

# Sustainable Enterprise Design

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# Sustainable Enterprise Design?



# Sustainable Enterprise Design

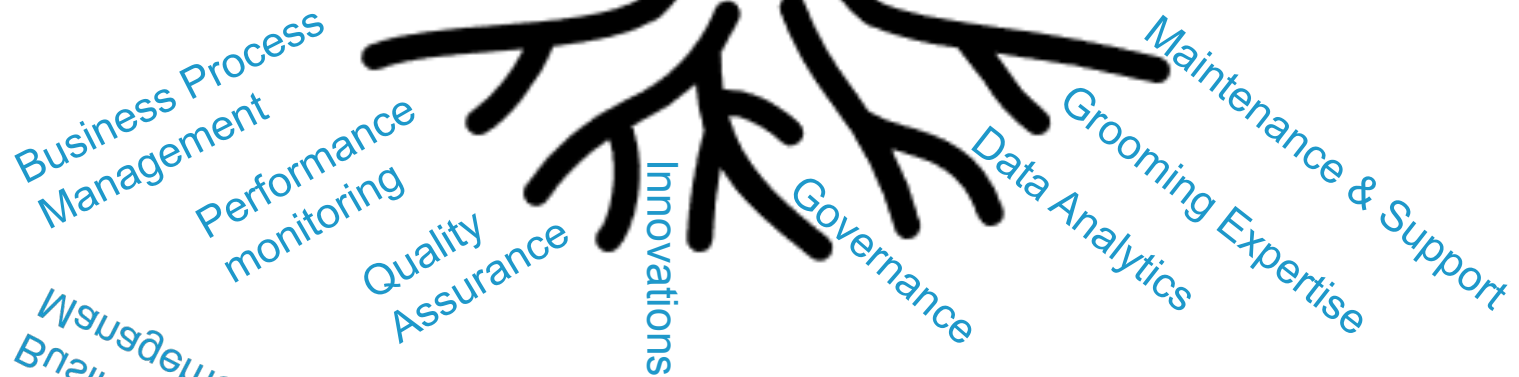
**Sustainable**, *adjective*

- Capable of being upheld or defended as valid, correct, or true [Oxford English Dictionary, 1680 - ...]
- Capable of being maintained or continued at a certain rate or level [Oxford English Dictionary, 1924 - ...]

# Visible Project Scope

Everyday

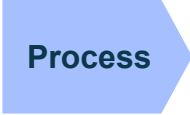
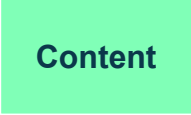
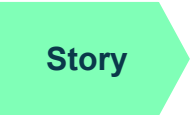
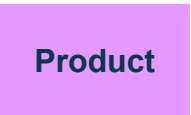
Operations



# Failed Design Replication



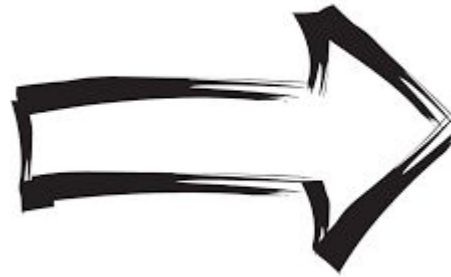
Assumed reuse of



# Unanticipated New Product Impacts



*“You press the button; we do the rest”*



New

Product

transformed

Task

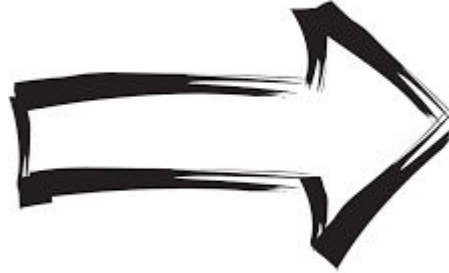
Journey

Channel

# Adaptability Challenges



2011



Limited definition of

Brand

and

Product

led to underdeveloped

Capability

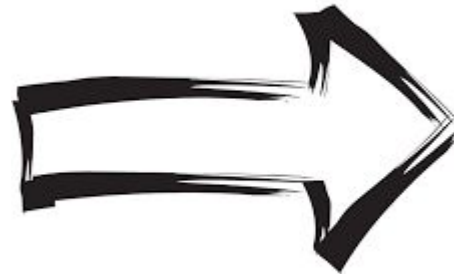
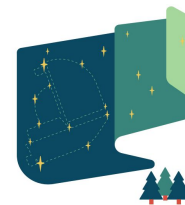
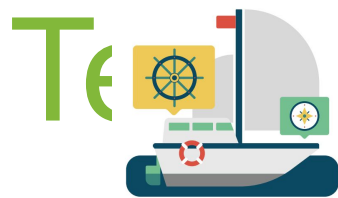
Process

