

Goals and Values

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Background

Workshop in Stockholm

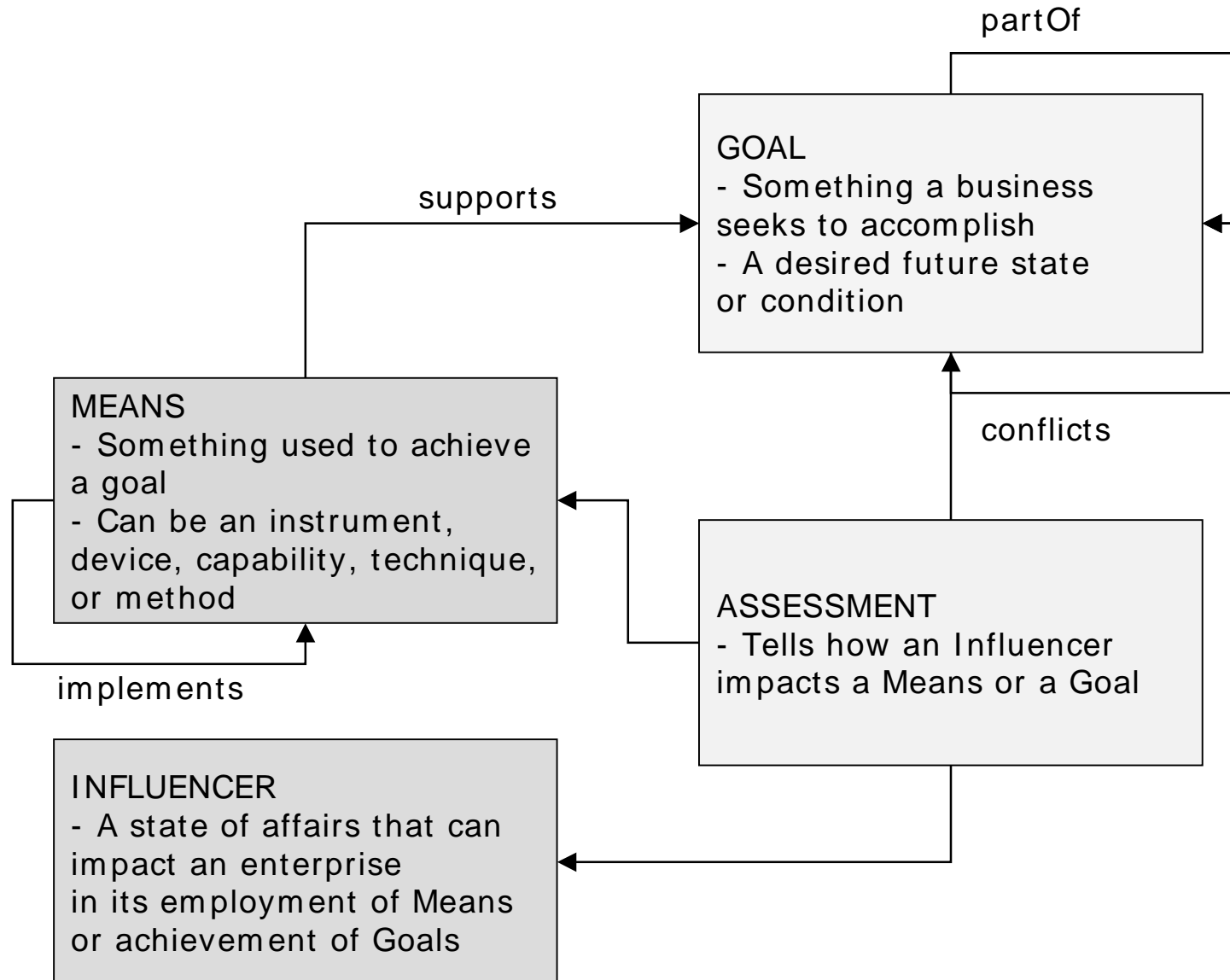
How are Goal and Value Models related?

