

Showing you what great looks like



What is business performance modelling?

Business performance modelling (BPM) brings together the well-established principles of business modelling and those of performance management into a single place. This fusion of approaches enables the business to take a dynamic systems view of what the business looks like after strategic value has been considered and a candidate growth plan has been developed.



Why is BPM needed?

There is a key requirement, if business growth is to be optimised, to balance investments over a given time frame. Your business will typically be considering differing parameters and how they vary over time in order to balance your investments appropriately.

In the shorter term this may be headcount versus customer development; in the longer term this is more likely infrastructure versus new product development. All of these scenarios are complex and challenging to visualise.

The ability to run ‘what if’ scenarios soon become essential but are time consuming and costly, especially if the options are complex. Without being able to assess the impact of investments in such scenarios the flexibility to modify plans are not readily and simply available for your management team to commit to. Decision paralysis becomes a real risk.

What is BPM?

Part of the BAR A3 Methodology, the BPM is a robust assessment tool designed specifically to provide you a definitive view of your projected business performance once strategic value has been assessed and the options considered.

It enables you to picture the business in a simplified representation to help you understand the intricate complexities much more easily.



What does BPM do for you?

The BPM, based on specific inputs that include the BAR Strategic Value Matrix (SVM), BAR Financial Lifecycle (FLC) and your own additional configuration data, predicts the performance of your business.

BPM provides the complex modelling capability, too often the preserve of enterprise businesses, that can be customised to represent your organisation and its business operations.

BPM dynamically maps out your various business parameters in a visual format that helps your team to see the impact on your plan when things change.



Year	Investment	Turnover	Costs	Profit
1	45	752	392	315
2	75	1056	768	213
3	89	1597	1374	134
4	30	2154	1822	302
5	0	2585	2071	514
Totals	239	8144	6427	1478

(All figures in £Kpa)

BPM also supports the consultative evaluation of the effects of different investment profiles and strategies. Examples would include what happens if:

- Sales increase beyond capacity and outsourcing is required;
- Capacity within the business is too high and sales do not materialise as planned;
- Cash availability to support growth at key milestone points is made available or not;
- The value of sales based on currency exchange rate fluctuations affects export revenues.

In each case the impact of these changes can be dramatic and BPM enables risks to be visualised and managed across your business to assure the feasibility and credibility of your growth plan.

How is BPM delivered?

BPM is delivered through one or a series of consultancy-led workshops interacting with the business owners and the management team. This helps to co-create a business investment strategy aligned to the business growth objectives.

The BPM is populated by data to enumerate the key parameters to deliver a visualisation of the business projections. As with SVM, the delivery approach enables enhanced thinking, knowledge and skills transfer to improve and optimise the ability for your management team to embrace and execute your strategic plan.

What value is added by using BPM?

BPM enables you to visualise the dynamic nature of your plans and appropriately assess your best course of action.

As a consequence, BPM provides the ability to effectively schedule and resource your business objectives to ensure risk is well managed and growth expectations are well articulated internally and externally to key stakeholders.

BPM enables you to validate the assumptions made in assessing strategic value and review their impact on growth predictions to assess if feasible or not.

BPM enables you to collaboratively develop meaningful financial budgets to support your strategic value plans and improve the certainty of attracting the right investment, gaining commitment from management and solidifying market position if you are planning merger, acquisition or divesting activities.

How much does BPM cost?

BAR pricing is tailored to your particular business scenario and can be flexibly based on a licence charge for BPM linked to business size, along with a simple fees model to support you along the way.

Why BAR?

A specialist with real experience offering business growth expertise to companies with high value technologies who wish to expand within the UK defence and security sectors.

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