

# The Principles and Application of Planguage for Managing Systems Innovation

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# Overview



# What is Planguage?

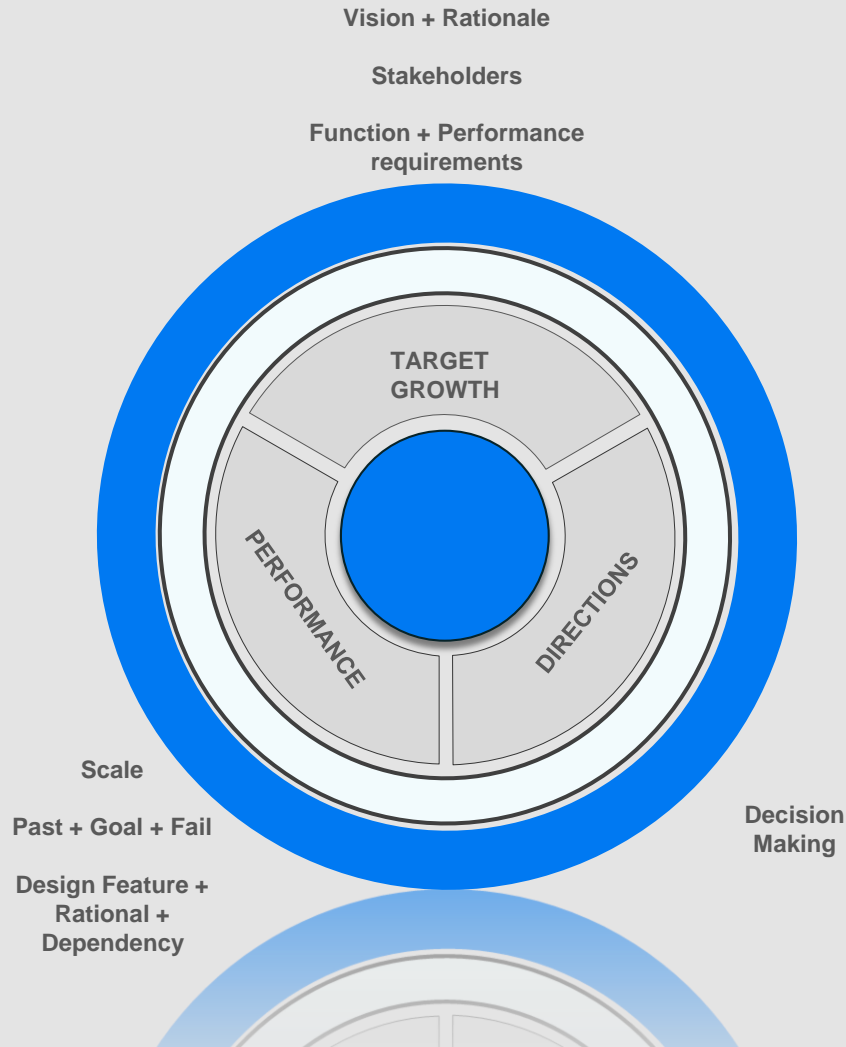
Planguage (Planning Language) developed by Tom Gilb, is a formal, natural language modelling notation.

Evolved due to project failures and to refrain ambiguous statements.

The technique arranges qualitative statement into a quantifiable measurement metrics.

Emphasises the 'ends' rather than the 'means'

Responds & drives background information & situations, designed in.



## 7 STEPS OF PLANGUAGE

- 1 Establish the Vision [Rationale]
- 2 Identify all the Stakeholders
- 3 Obtain & Analyse the Requirements
- 4 Determine the Scale Measures for Performance Requirements
- 5 Establish the Levels on the Scales of Measures
- 6 Identify Some Potential Design Solutions
- 7 Obtain Agreement from the relevant stakeholders

