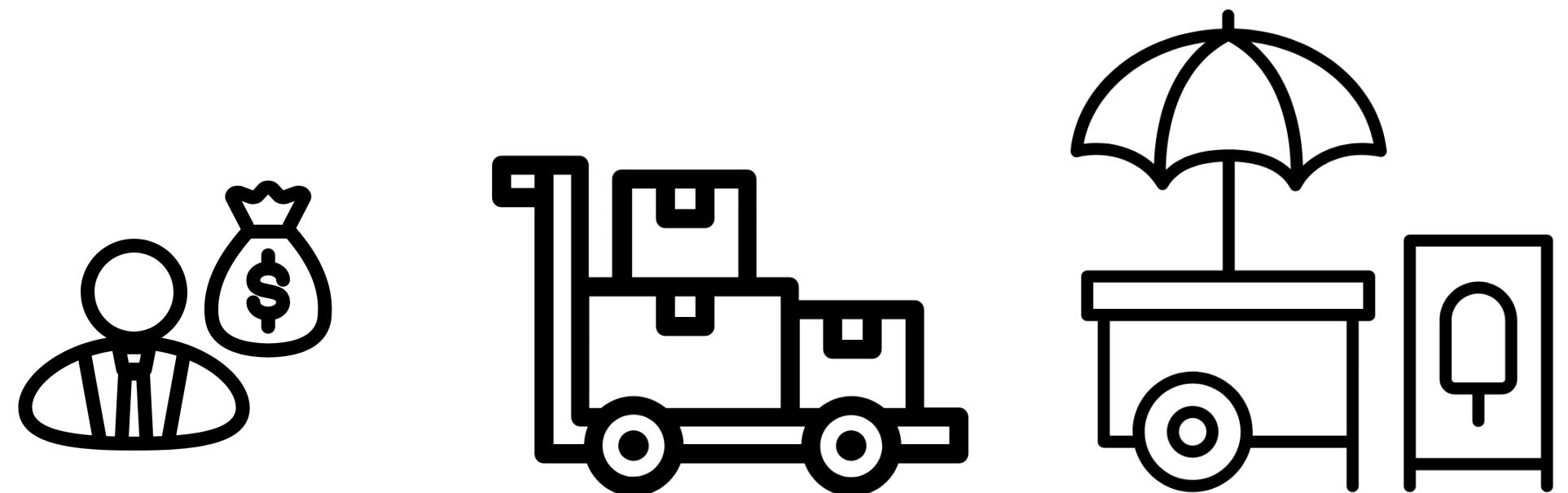
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BUSINESS MODEL

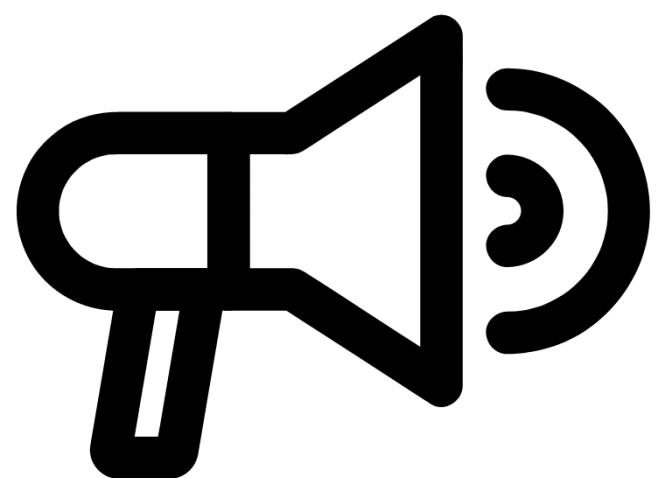


- Structure - shared language in BM and in strategy
- Revenue generation
- Value proposition - product definition

