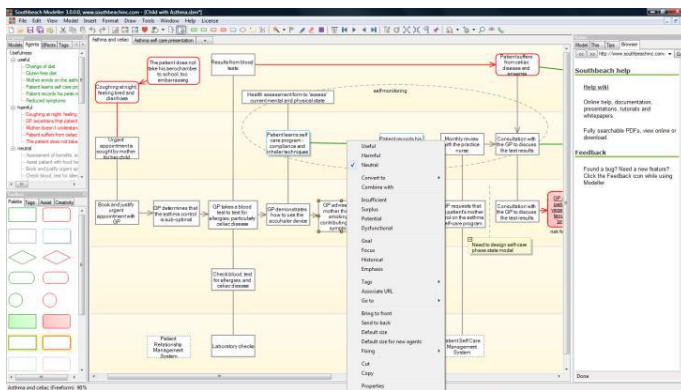


サウスビーチモデラー の紹介

Southbeach Modeller 3.0

10 Minute Overview



- ビジュアルにモデリングするためのソフトウェア
- 創造性、デザイン、分析のために
- 「状況に応じて改良する」ユニークなアプローチ
- コミュニケーション、ファシリテーション、理解
- 問題解決、根本原因分析、厄介な問題
- 人間的／工学設計的な矛盾の解決
- 方向付けを創り出し、関係者間を調整する
- 改良、イノベーション、路線の修正
- 「Southbeach 表記法」を実装した最初のツール
- ユーザが拡張可能な、プログラム可能なエンジン

Southbeach Modeller とは何か？

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Sample Models.sbm]

File Edit View Model Insert Format Draw Tools Window Help License

Models Agents Effects Tags

President Obama Process Map - Risk Project Map Service Blueprint Subprime Crisis TOGAF Voice of Customer +

Antelopes and Cheetahs Amageddon Asthma and Celiac Australia Water Crisis Bubble Markets CMM Colombian plane crash Fracking Goal Planning Innovation KPIs Maslow Options Workshop Policy Engineering

Notes
Model This Tips Browser
http://www.southbeachinc.com/ Go

Southbeach help
Help wiki
Online help, documentation, presentations, tutorials and whitepapers.
Fully searchable PDFs, view online or download.
Feedback
Found a bug? Need a new feature? Click the Feedback icon while using Modeller.

Colombian plane crash (1700000) 00.00
7/12/ideality = 37%

任意のモデルの個々の要素に、(他)ファイルを開かなくてもアクセスできる

任意のファイルのモデルや要素を再使用する--単にキャンバスにドラッグしてくればよい

マウスを持っていくと、モデルのプレビューが表示される

単一ファイル内の複数のモデルをタブで切り替え

画面の一例

人柄

- 創造的な人
- 問題解決者
- 批判的に考える人
- デザイナー
- 変革者
- 戦略家
- 未来志向者
- 学者・研究者
- 学生

顧客の例

- 経営コンサルタント
- 情報通信技術の専門家
- 企業アーキテクト
- 要求分析者
- 製品デザイナー
- コンサルティングエンジニア
- TRIZエキスパート
- データサイエンティスト
- イノベーション・マネージャ
- ビジネスプロセスの専門家
- 組織変革のリーダー
- リスク・事故分析者

だれがSouthbeach を使っているか？

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Child with Asthma.sbm*]

File Edit View Model Insert Format Draw Tools Window Help License

Explorer Models Agents Effects Tags

Usefulness
 useful
 View by
 Sort by
 Reverse order
 Color
 Copy All to Clipboard
 harmful
 neutral
 Toolbox
 Palette Tags Assist Creativity