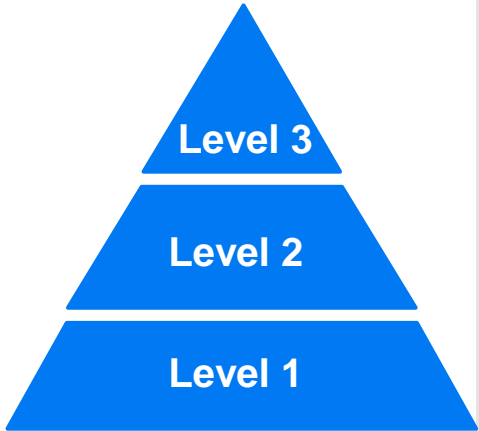


# Case Study

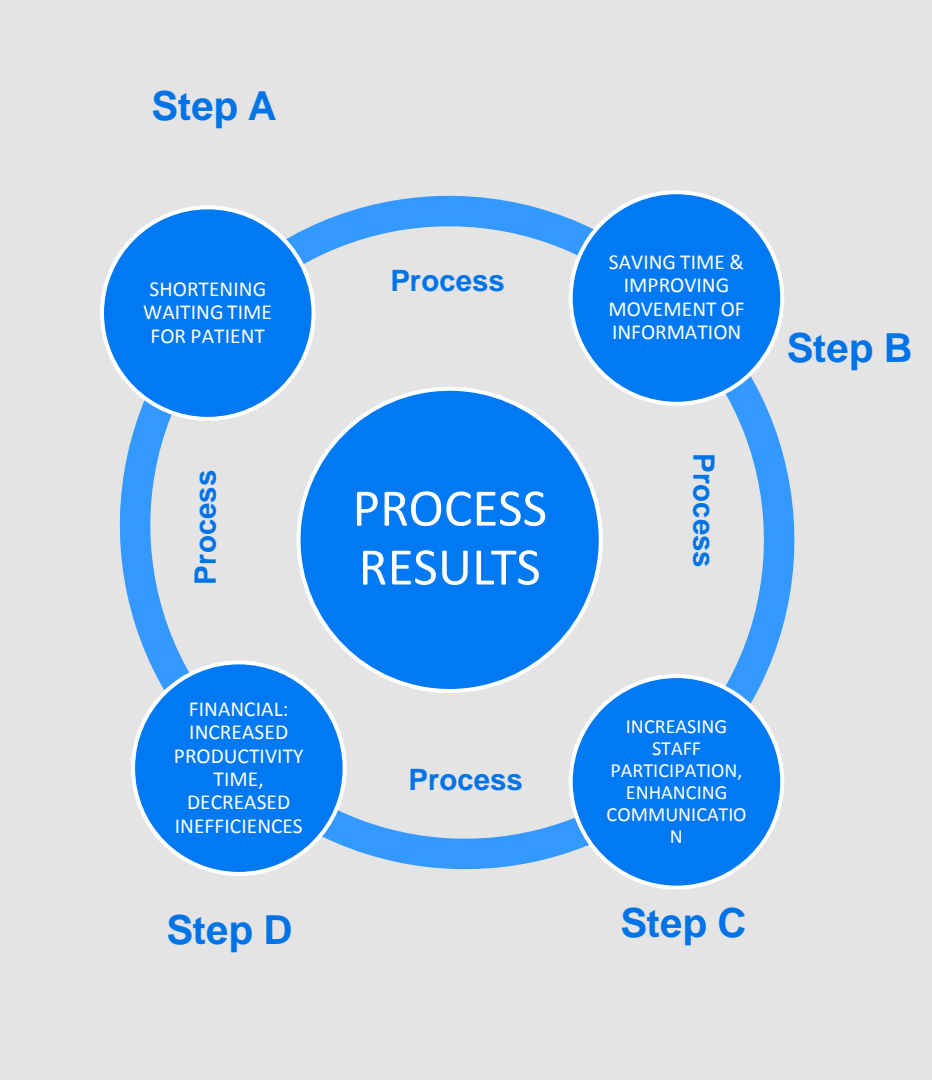
THE MISSION:

- (1) Maximise results,
- (2) Minimize effort time.
- (3) Drive efficiency

An organisation fails to utilise the workforce employees empowered skills and expertise domain knowledge due to a confined to a 20 year old process. This process model can no longer meet the service orientation demands for nature of today's environment.



