



PYRAMID OF VITALITY

Seminar 3

Theory of Vitality

The existence of an organism has to be **gradually** (inspired by ecosystems observations)

meaningful

- useful to someone, even if to itself

effective

- it cannot exhaust itself to death

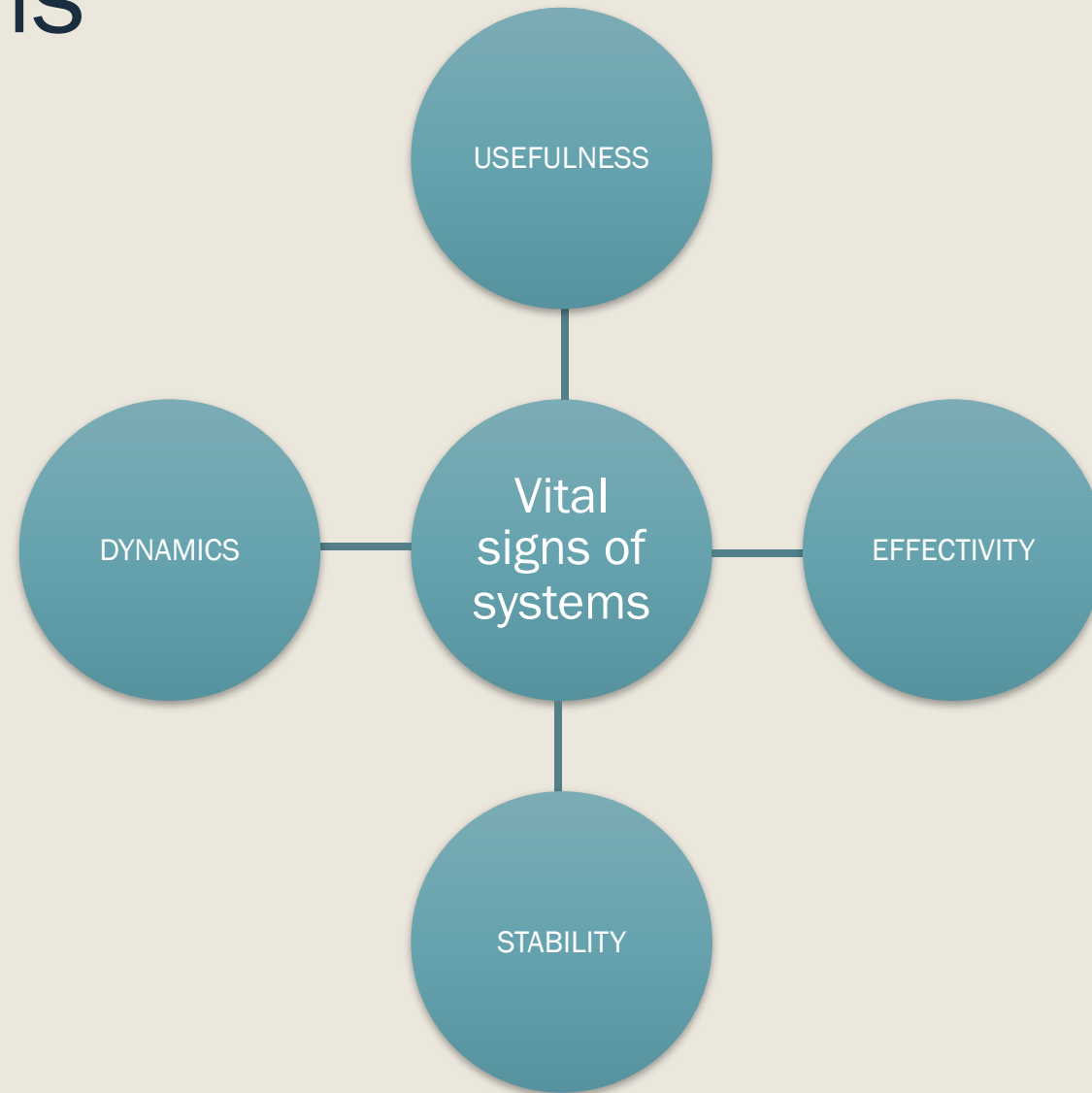
resistant