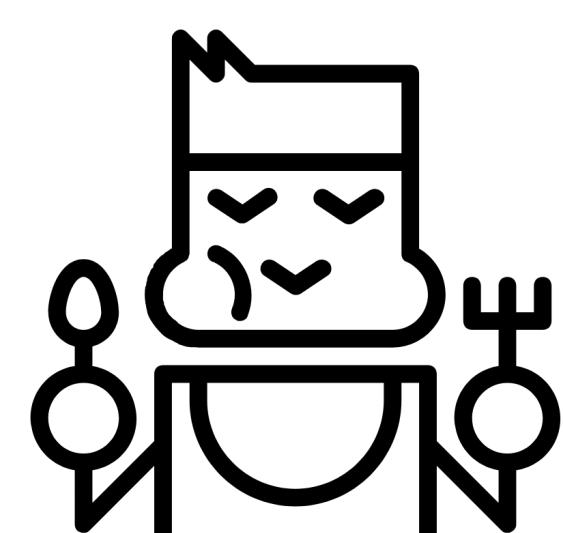
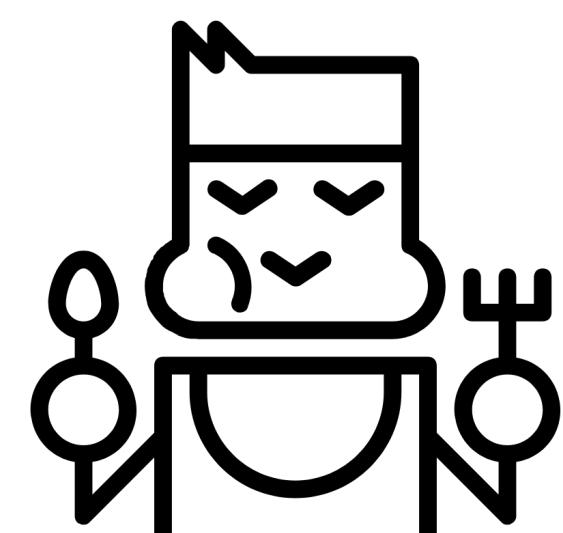
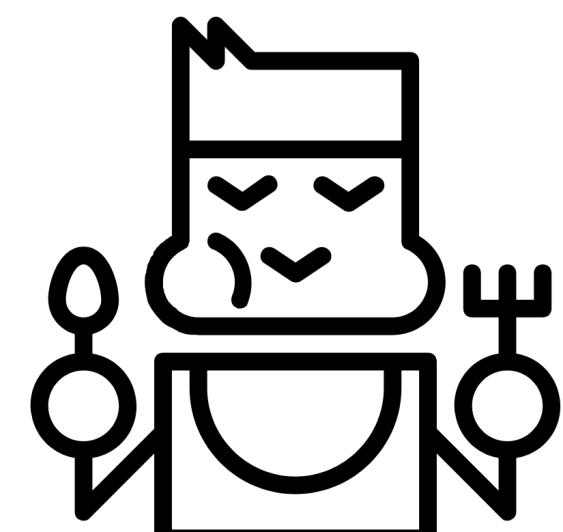
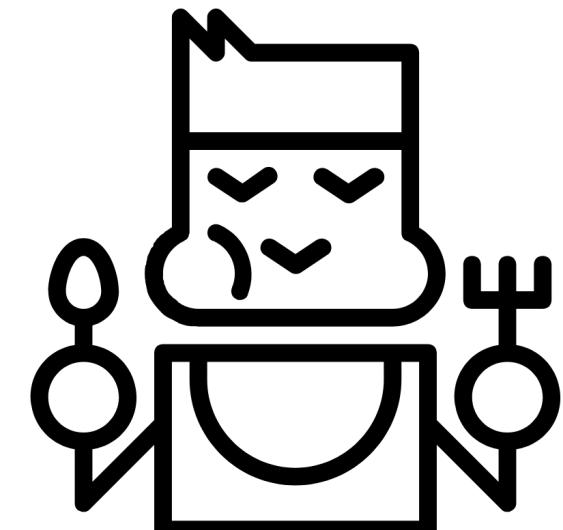
BUSINESS MODEL

