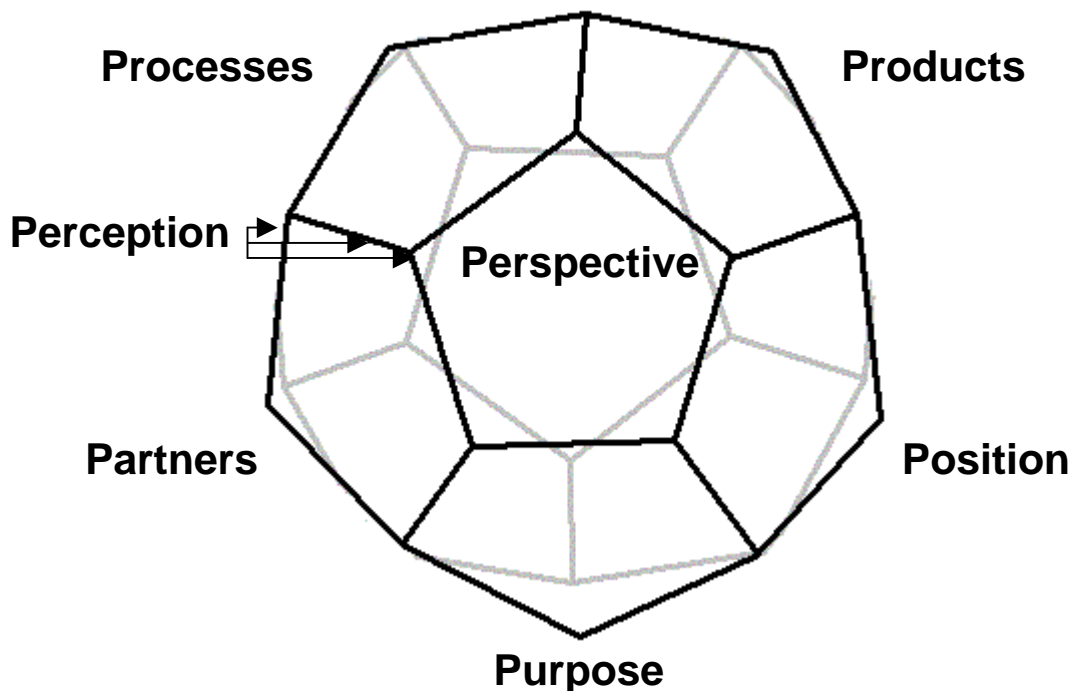


Sustaining Business Equilibrium

To survive each business must first understand a set of seven dynamics. When these are in alignment the business is in dynamic equilibrium and is able to grow and respond to new opportunities. When these dynamics are not in alignment, the business will work against itself, limiting its responsiveness to growth and its future potential. The first stage in achieving **Business Excellence** is to map these dynamics.

To do this we developed the **Dynamic Equilibrium Model**.



Seven Key Dimensions –7Ps

- **Perspective:** Direction, Strategy, Motivation, Communication.
- **Purpose:** Unique Focus, Vision, Mission, Measures of Success
- **Position:** Customers, Competitors, Market Segmentation
- **Products:** Relevant, Adaptive, Priced, Quality, Appropriateness
- **Processes:** Delivery, Efficiency, Effectiveness, Improvement
- **Partners:** Employees, Suppliers, Investors, Stakeholders
- **Perception** Data, Info., Knowledge - Collected, Measured, Monitored