

Insight Out Learning: Business Blueprinting Introduction to the Session

Purpose

This model explores operational activity within a creative business. It addresses how it's going to work and places all the various activities and pieces of the map together. It involves creating a flow chart of all the activities associated with the creation, production and delivery of a product or service; it then requires the participant to organise this information into set categories - see the '**Business Blueprinting Model**' Handout.

All these activities will compete for time and energy; some activities will be on show to the customer/audience; some will be done behind the scenes. Some activities can be directly charged to the client/audience, others not. Some activities will run concurrently and stress points and bottlenecks in business activity can be identified through using the model.

Business Blueprinting provides a model to analyse these activities and illustrates the need to balance activities in order to effectively manage ideas, their development, their promotion and the client to bring income into the business.

Application

This model is particularly useful for exhibition / live project management where teamwork is particularly important. Once a flow chart of activities has been developed through adopting a timeline approach (e.g. Future History), the complexity of a project can be further analysed. The model is particularly useful in the analysis of managing complex activities where reliance on the organisation of external services, and other individuals, is crucial for project success.

Projects in Stage 3 where greater organisation and external business awareness skills are required would use the 'Business Blueprinting Model' to fully explore the implications of day-to-day activities on business success.

Equally the model could be used during the honours year to plan for the degree or post-graduation shows (e.g. New Designers, Fresh Art, New Blood). This, in combination with using the 'Future History Model', would enable the individual to plan long term and move into the micro-planning that 'Business Blueprinting' requires. Group work is important to the delivery of this model. Discussion, analysis, evaluation, planning and critical feedback on the group work is fundamental to its successful delivery.

Insight Out Learning

The Glasgow School of Art

167 Renfrew St.

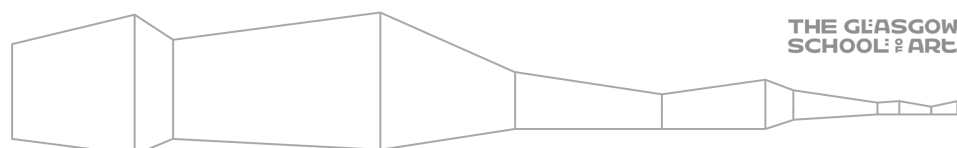
Glasgow, G3 6RQ

t | 0141 353 4500

f | 0141 353 4401

www.insightoutlearning.org.uk

info@insightoutlearning.org.uk



THE GLASGOW
SCHOOL OF ART

Duration

This session should be delivered within a suitable timeframe to allow appropriate discussion, usually about 2 hours. The facilitator should be sympathetic to the participant engagement with the tasks and move the session on as appropriate.

Resources Required

- Flip Chart
- Paper and Pens
- Post It Notes

Session Guidance for Facilitators

Insight Out Learning – Business Blueprinting

Contents: Session Guidance

Introduction to the Model

Business Blueprinting Exhibition

Introduction to Business Blueprinting Model

Handouts for Participants

Insight Out Learning – Business Blueprinting

Contents: Business Blueprinting Exhibition

Business Blueprinting Model

Reflection Business Blueprinting

Insight Out Learning

The Glasgow School of Art

167 Renfrew St.

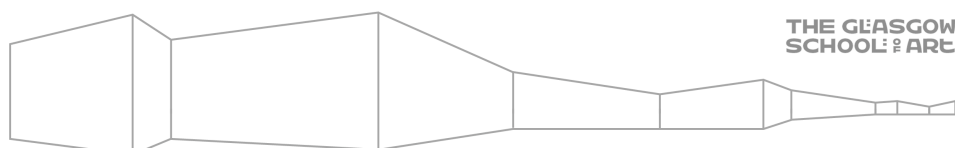
Glasgow, G3 6RQ

t | 0141 353 4500

f | 0141 353 4401

www.insightoutlearning.org.uk

info@insightoutlearning.org.uk



**THE GLASGOW
SCHOOL OF ART**

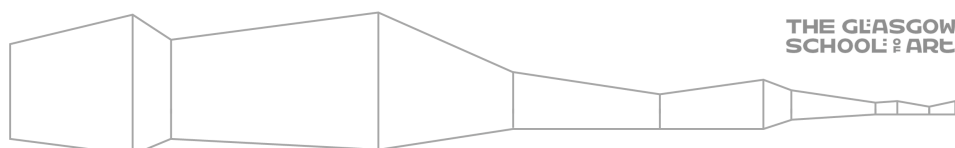
Insight Out Learning: Business Blueprinting Flow Chart of Session



Insight Out Learning

The Glasgow School of Art
167 Renfrew St.
Glasgow, G3 6RQ
t | 0141 353 4500
f | 0141 353 4401

www.insightoutlearning.org.uk
info@insightoutlearning.org.uk



THE GLASGOW
SCHOOL OF ART

Insight Out Learning: Business Blueprinting Session Guidance: Aims & Outcomes

The Aim of this session will be to:

- Introduce the concept of Business Blueprinting as a model for evaluating business activity and operations.

