## Business Model Workbench

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

### Project:
- 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?

### Company:
- S1 Customers
  - For whom are we creating value?
  - Who are our most important customer segments?
  - Why do the customers select our value propositions?

- S3 Value Propositions
  - What value do we deliver to the customer?
  - Which customer problems do we help to solve?

- S4 Channels
  - How do we convince, keep and grow customers?
  - Which marketing mix?

- S5 Customer Relationships
  - Which are our key suppliers?
  - Who are our investors?

### Context

#### 3D Business Model Canvas

- S6 Cooperation Partners
  - Who are our cooperation partners?
  - Who are our key suppliers?
  - Who are our investors?

- S7 Key Activities
  - What key activities do our value propositions require?

- S8 Key Assets
  - Which key assets do our value propositions require?

- S9 Governance & Leadership
  - Which management style to add value?
  - Which kind of participative leadership do we apply?
  - What is our vision, mission & strategy?

### 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?