Business Goals motivate the design of Value
Models

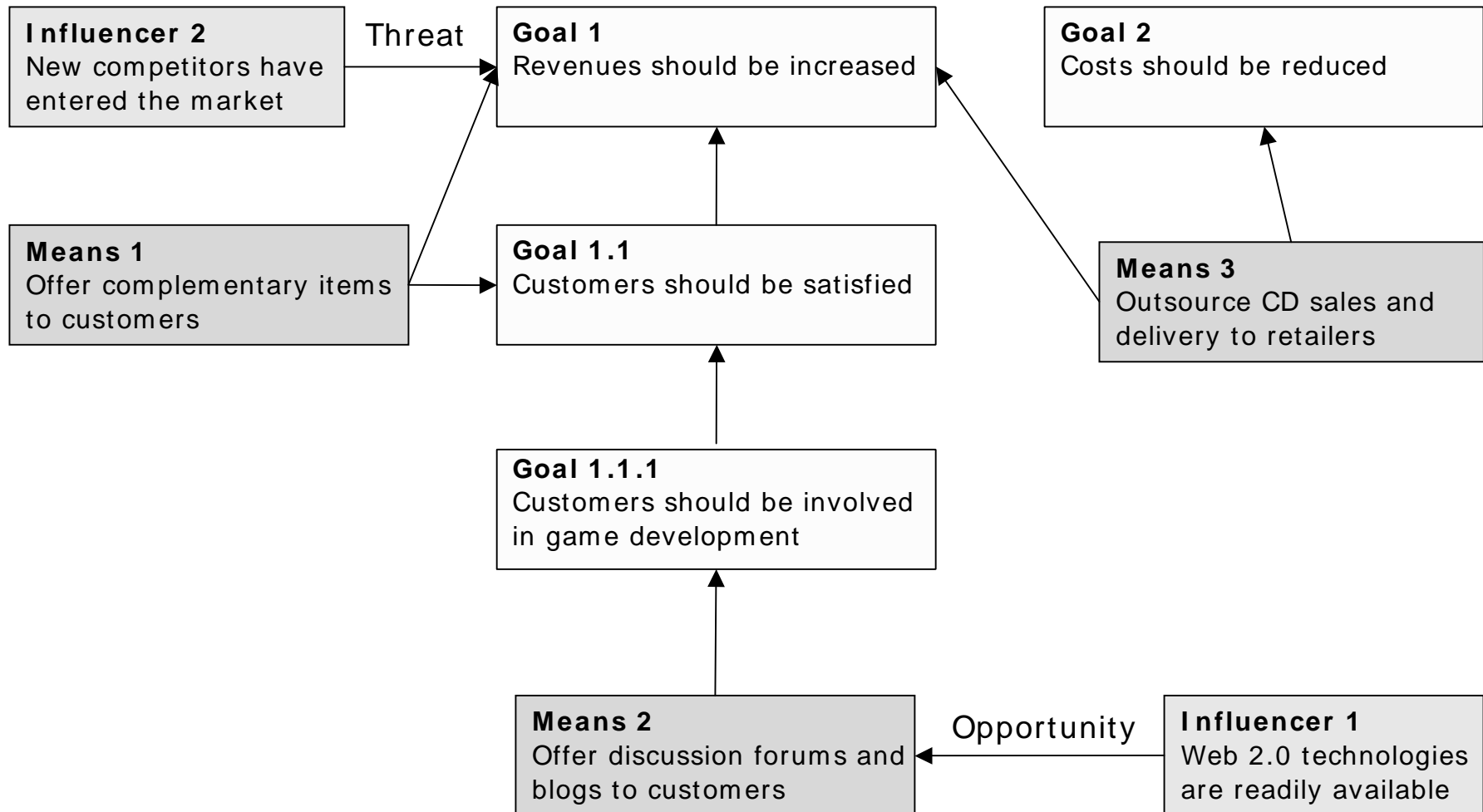
Why?

Produce Value Models that conform to the explicit goals of the business

Business Motivation Model (BMM)



Example. Goal Model



Relating BMM and VM

Goals, or Means, or ...