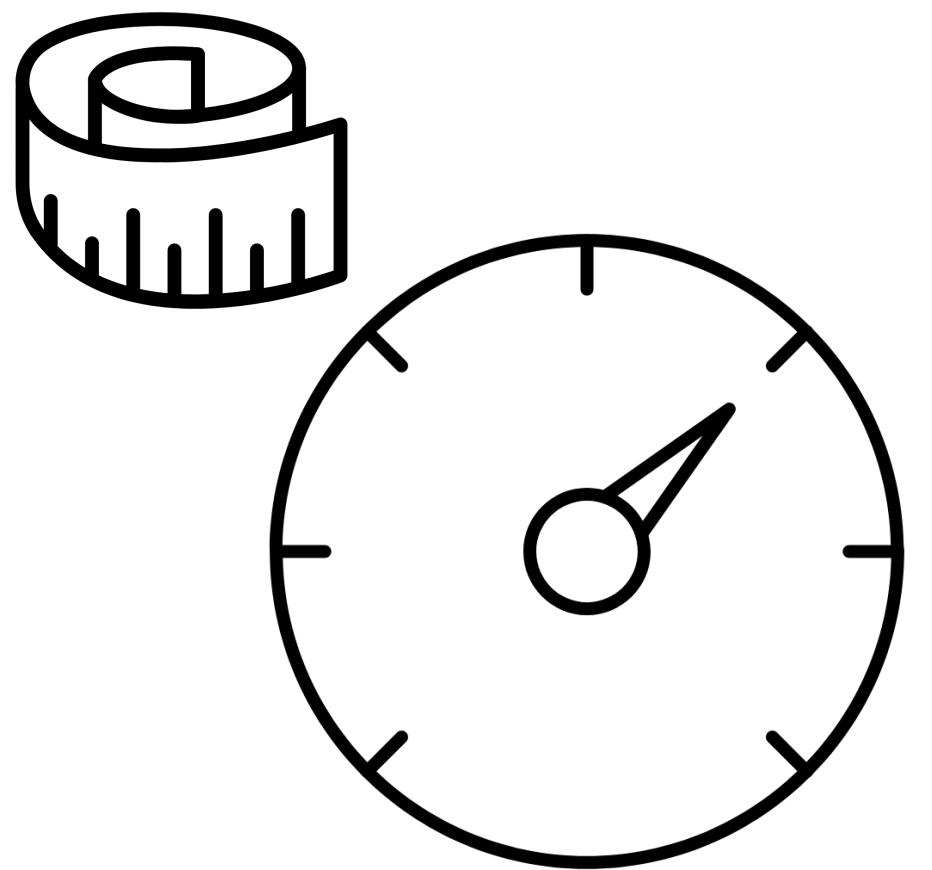


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- Actors?
- Environment definition
 - suppliers, vendors, investors, regulators, customers/consumers, employees and interconnectivity among these
- Marketing components