Organisational Outcomes



£40,000 ONLY

BUDGET

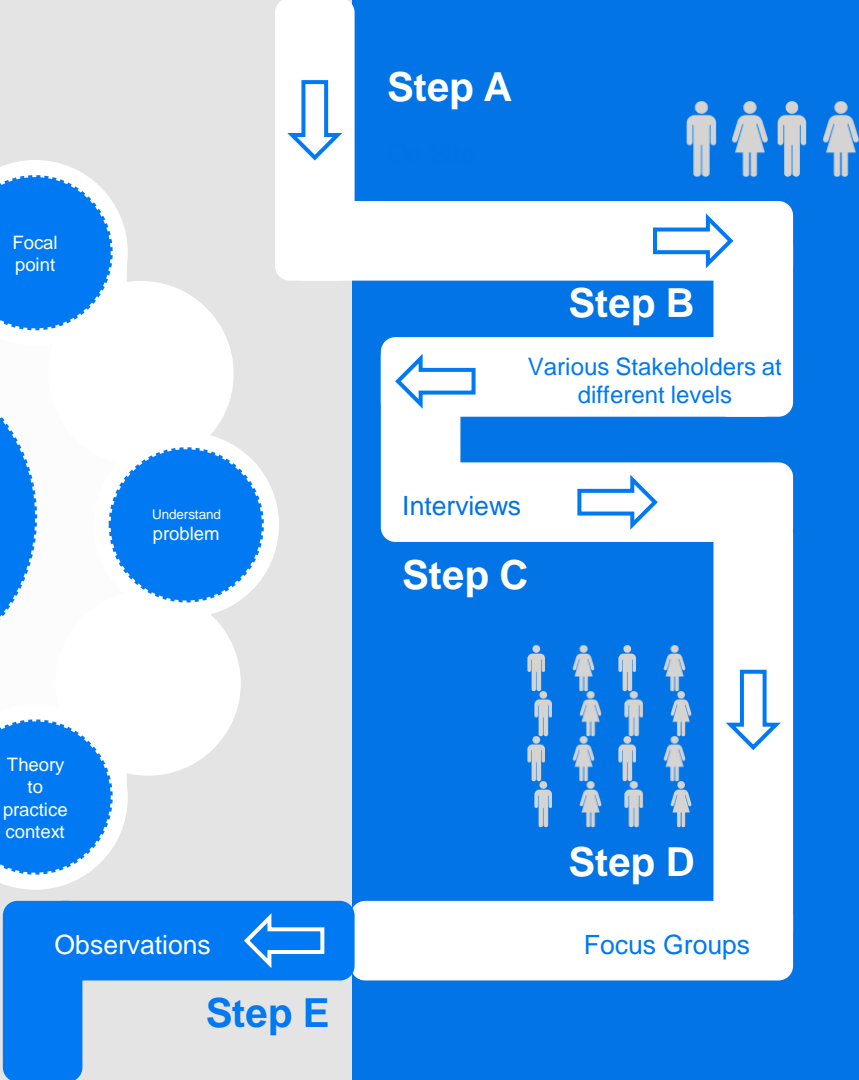
Service Model

Targets

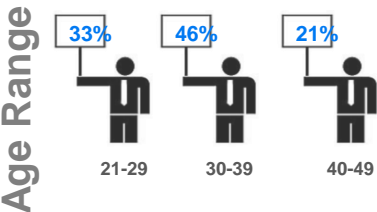
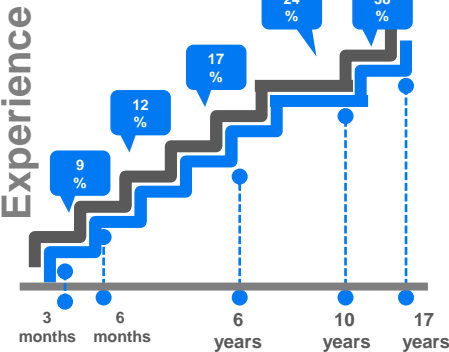
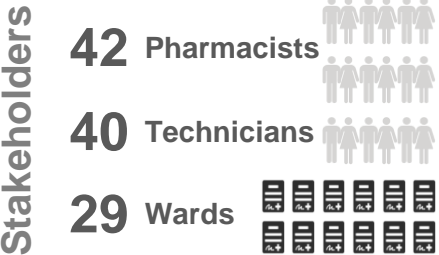
PROBLEM

