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# Business Motivation Model Template

## What is Business Motivation Model Template?

The Business Motivation Model (BMM) Template is a structured framework that provides a standardized way to capture, organize, and communicate the motivations behind business decisions and strategies within an enterprise. As an Enterprise Solution Architect or Architecture Project Manager familiar with best practices like TOGAF, using the BMM Template can help align business goals, objectives, and strategies with operational processes and IT systems. It facilitates a clear understanding of the business's driving factors—such as business vision, goals, and objectives—allowing stakeholders to visualize the relationships between strategic motivations and the resulting actions. This alignment is crucial for creating effective architectural solutions that drive organizational success, ensuring that all enterprise components are working towards common objectives.

template

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### AI Prompt: Business Motivation Model Template

Imagine you are a [forward-thinking enterprise architect], eager to streamline your organization's strategic planning processes. You need to understand the [Business Motivation Model Template], a powerful tool that helps align business goals with actionable strategies. Describe how this template can effectively outline [drivers, objectives, and assessments] that guide an enterprise towards its vision. For instance, highlight real-world scenarios where organizations successfully implemented this model to enhance clarity and foster alignment among stakeholders, ensuring all efforts support the overarching business mission. As you explore, consider what adjustments might be necessary for different industries or contexts to optimize effectiveness. Your output should be a concise yet comprehensive analysis that captures the essence of the Business Motivation Model Template and its implementation, while also noting any unique insights that could inspire others in their ALM journey.

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# Business Motivation Model Template

## 1. Vision

- **Definition:** A high-level description of the organization's aspirations and long-term goals.
- **Example:** "To be the leading provider of eco-friendly products worldwide."

## 2. Mission

- **Definition:** The fundamental purpose of the organization, why it exists.
- **Example:** "To deliver innovative and sustainable solutions that enhance the quality of life."

## 3. Goals

### 3.1. Strategic Goals

- **Goal 1:** [Description]
- **Goal 2:** [Description]
- **Goal 3:** [Description]

## 3.2. Tactical Goals

- **Goal 1:** [Description]
- **Goal 2:** [Description]
- **Goal 3:** [Description]

## 4. Objectives

### 4.1. Short-term Objectives

- **Objective 1:** [Description]
- **Objective 2:** [Description]
- **Objective 3:** [Description]

### 4.2. Long-term Objectives

- **Objective 1:** [Description]
- **Objective 2:** [Description]
- **Objective 3:** [Description]

## 5. Strategies

- **Strategy 1:** [Description]
- **Strategy 2:** [Description]
- **Strategy 3:** [Description]

## 6. Tactics

- **Tactic 1:** [Description]
- **Tactic 2:** [Description]
- **Tactic 3:** [Description]

## 7. Business Policies

- **Policy 1:** [Description]
- **Policy 2:** [Description]
- **Policy 3:** [Description]

## 8. Stakeholders

- **Stakeholder 1:** [Role/Description]
- **Stakeholder 2:** [Role/Description]
- **Stakeholder 3:** [Role/Description]

## 9. Metrics

- **Metric 1:** [Description]
- **Metric 2:** [Description]
- **Metric 3:** [Description]

## 10. Risks

- **Risk 1:** [Description]
- **Risk 2:** [Description]
- **Risk 3:** [Description]

## 11. Assumptions

- **Assumption 1:** [Description]
- **Assumption 2:** [Description]
- **Assumption 3:** [Description]

## 12. References



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