



Enhancing Business Alignment Through Business Motivation Modelling

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Introduction

Developing and maintaining alignment across all levels of an organisation is key to achieving long-term success.

Business Motivation Modelling (BMM) is a framework that assists companies in aligning every strategic decision, transformation programme, operational process and individual action to the overarching business goals.

What is Business Motivation Modelling?

Business Motivation Modelling (BMM) is a concept borne out of Business Architecture over the last few decades. It is a framework for developing, communicating, and evaluating business strategies and plans in an organised manner.

It concerns the factors that motivate business strategies and plans, and illustrates how these factors and elements inter-relate.

Good use of BMM helps organisations to ensure that their actions and decisions are consistently aligned with their vision and goals.

BMM usually comprises a diagram or set of diagrams that depict the strategies, their rationale and their planned execution.

Benefits of Business Motivation Modelling

Strategic Alignment: Ensures all business actions and decisions align with the organisation's vision and goals.

Clarity and Communication: Provides a structured way to document and communicate business motivations, plans, and strategies.

Traceability and Accountability: Links business decisions to outcomes, allowing organisations to assess impact and make informed adjustments.

Efficiency Gains: Identifies inefficiencies and streamlines projects and processes, leading to enhanced productivity and increased profitability.

Strategic Alignment

Strategic alignment ensures that all business actions and decisions are in line with the organisation's vision and goals.

Business Motivation Modelling (BMM) helps organisations achieve this alignment by providing a clear framework for aligning actions and decisions with strategic goals.

The benefits of this alignment are that all goals have contributing projects. It often involves removing or resetting projects that were previously not contributing to the organisation's goals.

The converse is also true, in that it may inform the initiation of additional projects, or the resetting of existing projects, so that goals can be achieved.

Clarity and Communication

Business Motivation Modelling (BMM) provides a clear and structured way to document and communicate business motivations, plans, and strategies.

The diagrams which are central to BMM facilitate better understanding and alignment among stakeholders, ensuring that everyone is on the same page. Using the diagrams accelerates the conversations, allowing stakeholders to reach common ground more quickly.

Improved clarity and communication which, in turn augments existing change management content, help organisations achieve their goals more effectively.

Traceability and Accountability

Business Motivation Modelling (BMM) supports traceability by linking business decisions to their outcomes.

This allows organisations to assess the impact of their decisions and make informed adjustments as needed. Enhanced traceability and accountability help organisations achieve their objectives and drive continuous improvement.

So not only is BMM used to set the describe the alignment, if the right type of model is chosen, it can also be used to monitor change.

Efficiency Gains

Implementing Business Motivation Modelling (BMM) can lead to significant efficiency gains.

By identifying inefficiencies and streamlining projects, organisations can reduce waste, enhance productivity, and ultimately increase profitability.

While this may appear a duplicate of strategic alignment, it's more of a secondary benefit. If you have increased alignment to strategies, then it is easier to identify inefficiencies that can be further worked upon.

Furnished with the Business Motivation Model(s) for the organisation, you'll be in a position to make more informed decisions about where to act within the organisation.

Conclusion

Business Motivation Modelling (BMM) offers a powerful tool for enhancing alignment, improving communication, and achieving efficiency gains.

By adopting BMM, organisations can ensure that their actions and decisions are consistently aligned with their vision and goals, ultimately driving long-term success and profitability.

Contact **Goal Wrangler** to explore how BMM can benefit your organisation.



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