Method Approach

- Start with an initial (input) Value Model
- Build a Goal model including Means
- Create output Value Model from input Value Model and Goal Model using
 - Means templates
 - Transformation rules

Example of templates

General form:

(Acquire | Provide | Produce | Maintain) <value resource> (to | from)
<actor | market segment>

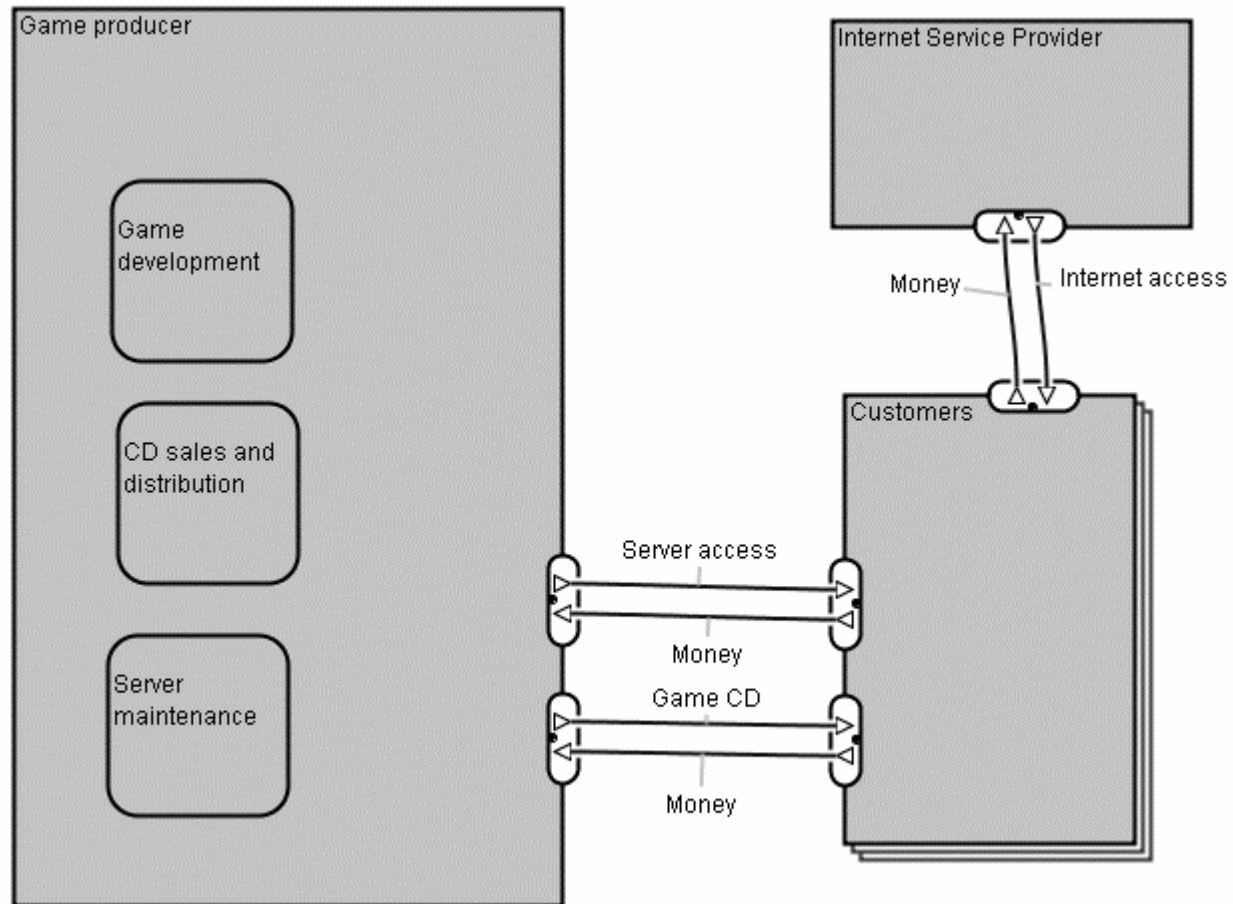
Examples:

- offer <value resource> to <actor | market segment>
- procure <value resource> from <actor | market segment>
- (produce | create | launch | initiate | ...) <value resource>
- (increase | decrease) production of <value resource>
- improve <value resource>
- (outsource | insource) production of <value resource>