Asthma and celiac Asthma self care presentation

Results from blood tests

The patient does not

Most Improved
 Most Harmed
 Improving influence
 Harming influence
 Contradictions
 Most Increased
 Most Decreased
 Increasing Influence
 Decreasing Influence
 Number of Connections
 Number of Inputs
 Number of Outputs
 Alphabetical
 Left-Right position
 Up-Down position
 Size
 Most Changed

self monitoring

Patient suffers from celiac disease and anaemia

GP: patient needs to record his peak respiratory rate

GP takes a blood test to test for allergies, particularly celiac disease

GP demonstrates how to use the accuhaler device

GP advises the mother that her smoking is contributing to the symptoms

GP requests patient to record his peak respiratory rate at different times of the day over the next 2-3 weeks

GP requests that the patient's mother enrol on the asthma self-care program

Consultation with the GP to discuss the test results

Need to design self-care phase state model

Check blood, test for allergies, and celiac disease

Patient Relationship Management System

Laboratory checks

Patient Self Care Management System

Southbeach help
 Help wiki
 Online help, documentation, presentations, tutorials and whitepapers.
 Fully searchable PDFs, view online or download.
 Feedback
 Found a bug? Need a new feature? Click the Feedback icon while using Modeller.

Asthma and celiac (Freeform) 90%

6/5/ideality = 55%

ビューとソート (種類)

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Getting Started.sbm*]

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Explorer: Models Agents Effects Tags

- MyCreativity
- MyModels
- MyReports
- MyTags
- Temp
- _help
- About Southbeach
- Advanced
- Getting Started
- Keeping Notes
- Web Research
- Assist Tools
- Layout and AutoLayout
- Grids
- Workshop Tools

Palette Tags Assist Creativity

- everyday
- business
- consulting
- creativity
- finance
- engineering
- futures
- ideas
- innovation
- infotech
- quality
- people
- process
- requirements
- risk
- services
- systems
- trends
- triz

Notes

Model This Tips Browser

Renewable energy is energy which comes from natural resources such as sunlight, wind, rain, tides, and geothermal heat, which are renewable (naturally replenished).

About 16% of global final energy consumption comes from renewables, with 10% coming from traditional biomass, which is mainly used for heating, and 3.4% from hydroelectricity. New renewables (small hydro, modern biomass, wind, solar, geothermal, and biofuels) accounted for another 2.8% and are growing very rapidly.

The share of renewables in electricity generation is around 19%, with 16% of global electricity coming from hydroelectricity and 3% from new renewables.

http://en.wikipedia.org/wiki/Renewable_energy

Notes on renewable energy

Keeping Notes (Freeform) 85%

4/4/ideality = 50%

コンセプトや効果を選択して、ノートを編集する

モデルやサブモデルの一つ一つにノートをつける

これは、モデルの各要素にノートをつけている

ノートをつける

- 自由形式のダイアグラムがオープンな解釈を許す
- マインドマップを階層的に組織化する
- コンセプトマップは何でも表現できる
- UML をシステムの実装に使う
- BPMNをプロセスの表現に
- Southbeach はこれら全部、そしてもっと多くのイノベーションを記述できる
- さまざまな分野を跨ってコミュニケーションできる
 - ビジネス、工学、セールス、マーケティング、C-Suite
 - 顧客の要求をよりよく理解する --内部的・外部的
- 行動の変革： 例えば
 - 製品／サービス
 - システムデザイン
 - ビジネスプロセス
 - 企業アーキテクチャ
 - 組織の設計
 - 戦略と企画

なぜモデリングに新しいアプローチを？

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Sample Models.sbm*]

File Edit View Model Insert Format Draw Tools Window Help License

Explorer: Models Agents Effects Tags

President Obama Process Map - Risk Project Map Service Blueprint Subprime Crisis TOGAF Voice of Customer
Antelopes and Cheetahs Armageddon Asthma and Cellac Australia Water Crisis Bubble Markets CMM Colombian plane crash Fracking Goal Planning Innovation KPIs Maslow Options Workshop Policy Engineering

CMM - Capability Maturity Model, Carnegie Mellon Software Engineering Institute (SEI), 1987

Toolbox: Palette Tags Assist Creativity

everyday
Add Tag Group to Model
Reload My Tags
Edit My Tags
Create Tagged Agents
Create Agents from tags
now
later
hold
action
execution
goal
knowledge
level
importance
perform
period
phases
plan
priority
role
road
screening
urgency
business
business-model
governance
market
northfolin

Model This Tips Browser
http://www.southbeachinc.com/ Go

Southbeach help
Help wiki
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Feedback
Found a bug? Need a new feature? Click the Feedback icon while using Modeller.

