



- BUSINESS DYNAMICS (PRODUCING GOODS)
- CUSTOMER DYNAMICS (PROVIDING SERVICES)
- MARKET DYNAMICS (UNDERSTANDING NEEDS)

"An average human looks without seeing, listens without hearing, and talks without thinking." -Leonardo da Vinci

A MODERN APPROACH TO STRATEGIC VALUE ORCHESTRATION

We've identified that the 4 sections of the Integrated Customer Lifecycle™ of the ROUNDMAP™ correlate to 4 Elemental Business Models™ (EBM) and 4 value disciplines (= key competitive areas). Business model transformation could occur within an EBM, i.e., Regenerative™, or by moving to the next EBM, i.e., through Shifting™.

Q1: What is at the center of the value creation process of your business?

DEVELOPMENT	BUSINESS MODEL	MARKETING METHOD	ORCHESTRATION
● PRODUCTS	→ PRODUCT CENTRICITY	CAMPAIGN-BASED	DEMAND GENERATION
● CUSTOMERS	→ CUSTOMER CENTRICITY	ACCOUNT-BASED	DEMAND FULFILLMENT
● RESOURCES	→ RESOURCE CENTRICITY ¹	EXPERIENCE-BASED ¹	SUPPLY SYNDICATION ¹
● PLATFORMS	→ NETWORK CENTRICITY ¹	WORD-OF-MOUTH-BASED ¹	SUPPLY AGGREGATION ¹

Q2: Which value discipline drives and differentiates the value creation process?

- Product Leadership²
- Customer Intimacy²
- Operational Excellence²
- Network Orchestration³

One of the remarkable characteristics of a business model is its **mindset**. For instance: a product growth mindset is exploitative (main objective is to grow market share) and linear by design, while a product depth mindset is regenerative and circular by design (main objective is to grow share of utilization).

1) ROUNDMAP™ Fundamentals, by Edwin Korver, Tenfore BV, 2014-2018
 2) "Discipline of Market Leaders", Treacy and Wiersema, 1996
 3) "The Future of the Networked Company", Remo and Julian, 2001

