

BUSINESS MODEL

Architect a resilient, profitable business



WHAT IS A BUSINESS MODEL?

The Business Model stimulates the critical thinking needed to properly architect a resilient business. It covers the fundamental strategic areas of the business – value, customer, revenue/profit and structure.

The Business Model provides a framework to periodically assess the business's design and adjust to the new realities as the business grows. It provides clarity on how the business will grow, identifies ways to improve cash flow, diagnoses obstacles to growth, and generates specific initiatives to improve profitability.

What does the process look like?

An Organizational ReWilding Adviser facilitates the Business Model engagement, consisting of 8 to 10 meetings, typically over 4 months. Participants include the company's executive and leadership team. Each meeting focuses on key components of the business and identifies ways to add more structure, clarity, and focus to the organization. Key findings and discoveries are documented in a company Strategy Book. What-If analyses and assumptions are captured and refined in an Analysis Tool. Both tools provide an ongoing resource for the company to continue to refine and review its Business Model to account for new realities and strategies.

Does my organization need this element?

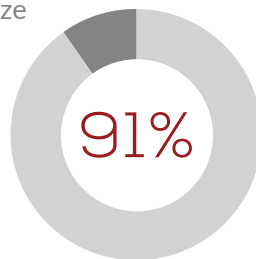
If you are facing challenges with chaos destabilizing your organization, difficulty forecasting problems, weak profitability, limited capital, a marketplace that is rapidly changing, or an organization uninformed about company growth, your organization will benefit from the infusion of a resilient Business Model.

Why is it important?

The top reason that 91% of all small to midsize businesses underperform is because they lack a powerful, innovative business model.

In addition, lacking a business model is one of the most common missing key elements in small and midsize businesses, showing up as a top 5 missing element in 80% of ReWild Business Assessments.

Yet the importance of creating a successful business model eludes many leaders of small to midsize companies. Often, business leaders are so entrenched in the day-to-day reality of their business it is difficult to take an impartial, innovative view of the fundamentals of the business. This results a fragile organization that is susceptible to market changes. Creating an intentionally designed business through a Business Model is the first step in creating a resilient business.



BENEFITS PROVIDED:

- Shared language improves leadership team's communication on strategic topics
- Clear understanding of how the organization delivers value to customers
- Intentionally selected profit models
- Improved operational structures based on revenue groups
- Fresh, tangible ideas to increase revenue
- Powerful language that advances the leader's thinking about the business
- Clarified customer categories that increase business development strategy effectiveness
- Insightful methods to improve company profitability
- Structured 3-Year plan that communicates the business' future to the organization
- New excitement about where the company is going through a compelling Vision and Mission
- Organized strategic decisions that can be periodically reviewed