Done

20/18/ideality = 53%

Level 0 - Incomplete
Some processes not performed

Level 1 - Managed (Reactive)
Behaviour and knowledge based
Processes adhoc & chaotic, not institutionalised

Level 2 - Managed (Reactive)
Processes fail to meet all needs
Inconsistency in processes for different areas

Level 3 - Defined (Proactive)
Policies exist and are documented
Judgement compensating for lack of statistics
Inconsistent quality across areas

Level 4 - Quantitatively Managed
Standard processes tailored to suit need
Some performance and quality issues not understood
Some process failures inevitable

Level 5 - Optimising
Quantitative objectives for quality and performance
Step improvement and innovation

Quality and performance managed throughout the life of the process
Understanding causes of process variance
Continual process improvement

Key:
Risk - immature processes equate to business risk
Goals - increasing levels of maturity
Harmful characteristic of the organisation
Useful characteristic of the organisation

Success can depend on heroics
Outputs monitored, controlled & reviewed
Status of progress visible at defined points
Awareness of relationships between processes
Growth of organisational assets
Process improvement occurs

Tagをキャンバスまたはモデル要素中にドラッグする

タグライブラリを必要に応じて編集・拡張する

充実したタグライブラリが多数の方法論をサポートしている

タグとタグライブラリ

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Sample Models.sbm*]

File Edit View Model Insert Format Draw Tools Window Help License

Explorer
Models Agents Effects Tags Explain

Role
Homeowner
- ARM Loan Rates Resets
- Borrowing & spending by means
- Foreclosure
- Increasing mortgage default rates
- Loan adjustment "Work out"

Housing_Market
- Decline in demand for housing inputs
- Declines in new home construction
- Excess home inventory
- Housing price bubble correction
- Reduced GDP Growth / Recession
- Wait for housing supply & demand to re-balance

Financial_Institutions
- Bankruptcy of weaker lenders
- Capital infusions
- Increasing risk and debt tolerance
- Layoffs Restructuring Cost Cutting
- Loan incentives "Teaser Rate"
- MBS and CDO losses
- Optimize workout vs. Foreclosure decisions
- Reduced / cautious lending
- Stock price reductions

Economy_Markets
- Commercial paper funding declines
- Demand for MRS declines
- Enhanced disclosure
- Housing wealth encourages consumer spending
- Improve debt rating methods
- Investment - grade ratings for subprime MBS
- Liquidity crunch / Recession risk
- Litigation
- Risk premiums increase
- Securitization - MBS and CDO creation
- Self-regulation
- Stock market correction

Gov_Central Banks
- Downward pressure on dollar = inflation
- Fed cuts interest rates
- Fed emphasizes Growth over Inflation
- Fed loans to banks
- Increasing Govt. deficit / debt
- Legislative stimulus package
- Limited / Local regulation of non-bank lenders
- New regulation and enforcement
- Relatively high interest rates

Antelopes and Cheetahs | Amageddon | Asst
Uses_Enablers
Policy Engineering | President Obama | Proc

Asis-ToBe uncertainty
Backcasting
Benefits
Business Potential
Customer/Supplier
Disruption
EffectOfTime
E-R-R-C
Individual-Team
Inside-Outside
Knowledge
Past-Present-Future-Probability
Polarity Example
Pool Example
Problem/Opportunity
Red Ocean-Blue Ocean
Resources-Processes-Values
Service Blueprint
Short-Mid-Longterm Probability
Six Thinking Hats
Swimlane Example
SWOT
TRIZ 9Box
U-R-A-1