# Methodology

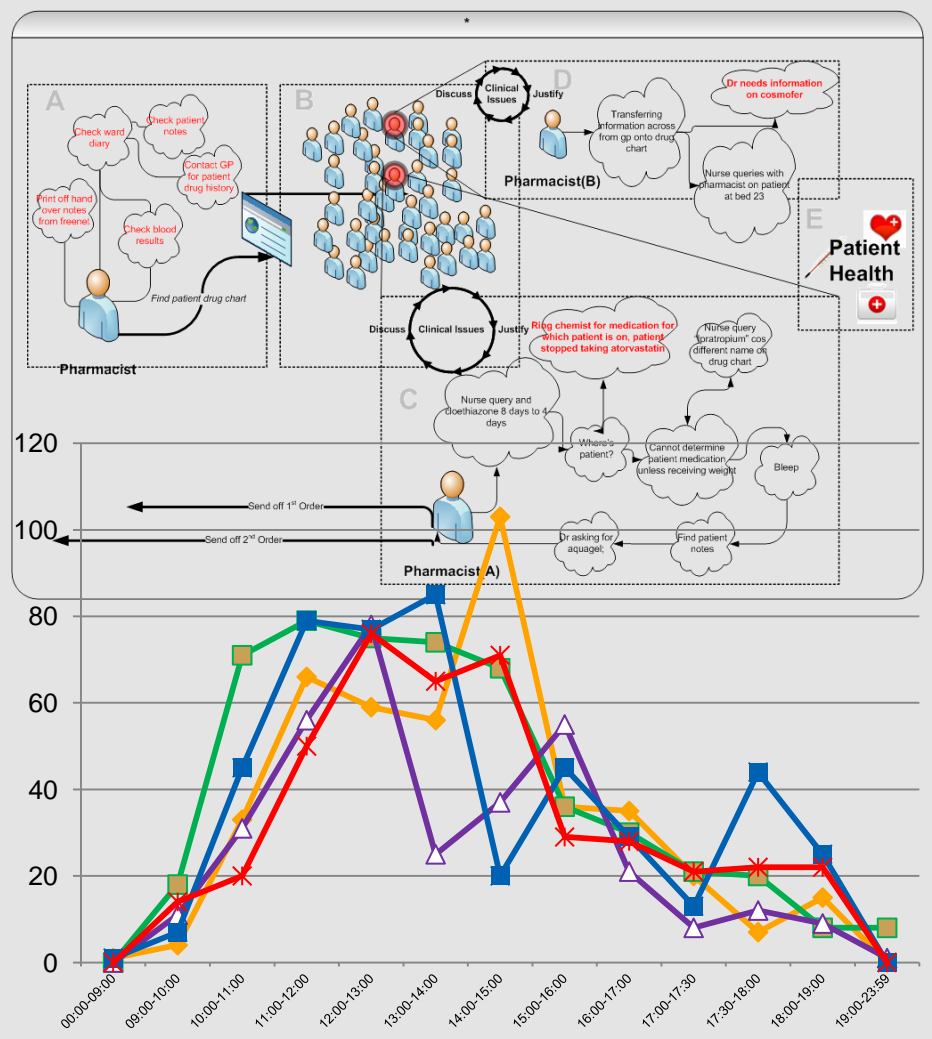
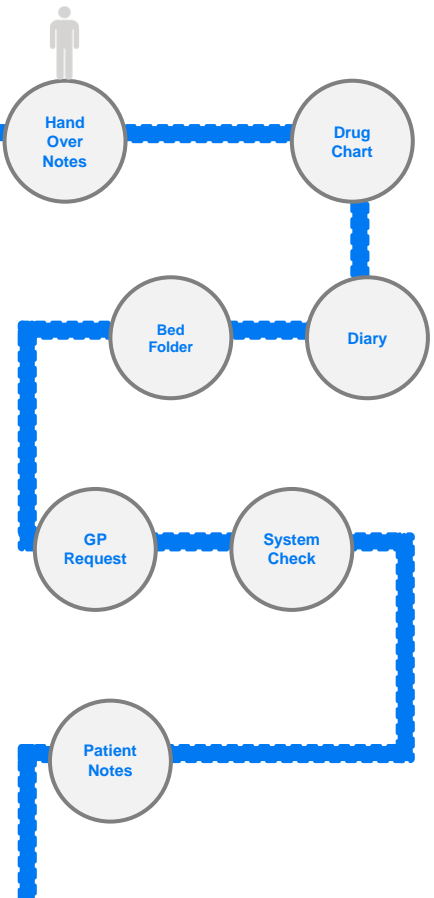
- Determining what components and attributes made up the process
  - Evaluate the process to develop an understanding of obstacles
  - Assess the results in line with the organisation strategies and goals
  - Monitor and evaluate the behaviour change in performance over a set period duration.
- 
- (i) general perception;
  - (ii) the adoption and process change;
  - (iii) the motivations to change;
  - (iv) the major factors influencing the initiation and the links of change;
  - (v) obstacles and
  - (vi) the benefits for both employees and the organisation.