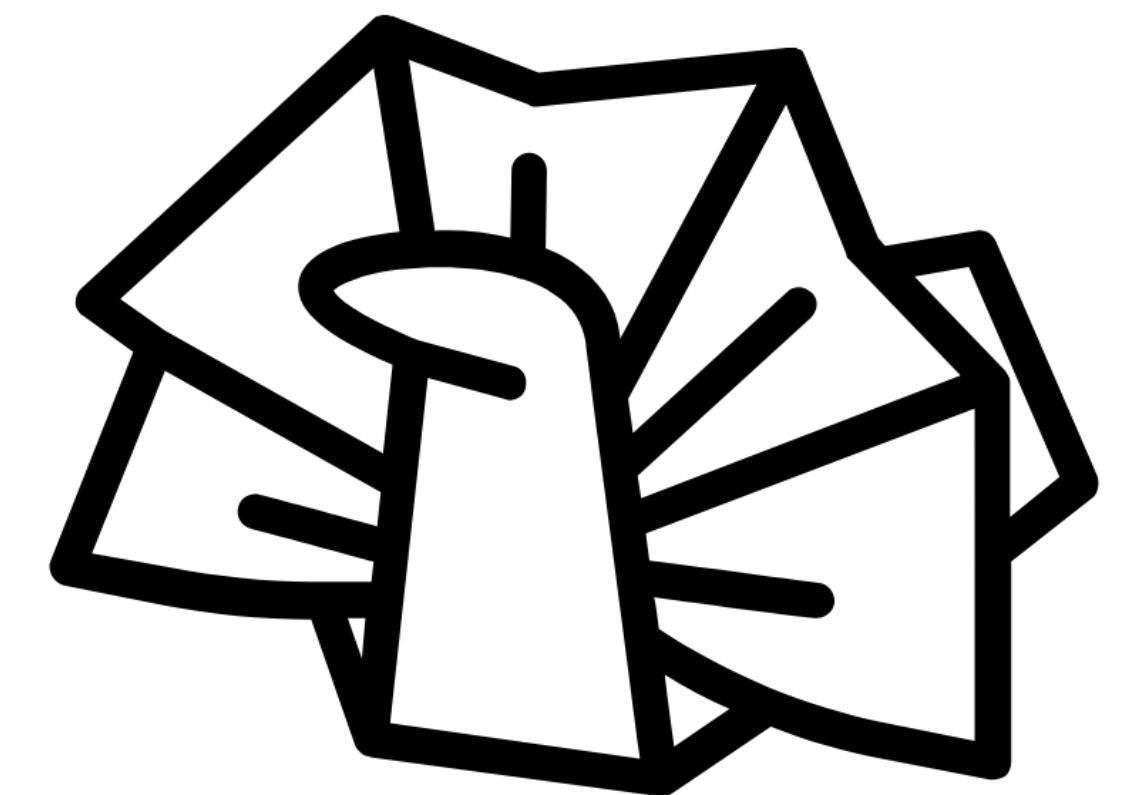


BUSINESS MODEL

- Utilization - strategy, business model & operating model.
- Validation
- Periodic evaluation of existing components

