

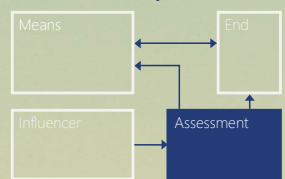
Business Motivation  
Model Explained:  
Assessment of Impacts,  
Risks & Rewards

The Business Motivational Model provides a scheme or structure for developing, communicating and managing business plans in an organized manner.

# ASSESSMENTS ARE CLOSELY RELATED TO INFLUENCERS

This is because influencers ultimately manifest themselves through change, and while some changes may be negligible, others are significant.

## Poster Series Key

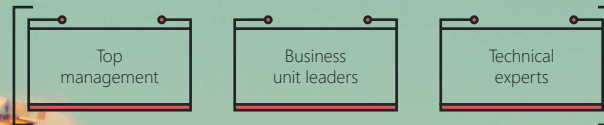


WHEN AN INFLUENCER  
CAUSES SUCH A CHANGE  
**THE ENTERPRISE NEEDS  
TO MAKE AN ASSESSMENT  
OF ITS IMPACT**



This involves identifying  
the potential risks and  
opportunities afforded by it.

OF COURSE, WITH SUCH A WIDE RANGE OF  
STAKEHOLDERS WITHIN AN ENTERPRISE

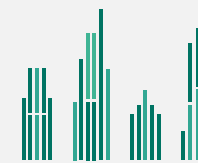


It may be well advised to conduct  
multiple assessments and account  
for all the different viewpoints.



AN ASSESSMENT SHOULD TAKE INTO CONSIDERATION  
**EARLIER ASSESSMENTS AND DECISIONS RECORDED IN  
THE BMM, AS WELL AS ANY OTHER INFLUENCERS THAT ARE  
CONNECTED TO THE ONE THAT CAUSED THE CHANGE.**

Because there is no  
definitive way of  
conducting an  
assessment



Companies are free to make use  
of any tools they find useful

IT IS GOOD PRACTICE TO INCLUDE IN THE  
**BMM ASSESSMENT ENTRY REFERENCES**  
TO THE FACTS SUPPORTING IT

(dashboards, reports, any  
commissioned studies etc.),  
not the details themselves.