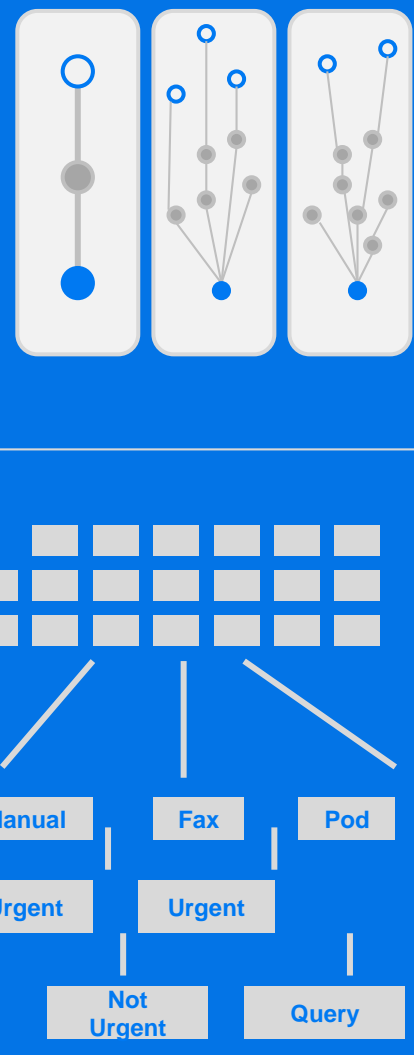
# Findings



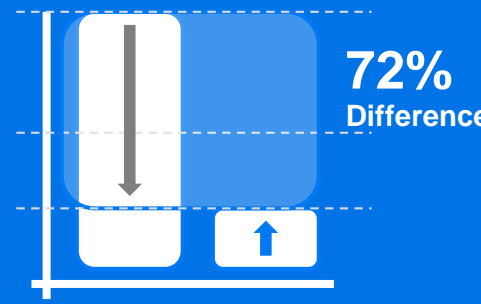
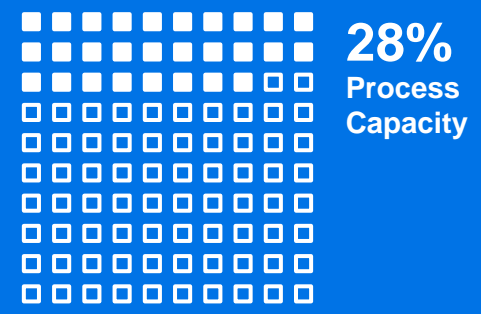
# Process Behaviour



## Process Behaviour



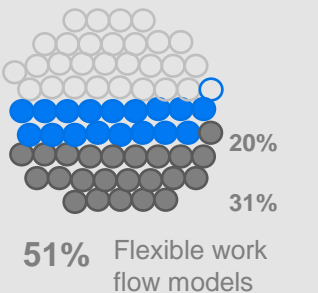
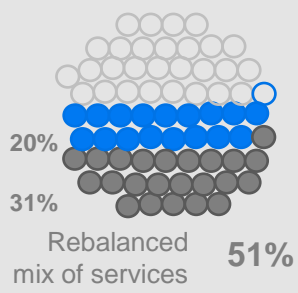
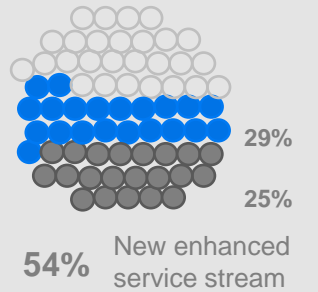
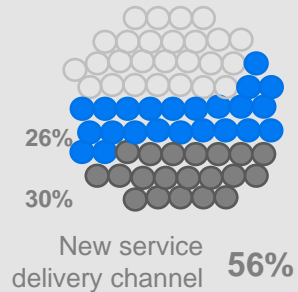
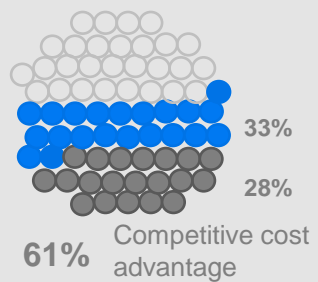
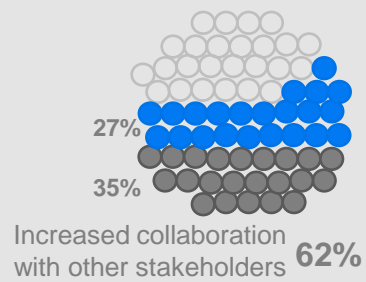
# Process Analysis



# Drivers

How important are the following objectives for change?