Task

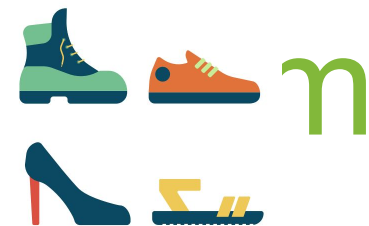
# Everyday Operations Design



Project

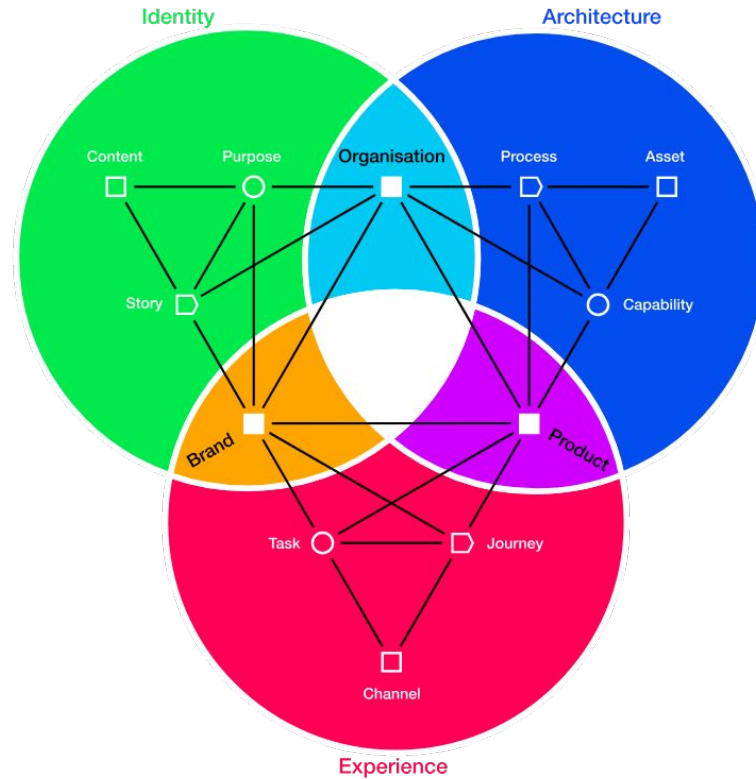


Support

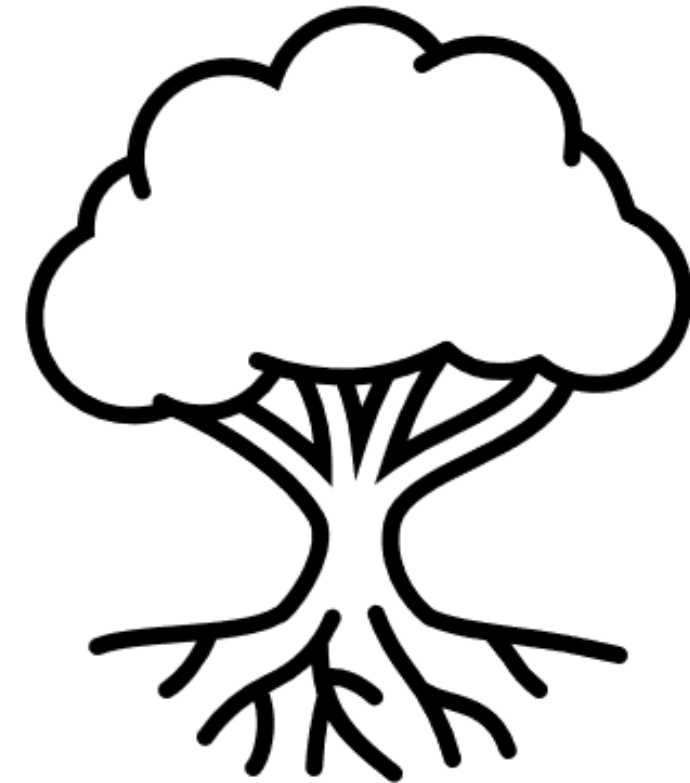




# Key Success Factors



Design **all** elements in **all** the Enterprise Design facets!



Don't forget the **invisible roots** holding up your beautiful tree!

# Thank you and stay in touch!



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