

Thursday Learning Hour by Ashin Paul

Workshop on muOBI



muOBI helps in evolving our business strategy with changing business priorities

- ✓ Identify correct business priorities
- ✓ Start from that section where you have the most clarity
- ✓ Flow is created based on iterations with stakeholders
- ✓ Leverage framework to engage with stakeholders and complete muOBI with iterative collaboration
- ✓ Not all sections need to be filled in the first iteration
- ✓ Regularly review muOBI to
 - Check the progress against plan
 - Evolve in case of changed priorities

	IRM	DPS	SE	DT
O				
B				
I				
F				
D				

This is a tool to engage clients!

To brainstorm and gain clarity!

What muOBI is not

- ⊘ Not a substitute for project plan
- ⊘ Not a designation or hierarchy driven document

muOBI guides us to understand how a small habit like cleaning teeth will help lead healthy life in the long run

Dental Wellness	Identify Raw Material (IRM)	Deliver Product & Services (DPS)	Stage Experience (SEX)	Drive Transformation (DTR)
Outcome	<ul style="list-style-type: none"> Clean teeth and fresh breath 	<ul style="list-style-type: none"> Shiny white teeth and no teeth problems 	<ul style="list-style-type: none"> Improvement in overall personality because of good teeth and confident smile 	<ul style="list-style-type: none"> Healthy gums till old age and no signs of dental and related diseases
Behaviour	<ul style="list-style-type: none"> Regular brushing of teeth Use of mouthwash and tongue-cleaners 	<ul style="list-style-type: none"> Brushing at least twice a day and regular change of toothbrush Avoiding food items that cause teeth discoloration 	<ul style="list-style-type: none"> Customizing brushing habits based on the type of teeth Use of braces to improve teeth structure 	<ul style="list-style-type: none"> Regular visits to the dentist Instillation of food habits which strengthen teeth and gums
Insight	<ul style="list-style-type: none"> Unattended teeth lead to bad breath and cavities 	<ul style="list-style-type: none"> Specific food habits such as chewing tobacco causes teeth issues 	<ul style="list-style-type: none"> People who possess good teeth are generally more likeable 	<ul style="list-style-type: none"> Regular dental check ups and foods rich in vitamins ensure stronger teeth People with advanced gum diseases tend to have heart diseases
Finding	<ul style="list-style-type: none"> Frequency of brushing and related activities # People with bad odour and unclean teeth 	<ul style="list-style-type: none"> # People having dental issues split by their food habits 	<ul style="list-style-type: none"> # Likeable people having good teeth and their dental habits 	<ul style="list-style-type: none"> Correlation of dental problems with age and dental habits
Data	<ul style="list-style-type: none"> Dental survey results in journals and personal experience 	<ul style="list-style-type: none"> Information about food habits 	<ul style="list-style-type: none"> Dental habits of people and their likeability 	<ul style="list-style-type: none"> Dental and related disease survey results

C



B

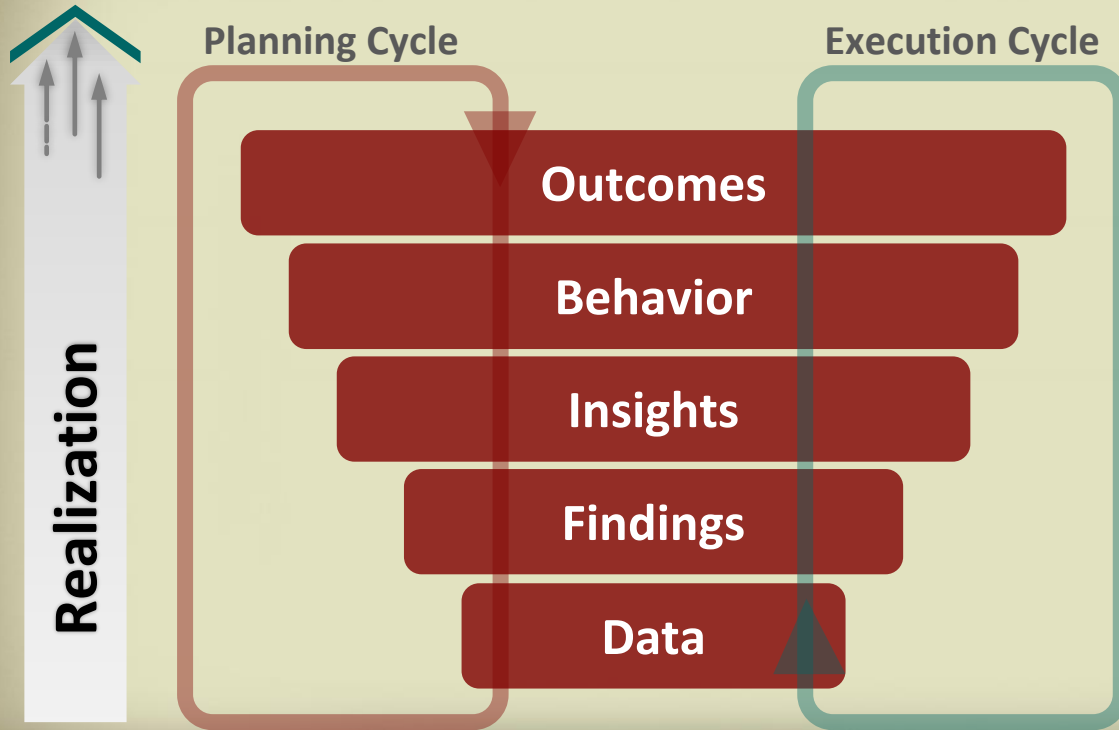
A

Organizations struggle as they plan their Decision Sciences roadmap

- Business functions do not typically plan for incremental maturity of outcomes over a longer time horizon
- Lack of clarity around what is needed to achieve today's outcome/business objective
- Hard to integrate tomorrow's dreams with today's success



Establish clarity of purpose with all stakeholders in the problem solving process



Two cycles moving in opposite directions to facilitate **Decision Design**

Humans don't always make rational choices

The actions they take come more from their **Behaviors and Habits**, than from pure logic





The Starbucks Journey

- Procure coffee beans, milk, water, sugar, cocoa, cream
- Offer multiple varieties of coffee – packaged and served at a premium
- Offer buyers a place to chat over coffee or browse the Internet.
Expanded menu
- Starbucks Rewards Program
Starbucks Reserve Roastery & Tasting Room

Identify Raw Materials

Deliver Product & Services

Stage Experience

Drive Transformation



What did we learn?

Seek clarity in your outcome and what it will take to realize the outcome

The outcome should be a business outcome, not an analytical one

Think longer term – have a vision for what can be transformative

Nothing is set in stone – revisit and revise always



Mu Sigma
DO THE MATH