

business excellence in three dimensions

3D Business Model Workbench

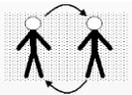
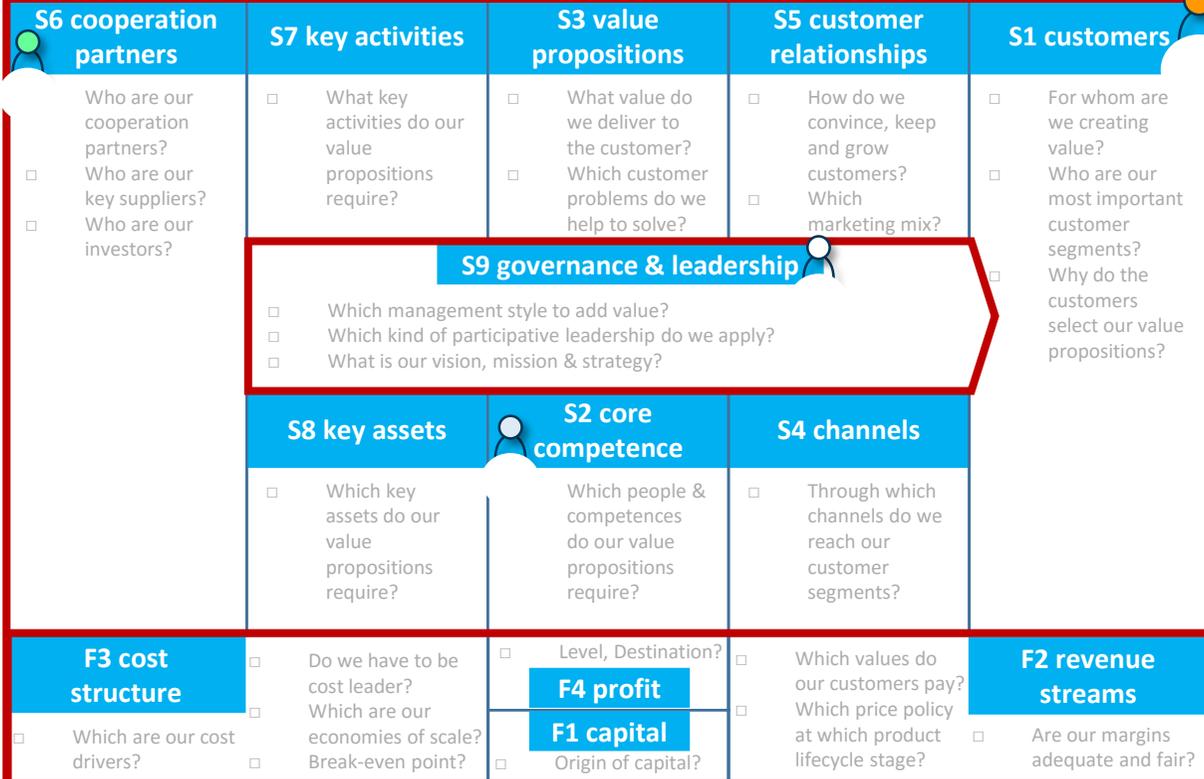
Project:

Company:

Date:

- C1 Which megatrends, market trends and context elements influence which elements of our business model?
- C2 What is our targeted market position?
- C3 Who are our stakeholders?
- C4 Which are our critical success factors compared to our competitors or peer group members?
- C5 Where do we take on corporate social responsibility (CSR) and add value to the environment and society?

C context



R interpersonal relationships

- R1 Which are our shared values?
- R2 Which organisational culture do we want to establish?
- R3 Which activities do we carry out to cultivate our shared values and build our organisational culture?
- R4 What do we do to achieve the support of all our stakeholders regarding our vision, mission and strategy?
- R5 Which type of change management do we apply to succeed our business model transformation process?

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The **3D Business Model Workbench** was created by Markus Ressler and is a powerful tool to manage transformation processes in organisations. It was developed based on the Business Model Canvas (A. Osterwalder / Y. Pigneur).
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