

03c Relationship Modelling

Do

Map – or blueprint – using flow diagrams, the various stages of how you’re going to deliver your product or service to your customer(s). Consider doing this worksheet in a small group.

PART A: Blueprint Modelling.

Map out all the steps you will need to take, in a linear flow. Map the entire process in very small steps. Use a sticky for each step. (You can use the Blueprint you developed in Part B of worksheet 03b).

PART B: Relationship Modelling.

Every business needs a set of relationships to make all the steps happen. Take the stickies from Part A and re-map them onto the four quadrants in Part B.

Generator – originating, directing and developing

Realiser – manufacturing and producing finished product, services and experiences

Distributor – delivery, sales and marketing

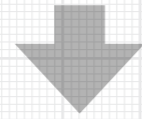
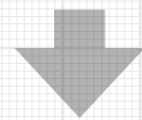
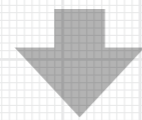
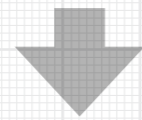
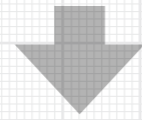
Customer – buying, utilising and experiencing your business

This will help you think about which activities you need to keep inside your business, and which will be done with others.

Part A

Part B

Starting here



Finishing here

Generator

Realiser

Distributor

Customer