- to threatening forces and environment changes

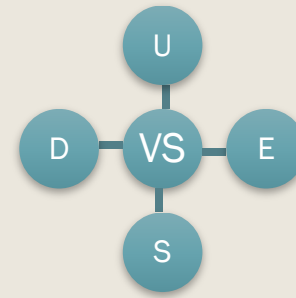
proactive

- flexible enough to generate changes

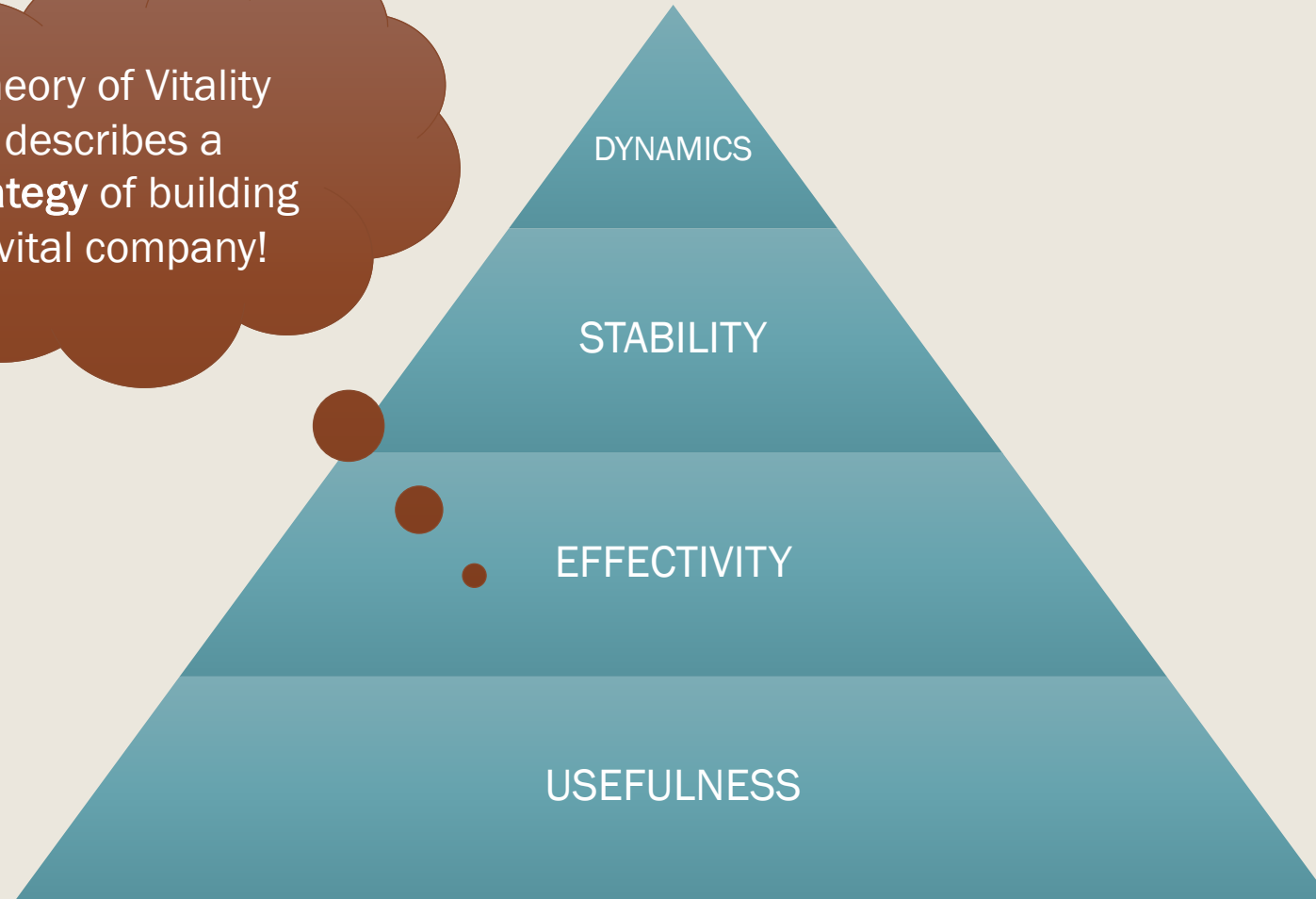
Vital signs



Pyramid of Vitality



Theory of Vitality describes a strategy of building a vital company!



