Business Model Innovation Challenges and Visual Solutions

This document is a collection of visual frameworks designed to support the challenges that have to be met in the business model innovation process. In order to compile this collection, we have screened four literature streams, namely business model innovation, innovation processes, knowledge creation, and problem solving in groups. As reported below, the visual frameworks are classified according to the challenges they pose in either the cognitive or organizational dimension (i.e. complexity, dominant logic, knowledge and resources, values, team).

Visual Solutions for Cognitive Challenges

Organigraph (Mintzberg & Van der Heyden 1999)

Organigraph of a Newspaper

Organigraph of a Petrochemical Company

Organigraph (Mintzberg & Van der Heyden 1999)
Strategy Canvas (Kim & Mauborgne 2005)

Business Model Innovation Canvas (Osterwalder & Pigneur 2009)

Scenario Diagram (Eppler & Pfister 2010)
Social Network Sketch (Eppler & Pfister 2010)

Rapid Prototyping with Objects (Huff & Jenkins 2002)
Collaborative Visualization Software (Eppler 2005)

Visual Solutions for Organizational Challenges

Resource Map of Competence Representation (Klein et al. 1998)
References