The Learning Outcome of this session will be:

- Participants will discuss the scenario of the Degree Show in order to breakdown the steps, phases and activities in preparation for the event.
- The outcomes of the session will be the participants' ability to translate their steps, phases and activities into the engagement, design and delivery language that is used within the model.

Overview: RISKIT Model

- Group Task: **Business Blueprinting Exhibition**
- Materials: **Flip Chart, Paper and Pens, Post It Notes**
- Handouts: **'Group Exhibition Task'**

Introduction

In this group session the participants will work together with a maximum of 6/7 participants in each group. Each group will identify detailed steps, phases and actions, which need to occur to prepare and create a successful exhibition such as a 'Degree Show'. Participants should assume that all responsibilities for the delivery of a successful show (lighting, promotion, PR, mailing lists, preparation time, painting, signage, the private view, etc) should be theirs.

By the end of this task, participants will have produced a detailed map of actions that are required to complete the preparations for an exhibition. Participants should use Post It Notes to write down their actions/steps. The facilitator should then choose one or two groups to feedback their work for this exercise.

The review of this exercise should be discussed in terms of:

- Critical Stages. (Key Points in Activities)
- Bottle Necks.
- Parallel Happenings.

Insight Out Learning

The Glasgow School of Art

167 Renfrew St.

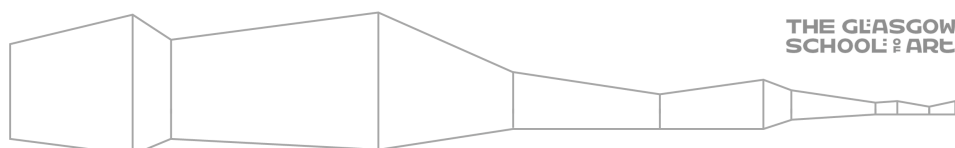
Glasgow, G3 6RQ

t | 0141 353 4500

f | 0141 353 4401

www.insightoutlearning.org.uk

info@insightoutlearning.org.uk



THE GLASGOW
SCHOOL OF ART

Insight Out Learning: Business Blueprinting Session Guidance: Introduction

Overview: The Business Blueprinting Model

- Group Task:
- Materials: **Flip Chart, Paper and Pens, Post It Notes**
- Handouts: **'Business Blueprint Model'**

Introduction

The 'Business Blueprinting Model Handout' should effectively explain the key principles of the model. Discussing this and allowing participants to ask questions will be important to their full understanding.

- Ask participants to draw the Business Blueprint Model out on flip chart paper.
- In groups the participants will reorganise the last task's Post It Notes in terms of the engagement, design and delivery aspects of the 'Business Blueprinting Model'.

Participants should analyse the implications of the various activities that would impact on the financial viability of a business.

Feedback (group feedback to other groups).

- Where do most activities currently lie in relation to your model?
- Where are the bottlenecks or stress points?
- Where are their activity gaps or sections that are not represented?
- What are the implications of the model that each of the groups has plotted?

Insight Out Learning

The Glasgow School of Art

167 Renfrew St.

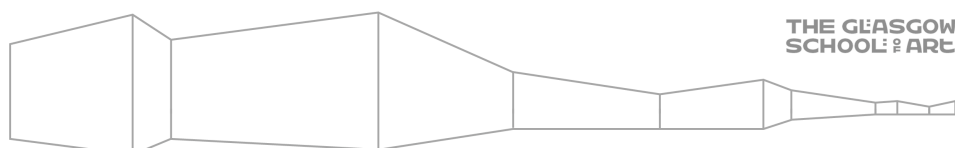
Glasgow, G3 6RQ

t | 0141 353 4500

f | 0141 353 4401

www.insightoutlearning.org.uk

info@insightoutlearning.org.uk



THE GLASGOW
SCHOOL OF ART