Based on subprime crisis analysis by Farcaster
Loan adjustment "Work out"
Foreclosure
Wait for housing supply & demand to re-balance
Reduced / cautious lending
Capital infusions
Layoffs Restructuring Cost Cutting
Optimize workout vs. Foreclosure decisions
Litigation
Improve debt rating methods
Enhanced disclosure
Downward pressure on dollar = inflation
New regulation and enforcement

Report (Model)
report +
[harmful+@effect_impact : numeric]
1. Declines in new home construction
2. Decline in demand for housing inputs
3. Reduced GDP Growth / Recession
4. Increasing mortgage default rates
5. Liquidity crunch / Recession risk
6. Fed loans to banks
7. Stock price reductions
8. Bankruptcy of weaker lenders
9. MBS and CDO losses

Subprime Crisis (Freeform) 79%
14/19/ideality = 42%

新しいビュー
やソートを作
成する

クイックグリッドが提
供される、あるいは
自分で座標軸やラベ
ルを指定する

新しい属性を
創造性のルール
やレポート作成時
に使える

グリッド、プ
ール、レーンの
モデル

要素はグリッド
からその属性
を継承する

SWOT、9箱法、そしてもっといろいろ

プロジェクト (大規模でも、小規模でも)

- 個人での思考
- フェースtoフェースのコンサルティング
 - 利害関係者のインタビュー
 - 専門家の知識の収集
- ワークショップのファシリテーション
 - グループによる寄与
 - 議論の形成
 - 企画
 - デザインレビュー
 - (議論の)コースの修正
- 変革を通じた活動
 - プロジェクトの実施
 - バーチャルなチームによる協力
 - ベストプラクティスの共有

産業での解決策

- モデリング、デザイン、イノベーション、改良
 - ビジネス
 - 技術、工学
 - 情報通信技術
 - パブリックセクター
 - グローバルな課題
 - 教育
 - 科学

Southbeachを使うとよい文脈

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Getting Started.sbm]

File Edit View Model Insert Format Draw Tools Window Help License

Getting Started Long Notes Web Research Assist Tools Edit and AutoLayout Grids Workshop Tools Draw Hints and Tips Advanced

Toolbox Palette Tags Assist Creativity

Sequence Select a number Paint agents Repeat Tip: gaps permitted

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Auto Clear

Notes Model This Tips Browser http://www.southbeachinc.com/ Southbeach help Help wiki Online help, documentation, presentations, tutorials and whitepapers. Fully searchable PDFs, view online or download. Feedback Found a bug? Need a new feature? Click the Feedback icon while using Modeller.

Stopped Build a Sequence 76% 58/2/ideality = 97%

循環式キャンバス、スタイル、色、注記

モデル要素を表示/非表示して、関係を示す

ワークショップ用ツール -- さし棒、ハイライトマーカ、ペン、レーザーポインタ

パンニング、ズーム、魚眼ナビゲーションツール

モデルに順番をつけ、後のプレゼンテーションモードで使う

The diagram shows a central 'Advisory Consulting Project' box. It is connected to 'Inputs' (Other Running Projects, Key Client Staff Availability), 'Dependencies' (Project Approach, Expectations, Project Scope), 'Goals' (G2, G3), 'Success Factors' (CSF 2, CSF 3), 'Interviews', 'Workshops', 'Analysis' (People, Process, Technology), 'Findings', 'Evidence', 'Impact Analysis', 'Recommendations', 'Rationale', 'Deliverables' (Project Plan, Roadmap, Change Plan, Communications Plan, Stakeholder Map, Business Case, Risks & Issues Log), and 'Team' (Client Sponsor, Client PM, Client Vision holder, Client Business SME, Client Technical SME, Client Ambassador User, Project Manager, Solution Architect, Business Analyst, Technology Architect, Analyst, Delivery Executive).

