

Business Motivation Model Explained: Means

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

DEFINE THE MEANS TO ACHIEVE THE ENDS

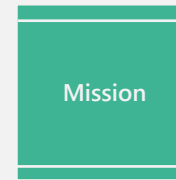
Before you can set out and start putting your plans into actions, you will first need to determine the **Means** to achieve those objectives.

MEANS

This is an important stage because it elicits whether you are actually prepared to commence, or whether there are organizational changes or investments that need to be carried out beforehand. Ultimately, defining the Means will be an exercise in better understanding what the business is ready to commit to, in order reach the desired ends. The Business Motivation Model defines three types of Means:

THE FIRST TYPE

and it is optional



It simply describes the enterprise's primary activity.

This can be formulated in a range of ways, from an objectively and straight to the point paragraph, to an inspiring catch phrase –

e.g.
"Spreading the Power of Optimism". The way the mission is defined in more detail further on.

THE SECOND TYPE

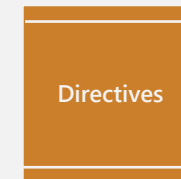


A path the organization will follow in support of its goal(s). There are two kinds:

Strategies are major components of the plan to accomplish the mission. They usually span long periods of time, are high-level, and have a decisive influence on the way a business operates. Examples of strategies: "Focus on increasing the customer base in well-established markets", or "Become the only environment-friendly company in our market".

Tactics are low-level courses of action that support one/several strategies. As opposed to strategies, tactics are narrower in scope and tend to happen in a shorter, well-defined time frame. They are the specific actions that will happen in order to enable the strategy. Here are a few examples: "Provide new customers with a 50% discount on their next purchase", "Offer free delivery for the first month", or "Offer a cash incentive for changing provider".

THE THIRD TYPE



Govern what courses of action can or should be adopted, and the way in which they may materialize. Another way of looking at it is – they define the playing field for what courses of action are viable and which are unviable:

A **Business Policy** is a directive that has a broad scope and therefore needs to be further interpreted in order to produce actionable results.

A **Business Rule** is a reference to a rule in the operational business. Their role is to make policies applicable, and act as a guide for defining business processes.

