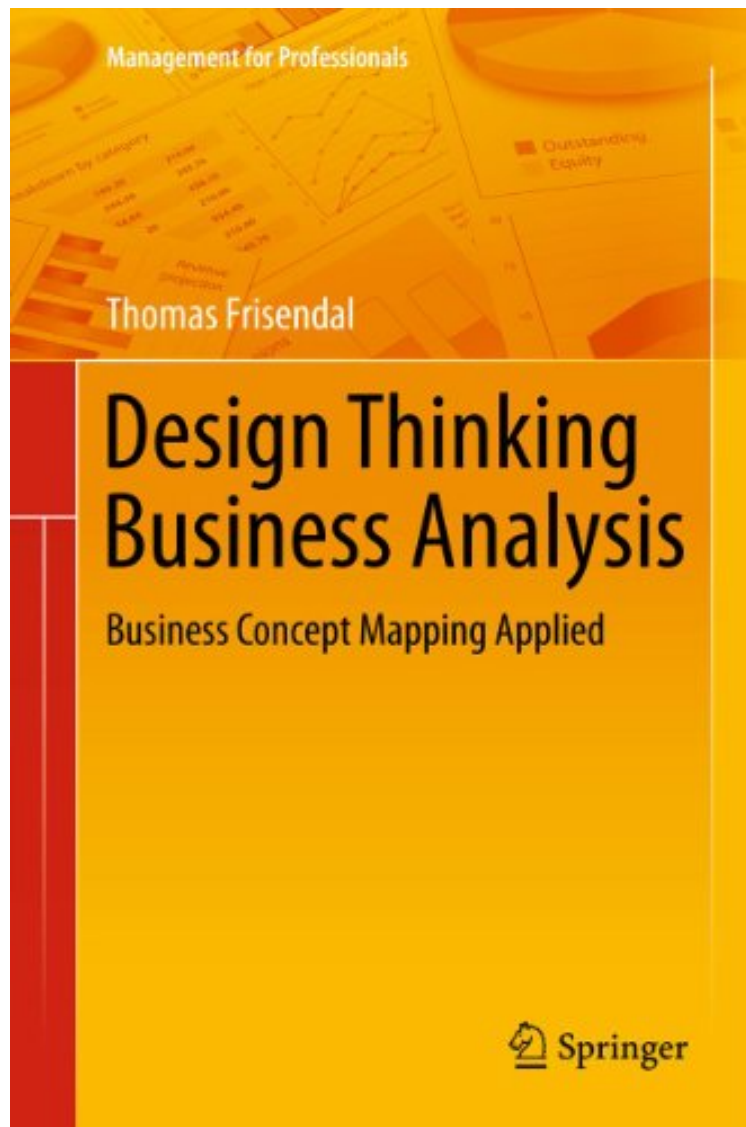


(Download pdf) Design Thinking Business Analysis: Business Concept Mapping Applied (Management for Professionals)

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Thomas Frisendal

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Thomas Frisendal : Design Thinking Business Analysis: Business Concept Mapping Applied (Management for Professionals) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design Thinking Business Analysis: Business Concept Mapping Applied (Management for Professionals):

1 of 1 people found the following review helpful. A whole lot of fuss around a single (not so new) theme: concept mapping
By B. Van Gilswile I am quite fond of concept mapping as a technique, I found this book extremely poor. It