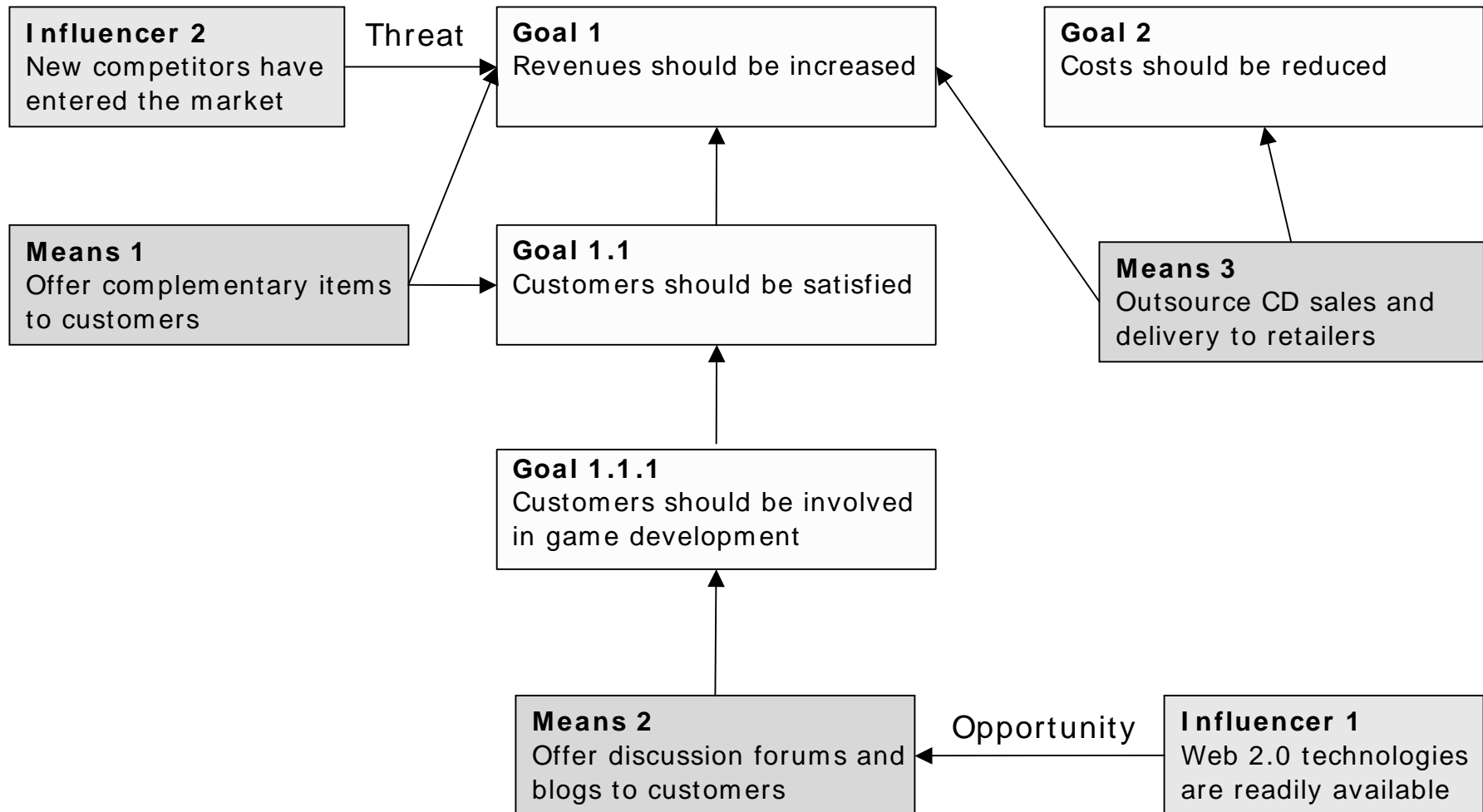
Example of Rules

- For a means of the form "offer <resource> to <actor | market segment>", add a value exchange for the resource in existing or new value interfaces
- For a means of the form "stop offering <resource> to <actor | market segment>", remove a value exchange for the resource and possibly associated value interfaces
- For a means of the form "stop producing <resource> in <value activity>", remove the resource from the value activity and possibly also the value activity
- For a means of the form "(increase | decrease) production of <resource> in <value activity>", no changes are made to the business model
- For a means of the form "outsource production of <resource> to <actor | market segment>", remove the resource from a value activity and possibly remove the value activity, add a new value exchange with associated value interfaces to a, possibly new, actor or market segment