CORE COMPONENTS

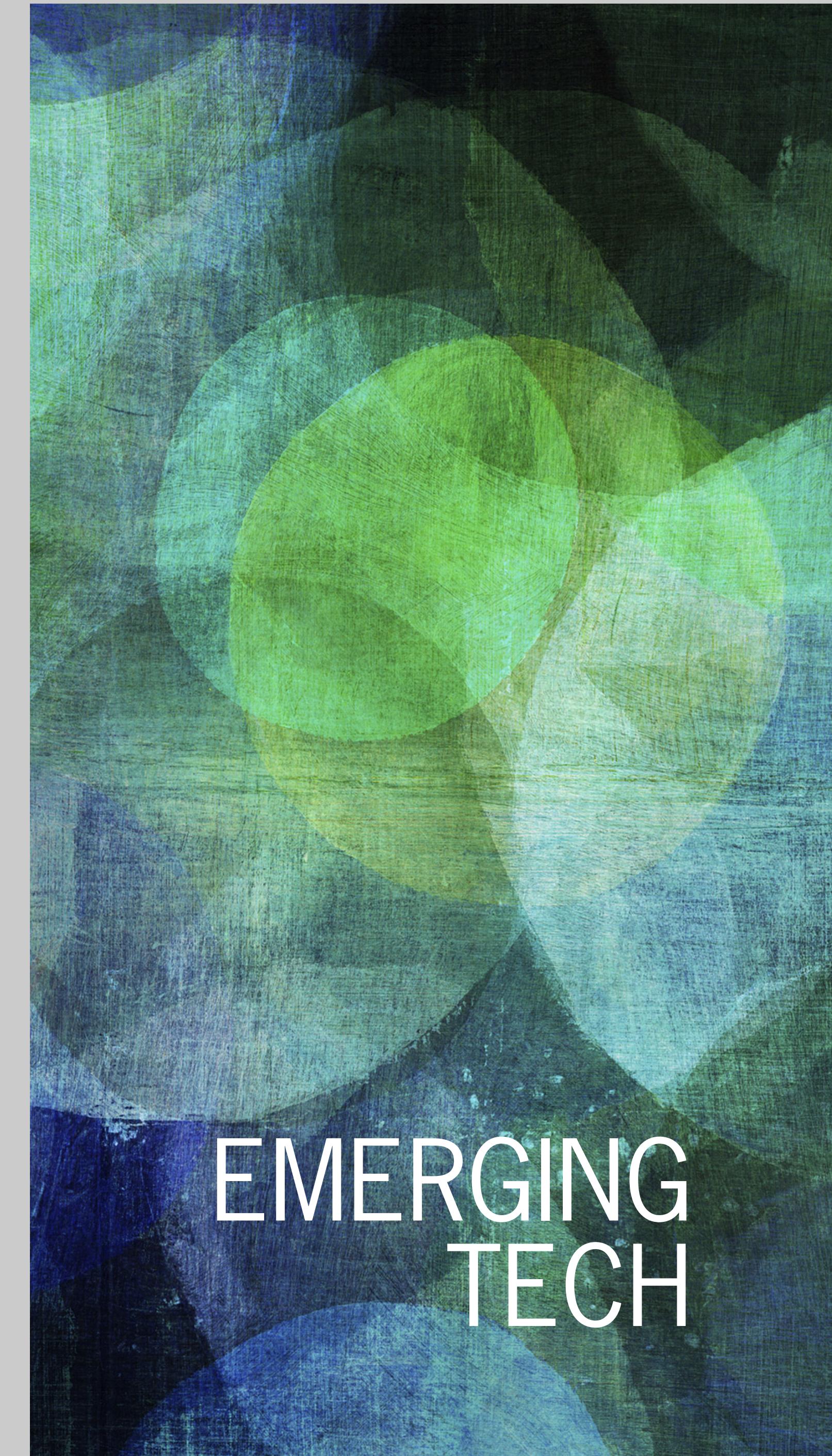
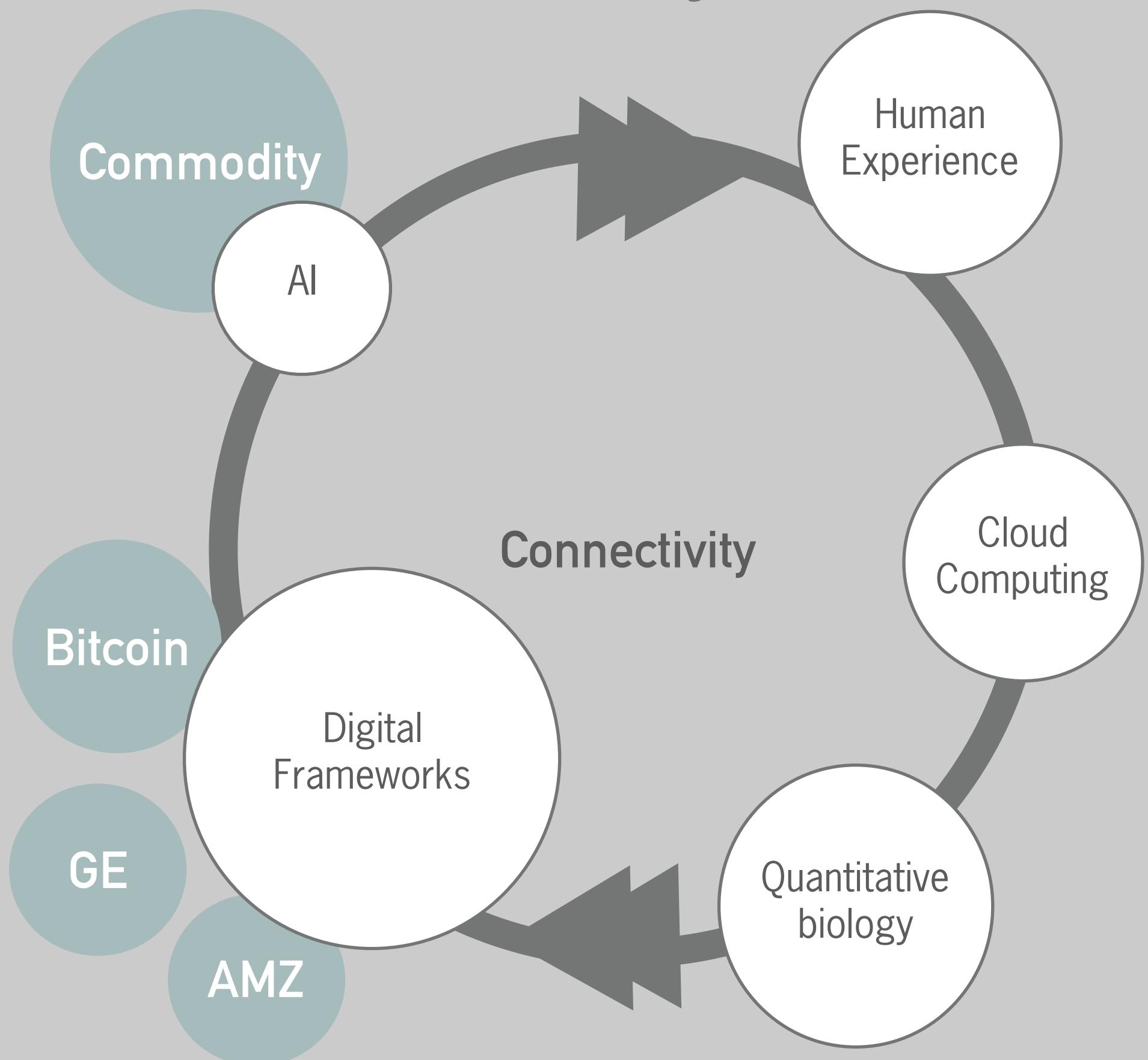
- IDEA? MVP & more. Design release mechanism (OM)
- Financial supporters (pitch)
- Regulatory compliance (ethics -)
- Audience * * * * (ethics +)
- Operating model design (Skills)
- Organization structure (HR)
- Inputs & outputs - financial modeling, investment patterns/revenue forecasting (OM/pitch)
- Culture * * * * (ethics +)
- Well-wishers...broader support system