● Important      ● Very Important



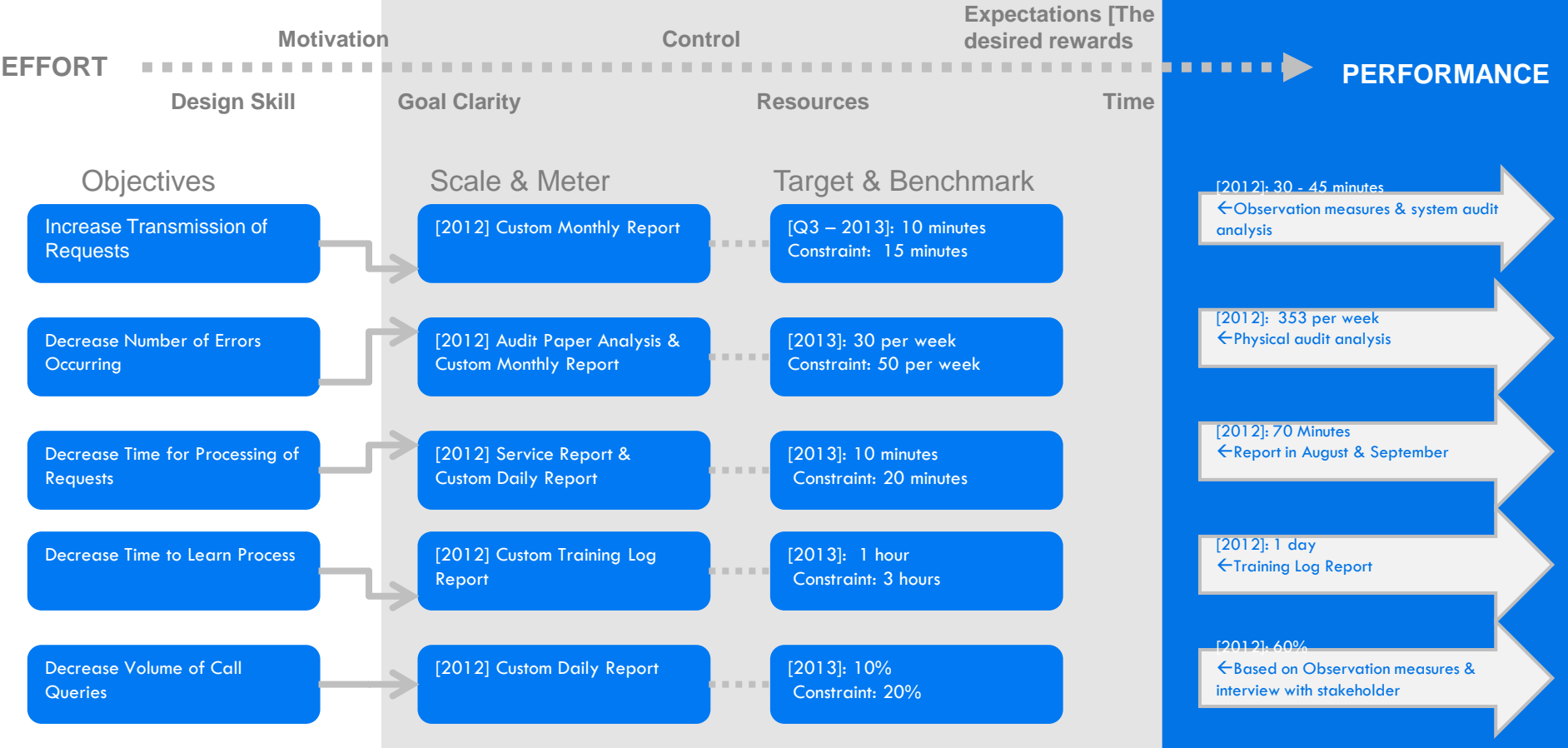
## Influential Objectives

Profit Maximisation	Growth
Competition	Customisation
Service Portfolio & Innovation	Job Evolvement
Image & Reputation	

## Influential Factors

- 1 The organisation service model
- 2 Size, Age, Financial Success
- 3 Market growth, society
- 4 Complexity, knowledge, progress