reads like an advertisement for concept mapping instead of introducing something new. Links to other areas (I was particularly interested in links to MDM) are very very thin. I would not recommend this book. 2 of 2 people found the following review helpful. My Textbook Surprise of the Year 2012 By Annette Hexelschneider This book is my textbook surprise of 2012, because it puts the Mapping-"stepchild", concept mapping, into the lime light it deserves ("Business Concept Mapping Applied") and in a convincing manner within business context and very understandable. The special interest of the Danish author of the book, Thomas Frisendal, Principal at the consulting company TF Informatik, is information-driven business analysis. Based on that and on his consulting experiences rises the motivation for this book: "Business management lost sight of one of its most important assets, the Business Information Asset." What this means, he summarizes with the metaphor of an "'introvert' office building in Copenhagen": "You may have some ideas what is behind most of those windows and doors. But you cannot know in detail. And you are bound to be wrong on some points. If you do not need to open the doors, you do not have a problem. Or? Sooner or later you will have to 'open a door' and see what is behind it. Why? Because you must - or would like to - change something. Change - hopefully to the better is a very important driver. As you open the doors, one at a time, you have to be able to put your findings into the context of what you already know." This book shows how information system-wide change is possible using visual thinking - here with concepts maps: "With this book, I want to help getting focus on business information analysis and design (again)." Therefore the author takes the readers into these directions: - Part I Design Thinking Business Analysis (Understanding the Business. Design Thinking for Business Analysis. Business Analysis Redefined) - Part II Business Concept mapping (Where to Find Meaningful Business Information? How to do Concept mapping) - Part III Business Innovation Using Mapped Business Concepts (Concept mapping and the Next Generation IT Paradigms. Eight chapters on opportunities. Think Big, Start Small: Deliver Value to the Business) Concept mapping of business processes enables a comprehensive, networked understanding. As it is the case for all map-types you get at the same time an overview and can see details. Detailed expertise creates a common (!), informative complete picture. This way, then, you have more and better chances of intuitively and creatively taking into account the as-is situation with its diversity incorporating many angles, thus thinking, designing, creating change. Concept maps are a more strict visual thinking format compared to MindMaps. They start with a concept / here business process and its relationships. The book explains easy-to-understand mapping-rules, step by step. Thus "first-time mappers" get acquainted with the flow. For those, who have used concept maps already, the author proposes new ideas. Concept maps can be created and enhanced in brainstorming sessions using a flipchart or whiteboard, or they may be created / edited with tools. You work from the definitions of the business processes and their associated rules. During the collation process many A-Ha moments arise, their power always pleasantly surprising us in our seminars and our courses. Their beauty lies in these facts: - The A-Ha moments are guaranteed, they always (!) appear. - The A-Ha moments uncover opportunities for optimization. In relation to this the author cites Roger Martin: "design thinking as having three aspects: cognitive, affective, and interpersonal", (Martin, 2006). We have experienced this as a linking (of all participants) and linked (processes, aspects,...) thinking. "Business schools tend to focus on inductive thinking (based on directly observable facts) and deductive thinking (logic and analysis, typically based on past evidence). Design schools emphasize abductive thinking - imagining what could be possible." With this book the author wants to add business information analysis to the list of design thinking approaches. He justifies this in detail. Being a fan of "Synchronicity" I am pleased to see that Frisendal sees a connection between Synchronicity and design thinking - by way of a wonderful visualization via the quote from Martin Bigum (2012): "Things and events, which appeared to be random when they occurred, turn up to be part of a greater picture - a structure beneath the skin of daily life." "This is the cheapest way to get real business pains out in the open! Business pains survive by staying in the dark!" Among other things concept maps give you: - "a high-level ... overview ... in the beginning of the project, - exploration of 'mysteries'- prototypes- documentation and communication of solutions". They are suited for "Exploration - Ideation - Implementation." The book also contains elaborate guidance of a step-wise (workshop)-approach. Among other details the fascinating combination of the business model canvas (Osterwalder and Pigneur 2010) with an overlaid concept map of the Gillette business model. And overall the book contains many practical diagram examples. According to the situation you create the concept map in its entirety in the meeting or you bring along some pre-prepared maps, on which you build more. Enabling the success of this work is the usage of "wells of potential findings" of business details by the way of "concept harvesting" in business information systems. In addition there are further, detailed chapters on opportunities such as: meaningful business intelligence, open information sharing, pull instead of push. The author summarizes the business benefits of concept mapping this way: - "You are certain that the end result, e.g. a BI solution, is intuitively accessible for business users. - You understand the business 100%. - The business learns hidden facts about itself..." The book demonstrates the appropriateness and benefits of concept maps for business analysis in a variety of contexts. However, I find that the too short and somewhat too "lightly taken" comparison with other map-types is a hole to fill. In particular here: "Concept maps replace mind maps and are even more efficient. (The real world does not look like snow flakes, but like a mesh of connected graphs...)." Existing literature - even so focussing more on education as on business analysis - scientifically compares map-types. This is, however, a very small flaw compared to the usefulness of this book, which is highly

recommendable. I found this quote, which is accredited to Socrates, in the book: "The beginning of wisdom is the definition of Terms." This book helps its users to precisely achieve that. It is suitable for every woman and every man who want to develop or improve business processes. My experiences, when mapping with students, seminar participants and for myself, have shown me time and again: "When an ear grows sharper, it becomes an eye." (Rumi)² of 2 people found the following review helpful. Business requirements made easy By Wayne W. Eckerson One of the biggest stumbling blocks in the development of analysis applications is the requirements gathering process, which is fraught with misunderstanding. When users are asked what data they want, they either say, "I don't know" or "All of it." The designer really can't develop a good conceptual understanding of requirements unless he or she understands the business processes in which the data is going to be used. I find that concept mapping is a powerful tool for helping to define processes, elicit requirements and understand information flows. This book should be required reading for any BI designer who wants to build top-notch applications that pass user muster every time.