ワークショップの支援

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Getting Started.sbm*]

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Getting Started Keeping Notes Web Research Assist Tools Layout and AutoLayout Grids Workshop Tools Draw Hints and Tips Advanced

Models Agents Effects Tags

Most Hamed to least

- Ships visiting antarctica legally and
- Over fishing by humans (4)
- Release of pollutants (3)
- Antarctica The Last Great Wilderness
- Kill and shrimp (2)
- Sulphur dioxide and carbon dioxide
- Accidents and incidents (1)
- Coastline pollution (1)
- Oceanic pollution (1)
- Supply needs (1)
- Heavy grade fuel oils (1)
- Sewage and grey water
- Many sea species, fish and
- Alien species from other regions
- Tourism (0)
- Whaling (0)
- Enforcement of regulations
- Ice strengthening of ships
- Exploitation of natural resources
- Public education and awareness
- Birds and other wildlife
- Registry of Antarctic Vessels (0)
- Analysis of ongoing changes to environment
- Fish farming - aquaculture (0)
- Pharmaceutical industry (0)
- Aquariums - pet industry (0)
- "Antarctic World Park" status (0)
- Reporting of accidents and wake

pre1: Find the Web Research icon in the application bar (the Globe)
pre2: Go into Tools - Options, and select between the internal sidebar browser (Windows component), or your default external browser (e.g. Google).

Southbeach provides a simple WebResearch tool. Explore the following model to see howthis works.

When you click on the globe, a default search engine is used (e.g. Google).

TIP: Use the drop down next to the globe to select a different search engine. The engine you select is remembered with each model for your convenience.

You can invoke searches from an effect, a set of agents, and from a user effect label (if bundled into the search string).

Google

- Images
- News
- Definition
- YouTube
- Scholar
- Patent
- Answers
- Bing
- More Inspiration
- Shaping Tomorrow
- Wikipedia
- Yahoo

Search

Search results for **Heavy grade fuel oils Ships visiting antarctica legally and**

00 results (0.14 seconds)

PDF asoc **heavy fuel oil ban briefing amended 190609** File Format: PDF/Adobe Acrobat - Quick View
Jun 1, 2009 - **heavy grade** oil as cargo and as **fuel oil** when **ships** visit **Antarctic** waters. ... fishing **vessels** that use **heavy grade fuel oil** in **Antarctic** waters, although the ... obtain other port fees from **visiting** cruise shi

Why the white wilderness needs our care - BBC News
news.bbc.co.uk/2/hi/science/nature/7317421.stm
Mar 31, 2008 - The number of **ships visiting** the **Antarctic** is growing an ... There are fishing boats, both **legal and illegal**, including a new the use of **heavy grade fuel oils** on all **vessels** in **Antarctic** waters .

Ban on **Heavy Fuel Oil** in **Antarctic** Enters into Force - Biodiversity-Liisd.org
/ban-on-heavy-fuel-oil-in-antarctic-enters-int...
Ban on **Heavy Fuel Oil** in **Antarctic** Enters into Force. 29 July 2011: of the new chapter is to prohibit the use of **heavy fuel oils** by **ships** in **Antarctic** area, which will have to switch to higher **grade** fuels while in Amendments to MARPOL Annex ... Visit BIODIVERSITY-L Listserve

PDF Southern Exposure: Managing Sustainable Cruise Shi
www.cwsl.edu/content/journals/wright.pdf
File Format: PDF/Adobe Acrobat - Quick View
by AN WRIGHT - Cited by 6 - Related articles
Damage in **Antarctica**: in **ANTARCTICA**: LEGAL AND ENVIRONMENTAL places where people can **visit** a pristine area of the globe **fuel oil**,

