## 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.