This book undertakes to marry the concepts of "Concept Mapping" with a "Design Thinking" approach in the context of business analysis. While in the past a lot of attention has been paid to the business process side, this book now focusses information quality and valuation, master data and hierarchy management, business rules automation and business semantics as examples for business innovation opportunities. The book shows how to take "Business Concept Maps" further as information models for new IT paradigms. In a way this book redefines and extends business analysis towards solutions that can be described as business synthesis or business development. Business modellers, analysts and controllers, as well as enterprise information architects, will benefit from the intuitive modelling and designing approach presented in this book. Then pragmatic and agile methods presented can be directly applied to improve the way organizations manage their business concepts and their relationships. "This book is a great contribution to the information management community. It combines a theoretical foundation with practical methods for dealing with important problems. This is rare and very useful. Conceptual models that communicate business reality effectively require some degree of creative imagination. As such, they combine the results of business analysis with communication design, as is extensively covered in this book." Dr. Malcolm Chisholm, President at AskGet.com Inc. "Truly understanding business requirements has always been a major stumbling block in business intelligence (BI) projects. In this book, Thomas Frisendal introduces a powerful technique; business concept mapping; that creates a virtual mind-meld between business users and business analysts. Frisendal does a wonderful explaining and demonstrating how this tool can improve the outcome of BI and other development projects." Wayne Eckerson, executive director, BI Leadership Forum;

From the reviews: "The book focuses on business concept mapping, with illustrated examples of business concept mapping that seem to suggest that business concept mapping is best suited as a front-end information modeling tool for data warehouse development. . . . The book is aimed at business and IT professionals, who would find business concept mapping cleaner and easier than UML object diagrams." (Don Chand, Computing s, June, 2013) From the Back Cover This book undertakes to marry the concepts of Concept Mapping with a Design Thinking approach in the context of business analysis. While in the past a lot of attention has been paid to the business process side, this book now focusses information quality and valuation, master data and hierarchy management, business rules automation and business semantics as examples for business innovation opportunities. The book shows how to take Business Concept Maps further as information models for new IT paradigms. In a way this book redefines and extends business analysis towards solutions that can be described as business synthesis or business development. Business modellers, analysts and controllers, as well as enterprise information architects, will benefit from the intuitive modelling and designing approach presented in this book. Then pragmatic and agile methods presented can be directly applied to improve the way organizations manage their business concepts and their relationships. "This book is a great contribution to the information management community. It combines a theoretical foundation with practical methods for dealing with important problems. This is rare and very useful. Conceptual models that communicate business reality effectively require some degree of creative imagination. As such, they combine the results of business analysis with communication design, as is extensively covered in this book." Dr. Malcolm Chisholm, President at AskGet.com Inc. "Truly understanding business requirements has always been a major stumbling block in business intelligence (BI) projects. In this book, Thomas Frisendal introduces a powerful technique; business concept mapping; that creates a virtual mind-meld between business users and business analysts. Frisendal does a wonderful explaining and demonstrating how this tool can improve the outcome of BI and other development projects." Wayne Eckerson, executive director, BI Leadership Forum; "This book addresses the timely topic of how businesses can become more effective by allowing its stakeholders to analyse their business domain better than before. The good news for the reader is that the naturality of the models used in the book today have direct applicability in software systems, which means the changes in business can be faster reflected in IT." Dr. Janne Saarela, CEO of Profium - pioneer of enterprise semantics About the Author Thomas Frisendal is an experienced consultant with more than 30 years on the IT vendor side and as an independent consultant. Since 1995 he

has primarily been working with data warehouse projects. His area of excellence lies within the art of turning data into information and knowledge. Since 2005 he has specialized in business analysis, concept "harvesting" and mapping, modeling of information and data as well as design of business intelligence solutions. Thomas Frisendal is a member of "The Data Warehouse Institute Denmark" (member of the board), "The Danish IT Society", "The Danish Management Board", "The International Association for Information and Data Quality" (IAIDQ) and "The Cognitive Society".