1. Select an any object in the model, and then click on the Globe icon

2. Select an effect in the model, and then click on the Web Research icon.

要素または効果を選択して、Web 検索

ナビゲーションと要素修正が交互にリストされたモデルビュー

モデルごとの選好検索エンジン

Highlighter stopped 94%

12/16/ideality = 43%

Web情報の調査

- 5x5 なぜなぜ分析
- 7つの質問
- 9箱表現
- 親和図分析(KJ法)
- 議論のモデル化
- (使用)前 - (使用)後
- ビジネス動機
- 原因-結果
- 原因のループ
- 変革管理
- 選択肢と課題
- コンセプトマッピング
- 矛盾分析
- 競合分析
- (議論の) コースの修正
- シックス・シグマのための設計 (DFSS)
- 対話マッピング
- 企業アーキテクチャ
- 不具合分析
- 力場分析 (Force-Field Analysis)
- 将来研究
- 目標計画
- 理想性、トリミング
- 改良
- 影響分析
- リーン工学(トヨタ生産方式)
- シックスシグマ
- マーケティングの 4P
- Polarity Charts (対立図)
- プロセス改善
- 良い点と悪い点
- Reality Charting
- 要求分析、要件分析
- 根本原因分析
- (オズボーンの)SCAMPER
- シナリオ計画
- Sign Diagrams
- シックスシンキングハット
- 利害関係者の調整
- Star Bursting
- 戦略的計画
- 構造化インタビュー
- SWOT分析 (強み、弱み、機会、脅威)
- TOC (制約理論)
- TRIZ (発明問題解決の理論)
- 価値分析 (VE)
- 「もし~だったら？」分析

Southbeach であなたができること

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Getting Started.sbm*]

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Models Agents Effects Tags

MyCreativity
MyModels
MyReports
MyTags
Temp
_help
About Southbeach
Advanced
Getting Started
Getting Started
Keeping Notes
Web Research
Assist Tools
Layout and AutoL
Grids
Workshop Tools

Getting Started Keeping Notes Web Research Assist Tools Layout and AutoLayout Grids Workshop Tools Draw Workshop Tools Advanced

自動レイアウトと継続自動レイアウト

ピン止めとクランプ止め

ツールの展開と縮約

ツリー図には多数のスタイルがサポートされている

グラフィアウトのコントロール

属性による固定

Layout and AutoLayout Tree Properties

Tree growth
Direction: Right
Path: Destinations are Children
Order: Forwards Iteration
Spacing: Between nodes: 0, Between layers: 26, Compaction: Block
Maximum Tree Size: Maximum Breadth: 0, Row Spacing: 25

Forest groupings
Arrange Roots: Fixed
Origin: X: 20, Y: 20
Spacing: W: 50, H: 50
Parent to Children Alignment: Center Subtrees
Indent: 0
Tree Style: Layered
Alternate Direction: Right
Alternate Breadth Limit: 0

Tree Layout
Experiment with the
Multiple trees on the
Apply to all or part of the canvas
(selected)

Layout and AutoLayout Graph Properties

Agents
Electrical charge: 150
Effects
Spring length: 50
Spring tension: 5
Maximum iterations: 100

Fixed
event
action
knowledge
goal
nsk
focus
historical
emphasis
insufficient

Graph Layout
Iteratively create even space between all or selected objects of a graph. Experiment with different values.
Apply the tool to all or part of the canvas (selected objects).
"Fixed" allows for manual positioning of certain objects, e.g. goals, focus objects.
Also ignores clamped and pinned objects. Clamped objects can still be moved manually. Pinned objects cannot be moved until they are unpinned.

Layout and AutoLayout (Tree) 85%

14/8/ideality = 64%

自動レイアウト

- ちょうどスプレッドシートを使うと「数についてこうしたらどうなるか？」をいろいろ表せるように、Southbeach は「アイデアについて」いろいろ表せる。
 - 行と列に数を入れる代わりに、Southbeach では、有用因子と有害因子、増加する効果と逆に減少する効果、目標、リスク、矛盾、課題、選択肢と行動などを扱う。
 - 計算を実行するために数式を入れる代わりに、Southbeach ではアイデアを生成するために創造性のルールを入れる。
 - ダイアグラムに命が生まれ、それら自身の改良を示唆してくる
- レポートを生成する： シングルクリックで生成保存し、モデルと対応付けられている。