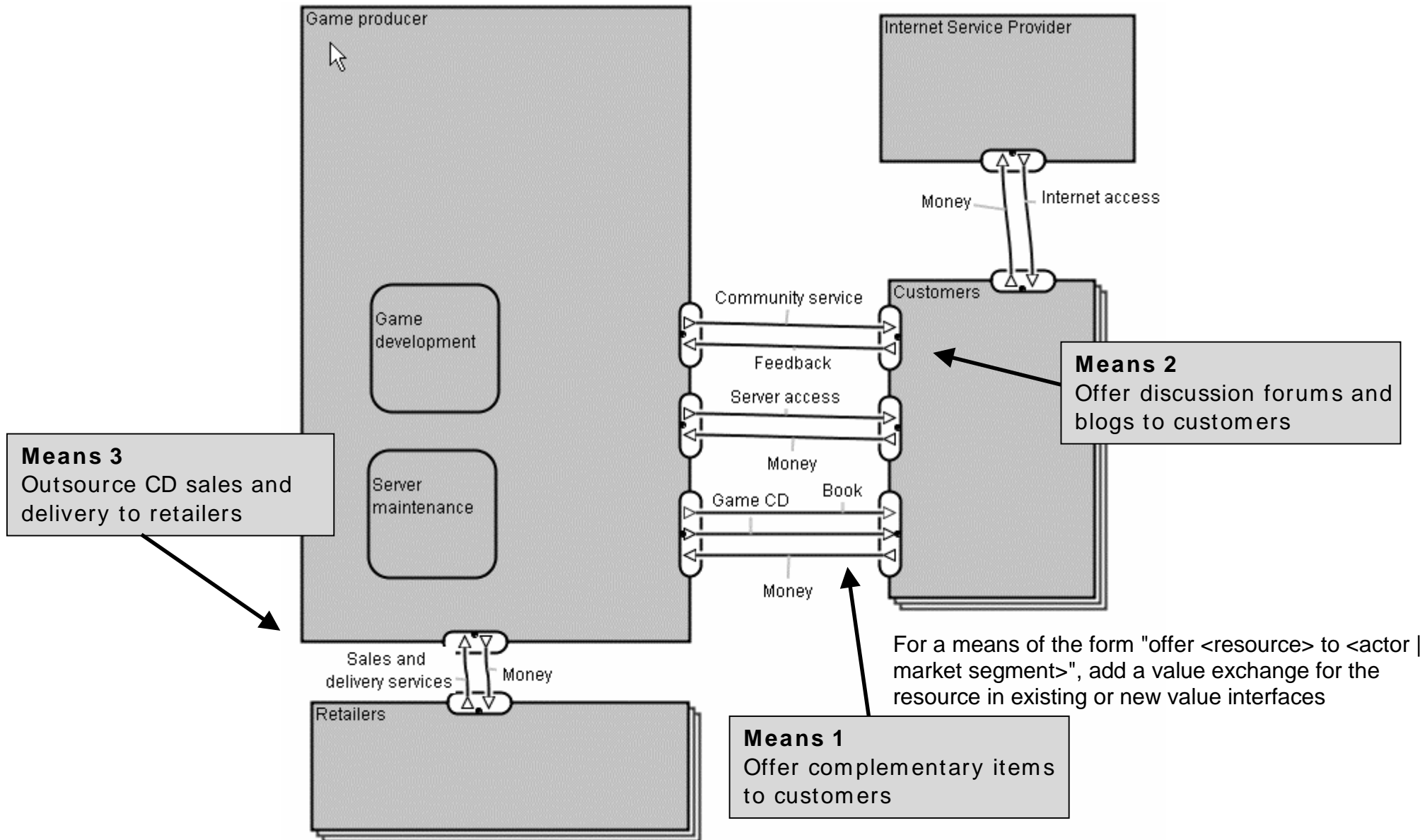
Example. As-is VM



Example. Goal Model



Example. To-be VM



Work in progress

- Is the list of templates adequate?
- How long is an exhaustive list of transformation rules? If two rules apply, which one should be chosen?
- Syntax issues

Results

Support that helps to ensure that business goals are addressed in value models