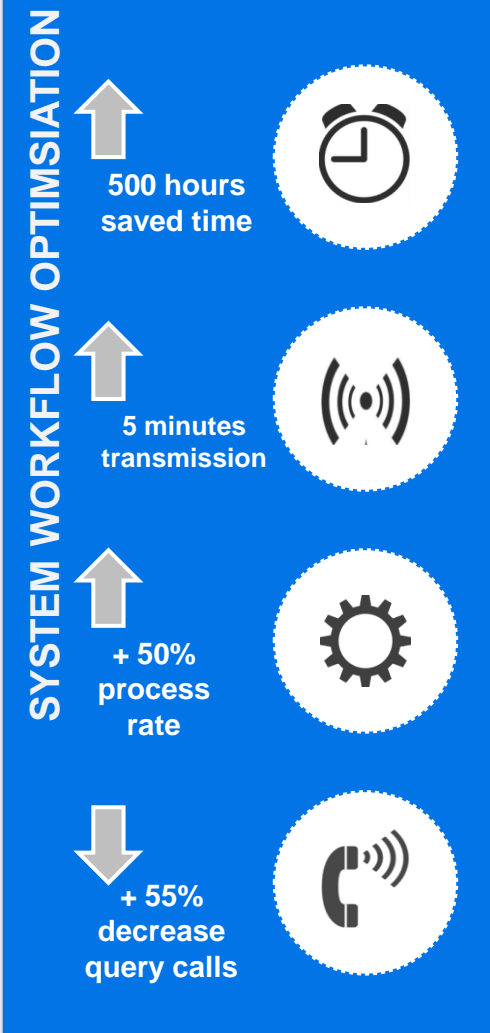
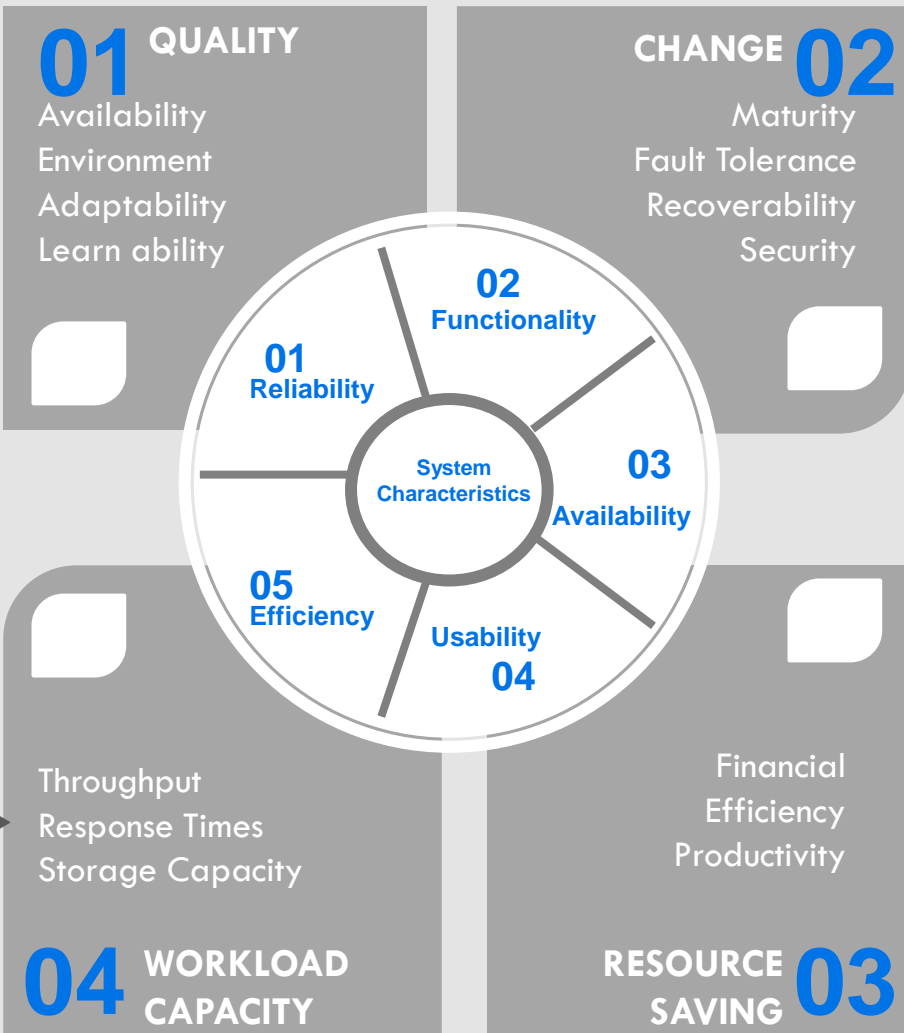
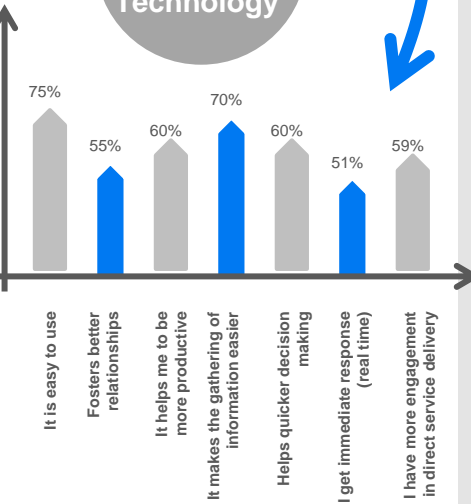
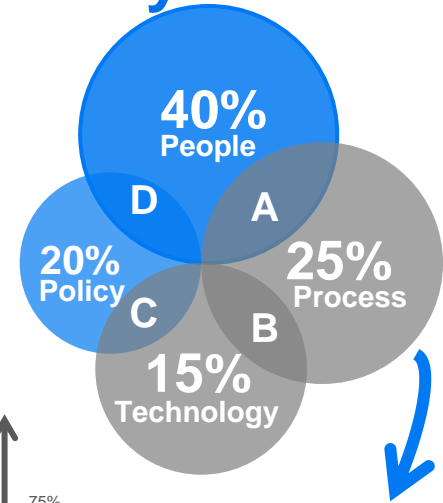
# Planguage Sample