創造性エンジン

- かんたんに手で描くことができる
-- テーブルトップのモデル
 - 豊富な思考パレット
 - 複雑な考えを相互に伝えられる
 - 非専門家にも理解される
 - 構造と柔軟性のバランス
- 共有されたビジュアル言語
-- 多様な機能に共通
 - 人間的矛盾、設計的矛盾を
解決する
 - 同意と不同意
-- 追加していくモデリング



Southbeach表記法

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Sample Models.sbm*]

File Edit View Model Insert Format Draw Tools Window Help License

Options Workshop | Policy Engineering | President Obama | Process Map - Risk | Project Map | Service Blueprint | Subprime Crisis | TOGAF | Voice of Customer | +

Antelopes and Cheetahs | Amageddon | Asthma and Celiac | Australia Water Crisis | Bubble Markets | CMM | Colombian plane crash | Fracking | Goal Planning | Innovation KPIs | Maslow

Explore
Models Agents Effects Tags
Wealth
Wine
hamful
12 year drought
Evaporation
Heat
Impact on industry & agric
Lack of shade
Loss of Murray-Darling ba
Significant investment req
Surface area
Uses 80% of water extract
Water Crisis in Australia
We are taking more out th
Widening of the river
neutral

Toolbox
Palette Tags Assist Creativity
model
examples
5whys
5whys+
5x5whys
before and after
consult
elaboration
increase_useful
reduce_hamful
simplify
eureka 7
hats
hello world
improve
requirements
root cause
SCAMPER
see
TOLOPOSOGO
use of
workshop

Creativity (Extended)
creativity
decrease something (destination)
decrease (source).
increases (destination) will be an outcome of the (source)?
increases(&a="&c=use of potential increases(&b="&a
1. What's the root cause of the problem? How can you avoid that?
2. How can you prevent the problem from recurring? How can you ensure that the problem does not recur?
3. Put measures in place to prevent the problem from recurring.
4. Isolate the problem to a specific area or basin and remove the problem.
5. Prevent the problem from recurring.
6. Isolate the problem to a specific area or basin and remove the problem.
7. What other than the Efficient and affordable Delivery System and Irrigation is necessary to produce the Agriculture?
8. How can you intensify the Agriculture without the Efficient and affordable Delivery System?
9. What else is needed to achieve Water supply? What are the pre-requisites or necessary pre-steps?

創造性ツールとして必要とするだけの、いくらでも多くのルールセットを組み込むことができる

モデルにルールを埋め込むと、モデルに命が生まれる

モデル要素をクリックして、アイデアを生成する

ユーザ自身の創造性ルールのライブラリを構築できる

数百の創造性ツールがエミュレートされる

ルールマッチングのためにスコープを設定する

Highlighter stopped 67%

36/12/ideality = 75%

創造性

ルールエンジンの効用をフルに得るために、
詳細なマニュアルが用意してある

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Exporting the UK NHS.sbm*]

File Edit View Model Insert Format Draw Tools Window Help License

Exporting the NHS Fixing the problem Implications for government

Healing sick people Managing chronic conditions integrated care for chronic diseases and operate hospitals in Asia, Africa and the Middle East

Export primary care systems to help design and run services to poor, geographically dispersed communities

£110B spend on NHS Burden on economy

How can we create new value? Thinking differently

Lack of willingness to embrace change Motivating health workers across all roles

Heavily centralized Lack of an entrepreneurial spirit

Report (Model)

Report on: ["(model.name)"]

We have a world-class service that we could make money for Britain? Based on Mark Britton's piece in The Times, Nov 15 2011

Unfortunately the situation is: [harmful: dashed]

The contradictions (having both useful and harmful) [useful(&a=",&b=") harmful(&a,&c=") "{&a}": dashed]

Key focus: (issue)

Potential levers include: [useful+agent+potential: dashed]

Recommended next steps

Use 6 hats thinking on the potential ideas:

1. Exporting healthcare knowledge and services
2. Advise, design, build and operate hospitals in Asia, Africa and the Middle East
3. Export primary care systems to help design and run services to poor, geographically dispersed communities
4. Extend modern healthcare education and training programs to developing nations
5. Export expertise in health data systems and management as well telehealth and medical devices
6. Compete in the rapidly growing \$80B market in medical tourism, for example, opening hospitals in the Middle East
7. Combine the resources of UCL and UCL Hospitals to develop new clinical, education and research services globally, including joint ventures
8. Capitalizing on challenges presented by globalization of healthcare

For example black hat

- Will Exporting healthcare knowledge and services work?
- Why can't we do Exporting healthcare knowledge and services?
- What is wrong with Exporting healthcare knowledge and services? What might cause healthcare knowledge and services to go wrong?
- What are the risks around Exporting healthcare knowledge and services?
- How will Exporting healthcare knowledge and services impact on other activities? Who will prevent, stop or derail Exporting healthcare knowledge and services?

Also consider:

1. Find a way to obtain the benefit of Healing sick people
2. Find a way to obtain the benefit of Developing countries
3. Find a way to obtain the benefit of Equity with
4. Find a way to obtain the benefit of Efficiency with
5. Find a way to obtain the benefit of Experience with
6. Find an alternative to NHS organization that

Copy All to Clipboard Ctrl+C

Clear

Refresh F5

Scope

Show/Hide editor F2

モデルにどれだけでも多くのレポートを組み込むことができ、あなたのクライアントの仕事に役立てることができる

レポートはテキストと創造性ルールとの両方を含んでいる

レポートに埋め込まれたルールは、埋め込んだ創造性エンジンのフルパワーを活用できる

レポート出力は、モデルから導出したレポートテキストとアイデア/文章の両方であり、組み込まれた創造性ルールに従ったものである

モデルに組み込まれたレポートテンプレート -- シングルクリックで更新できる

レポート

創造性ルール言語を記述したマニュアルが提供されている

- 「あなたのソフトウェアが好きだ。あらゆる種類の思考法を可視化して適用することができる使いやすいツールだ。私にとって標準のモデリングソフトウェアになるだろう。
-- 創業者、創造性コンサルタント業
- 「Southbeachは重要なものをプラスした。そのモデルは専門でない人々にもすぐに理解できる。」
-- ビジネス変革コンサルタント
- 「実践的なツールだ。問題解決が進行するにつれてどこに努力を集中すべきかをガイドしてくれる。」
-- マインドマッピングのエキスパート
- 「ほとんどなんにでも使える非常にコンパクトできちんとしたツールだ。私はいつでもバックグラウンドで開いている。」
-- ビジネス改良マネージャ
- 「私は毎日使っている。」
-- 経営コンサルタント、ICT
- 「Southbeachは考えをまとめるためのずば抜けた記法だ。そのようなものは他に例がない。Southbeachで1時間問題解析をすると、課題の達成の時間を何日分も短縮できる。」
-- 戦略力学のリーダー
- 「創造性マニュアルは良く書けている。ルール言語は素晴らしく単純で強力である。人々がこれでどんなことをするのかを見るのは興味深い。」
-- IT戦略&変換のリーダー
- 「素晴らしい。自分のモデルを10分間見ている、その前に何週間も考えていたよりも多くのことを知った。」
-- イノベーションコンサルタント
- 「Southbeachに惚れ込んだ。グループ作業で使っている。私の「プロジェクト」フォルダのほとんど全部にSouthbeachサブフォルダがある。」
-- ビジネスアナリス、ITILとシックスシグマのブラックベルト

証言

- 汎用性
- 高品質、
プロフェッショナルなソフトウェア
- 使いやすく、直感的
- ユニークな 創造性と
レポート作りのエンジン
- ユーザが拡張可能
- 速く、フレキシブルで、生産的
- 低価格、
プロシューマ(「作る人＝使う人」)
- チームライセンス



セールスポイント

お読みいただき感謝します
フィードバックをお願いします

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