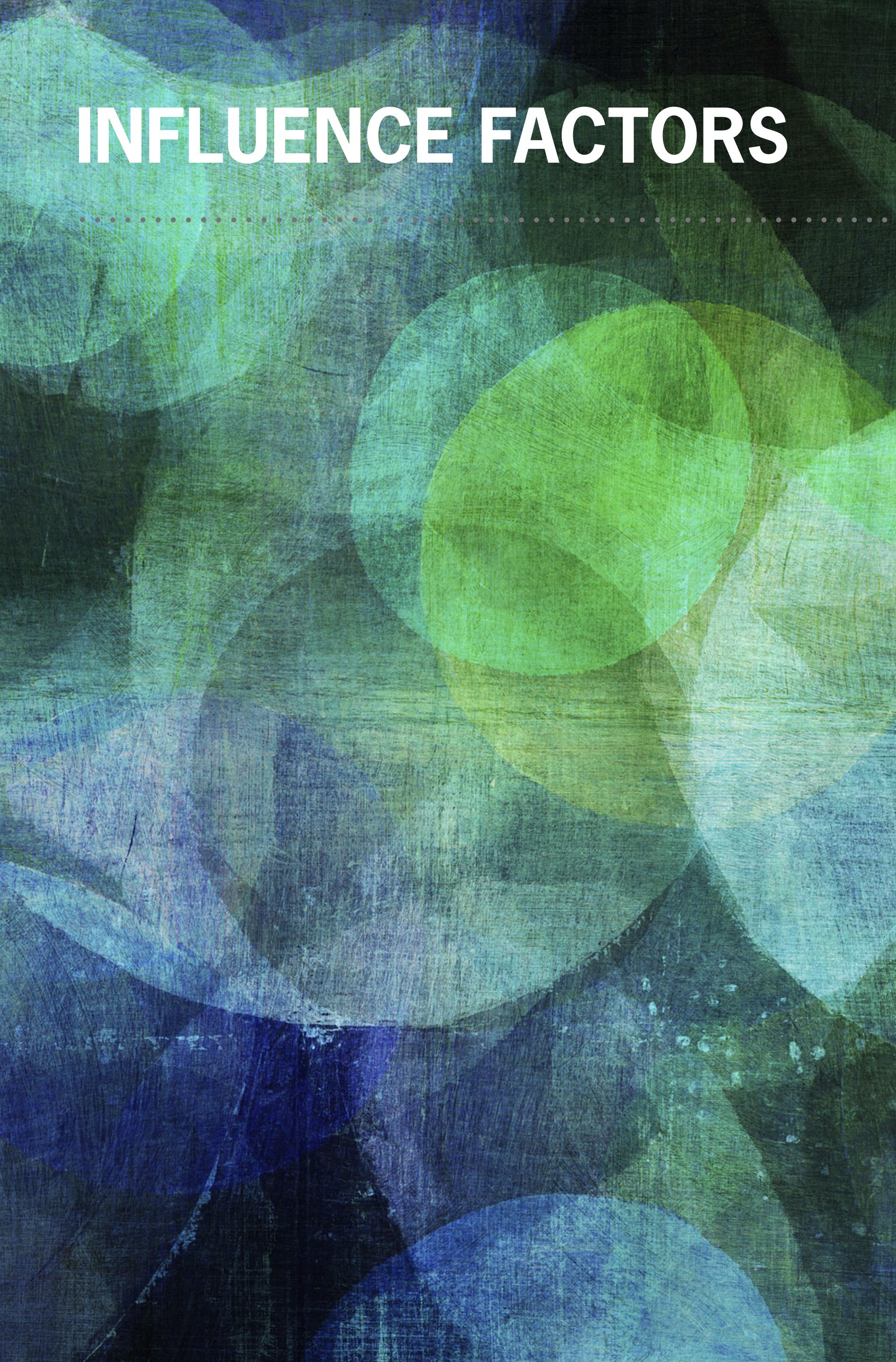


NAPKIN SKETCH

INNOVATION

- Risk & Rewards
- Dimensional analysis



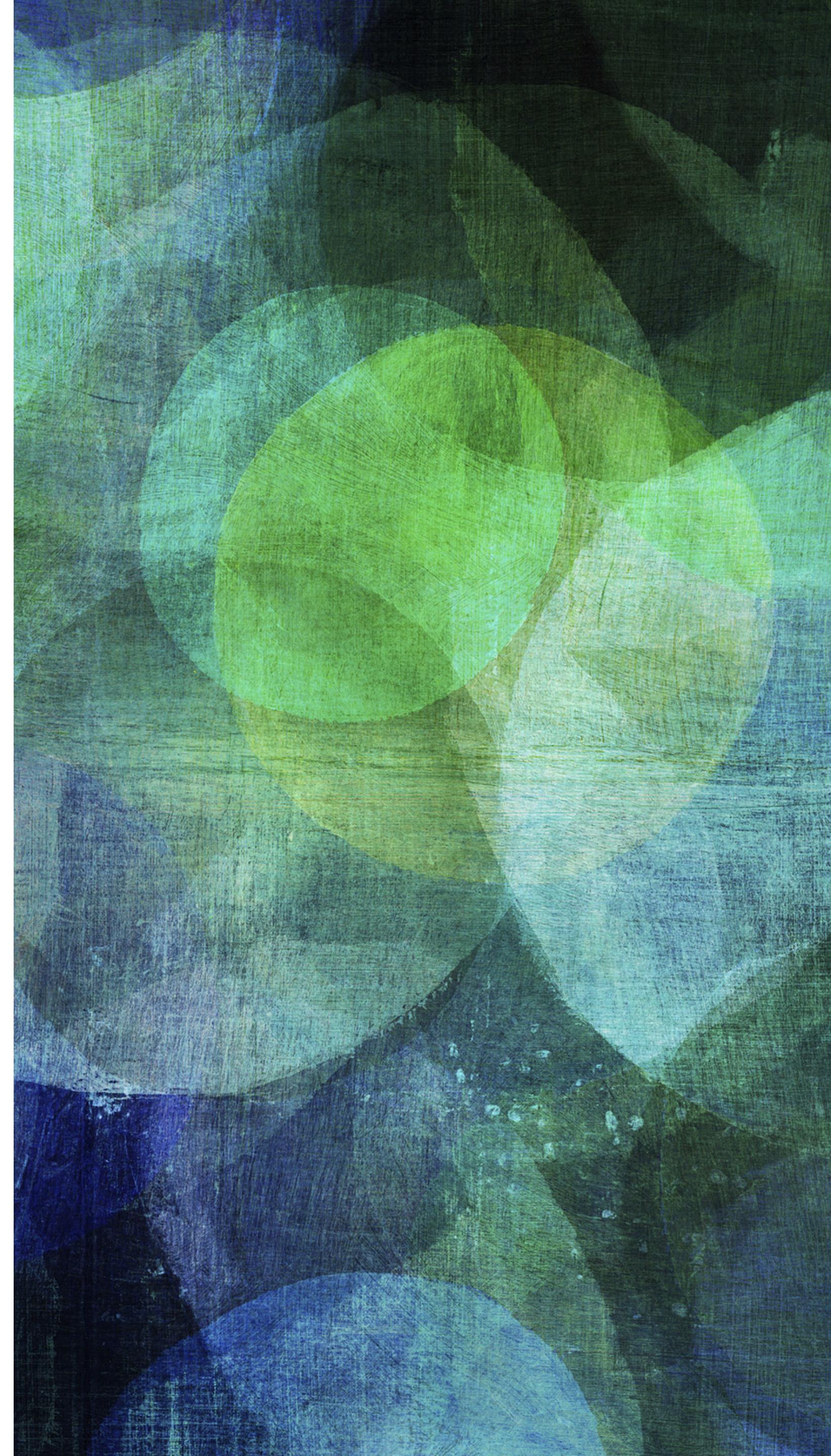


INFLUENCE FACTORS

- Isolate value & differentiator
- Motivate social vs financial gains
- Emotions (not numbers) pitch
- Read the folks

APPROACH

System thinking
VS
Design thinking





ETHICS & RESPONSIBILITY

- Design for culture
- Core value - identify profitability UOM
- Sustainability factors
- Compliance - localized & global



USE CASE

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Back to
business
models

*Use case
worksheets*

CORE COMPETENCY



- Build margins in knowledge & delivery.
- Wide awareness and **read more**
- Connect dots of subjects
- Be empathic - and see world problems - **role play**.
- Interact with diverse domain knowledge experts
- Visualize & tell a story or learn to do so. **Practice**.
- Make engagements **win-win**.
- Be fit.