



# DISCON Specialists

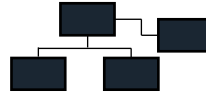
EA Enabling Recipe

## Mission Statement

### 1.) FSD Indicating Stakeholders, Offerings & Mechanisms

The Function Structure Diagram (FSD) of the 'Ideal Business' provides us with a number of mechanisms as well as the scope of the business. For example: an environmentally conscious manufacturing company would require a set of functions focusing on environmental rehabilitation or preventative measures against pollution.

Functions as Mechanisms & System's Scope



### 2.) Marketing Mix indicating Stakeholders



Target Audience

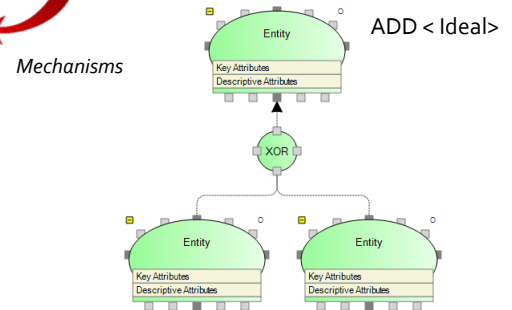
From the analysis of the marketing mix we can clearly derive who the core stakeholders are.

### 5.) Wording the Mission for the Business



The FSD, Marketing Mix, ADD and System Framework provides input for a matrix, which maps all the relevant offerings to the relevant stakeholders, by indicating which mechanisms are used to deliver the particular offering to the particular stakeholder.

### 3.) Business Semantic indicating Stakeholders & Mechanisms



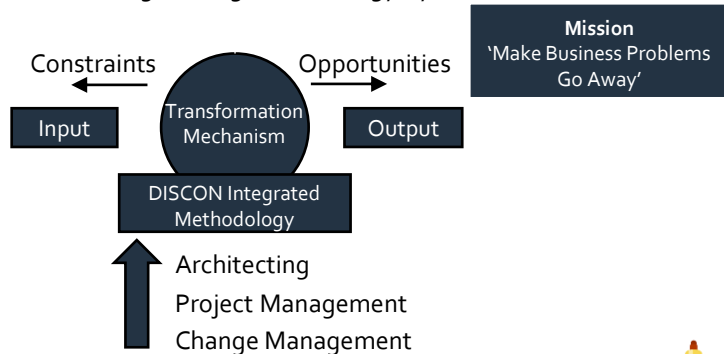
The Attribute Dependency Diagram (ADD) clearly gives us an additional indication of which types of mechanisms we want to utilise to deliver offerings to certain stakeholders.

An example would be where business semantics indicate that no orders are allowed without an authorised quotation from an original supplier. The ADD represents this mechanism to ensuring the integrity of the business.

### 4.) System Framework providing Stakeholders, Opportunities and Offerings

An understanding of the System's Framework will give one a lot of information about what kinds of offerings should be delivered. The offerings are a result of the particular opportunities, which are derived from the Strategic Alignment.

### DISCON Business Engineering Methodology System Framework



### 6.) Mission Statement

A clear business mission should have each of the following elements:

- **A Purpose** – Why does the business exist? Is it to create wealth for shareholders? Does it exist to satisfy the needs of all stakeholders (including employees, and society at large?).
- **A Strategy & Strategic Scope** – The strategic scope defines the boundaries of a company's operations. The decisions management make about strategic scope define the nature of the business. A mission statement provides the commercial logic for the business and thus defines two things:
  - The products or services it offers (and therefore its competitive position)
  - The competencies through which it tries to succeed and its method of competing.
- **Policies & Standards of Behaviors** – A mission needs to be translated into everyday actions. For example, if the business's mission includes "delivering outstanding customer service", then policies and standards should be created and monitor that test delivery.
- **Values & Culture** – The values of a business are the basic, often un-stated, beliefs of the people who work in the business. These would include:
  - Business Principles (e.g. Social Policy, Commitments to Customers)
  - Loyalty & Commitment
  - Guidance on expected behavior

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This matrix must be worded into a mission statement that represents all the intersections and that excludes all the irrelevant intersections.

Stakeholder & Output