# THE IMPACT of CHANGE!



# Impact Analysis

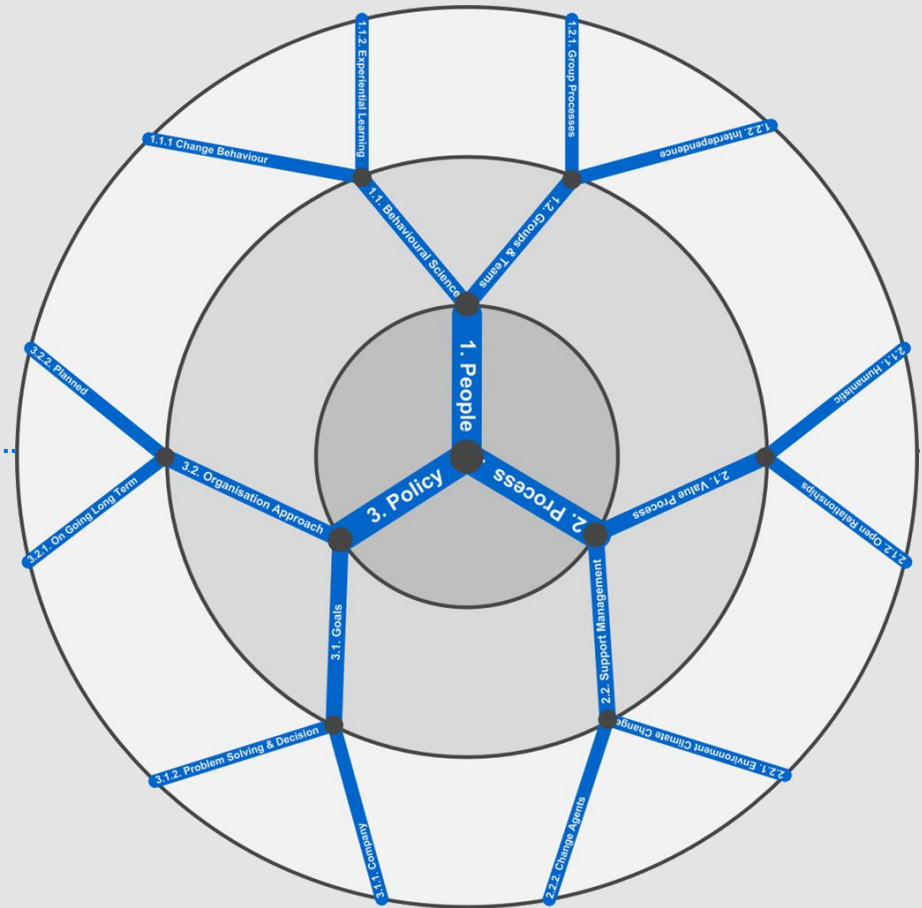


# Future Work

Control

Practices

Orientation Value



Behaviours

Artefacts

Language

# THANK YOU!

Questions?