(C) J. Plamínek

Usefulness

We mapped the market

We identify the significant group of customers

We defined the value we can bring them

We know how to communicate with them

Effectivity

We know the structure of our costs and revenues

We identify the main processes

We are supporting the development of the company in longer time

The company is able to generate zero or higher profit

Stability

We mapped the wider environment of the company

We have the processes of mapping inner environment in the company

We have defined our feedbacks and are evaluating them

We can react to detected turbulences and changes

Dynamics

We know how our branch is developing

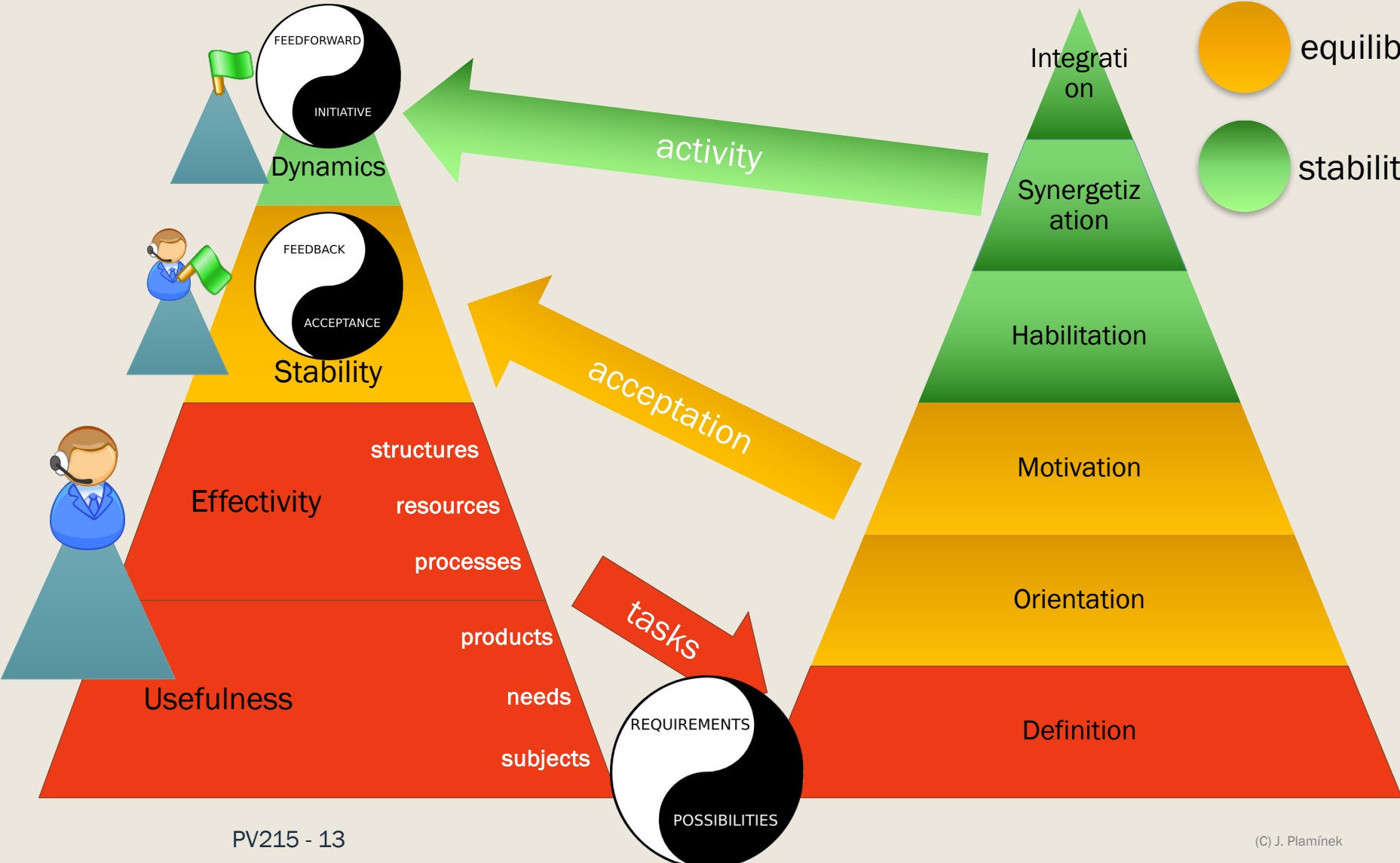
We can affect or predict this change

We identify new challenges before they become apparent

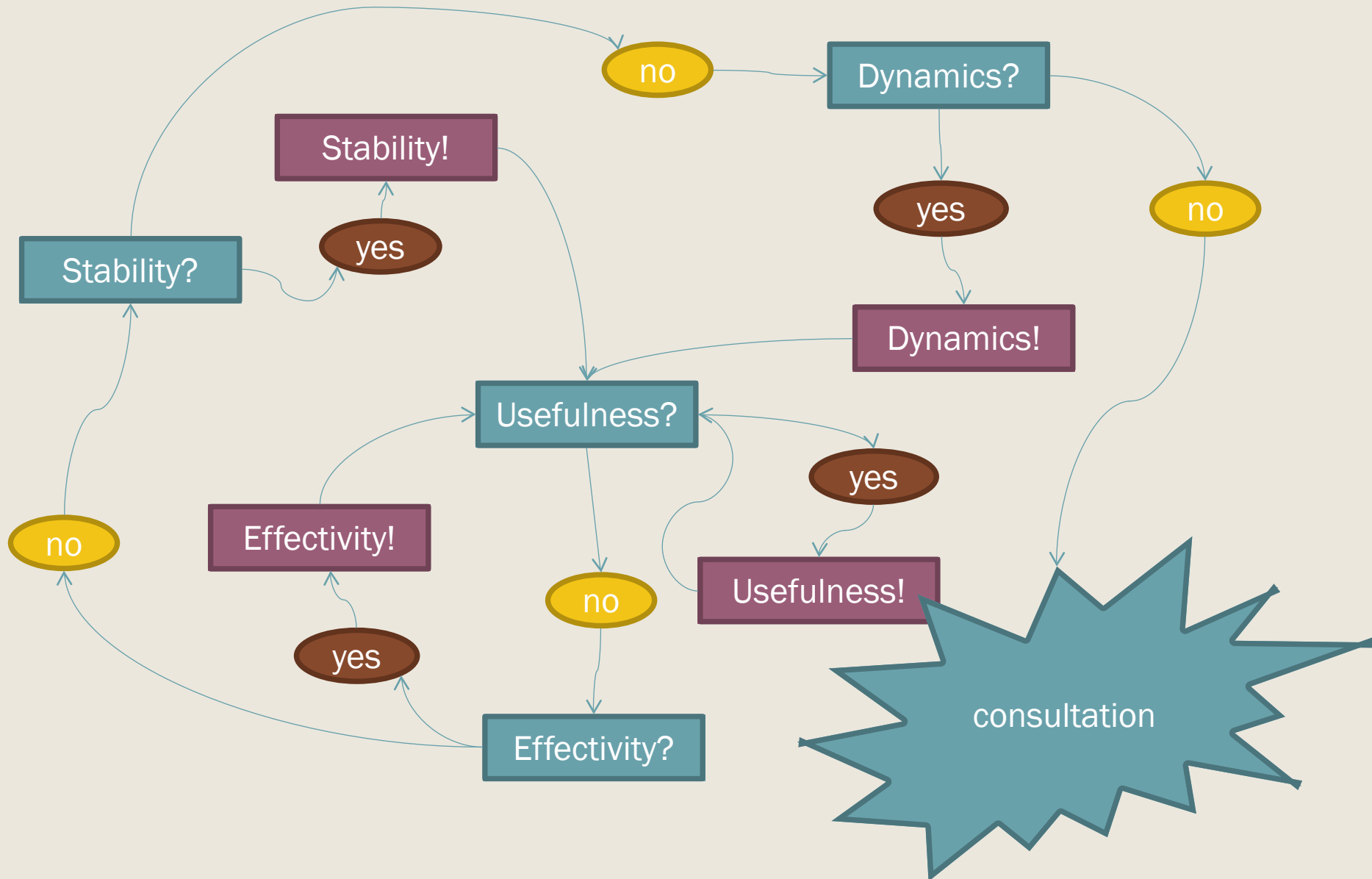
We are taking care of development of the world of possibilities

Strategy: Theory of vitality

- crisis
- equilibrium
- stability



Theory of limitations



Today's tasks

Based on the analysis you have done on the previous seminars, you will build a pyramid of vitality.

There will be one task for each level of the pyramid.

Tasks to do 1/4

USEFULNESS

We're working with the outer environment.

What value can we offer to the customers?

- What are our products?
- How can we satisfy the customers' needs?
- Which are the significant customer groups?

Tasks to do 2/4

EFFECTIVITY

We're working with the inner environment.

What are the company's main processes?

- What are our resources?
- What important processes are there in our wine making?
- What important processes are there in our company management?

Tasks to do 3/4

STABILITY

We're focusing on feedbacks and their acceptance.

Where can we get feedback?

- What can we do to get feedback for our company and products?
- How do we get feedback from our customers?
- How do we get feedback from our employees?

Tasks to do 4/4

DYNAMICS

We're focusing on feedforwards and initiative for the future.

How to continue forward with our company?

- How can we discover upcoming trends?
- How can we become the newest trend?
- How can we get feedforward for our company and products?