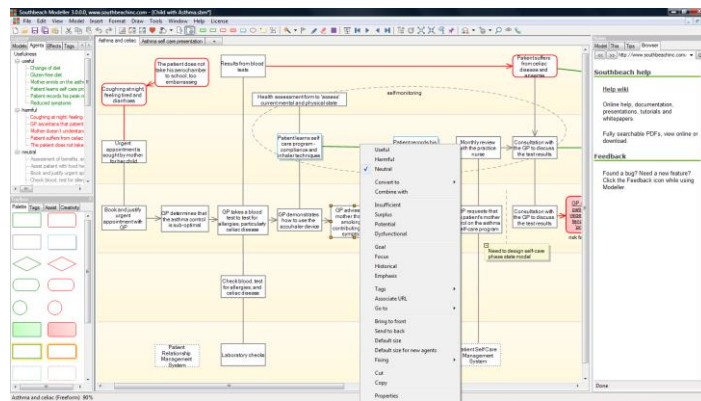


Southbeach Modeller 3.0

10 Minute Overview



- Visual modelling software
- For creativity, design, analysis
- Unique “situational improvement” approach
- Communication, facilitation, understanding
- Problem solving, root cause analysis, wicked problems
- Resolve human or engineering design contradictions
- Generate directions, align stakeholders
- Improvement, innovation, course correction
- First tool to implement Southbeach Notation
- User extensible, programmable rules engine

What is Southbeach Modeller?

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Sample Models.sbm]

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Explorer: Models Agents Effects Tags

Grid Examples Sample Models Antelope and Ch Amageddon Asthma and Celic Australia Water Cr Bubble Markets CMM Colombian plane c

President Obama Process Map - Risk Project Map Service Blueprint Subprime Crisis TOGAF Voice of Customer

Antelopes and Cheetahs Amageddon Asthma and Celic Australia Water Crisis Bubble Markets CMM Colombian plane crash Fracking Goal Planning Innovation KPIs Maslow Options Workshop Policy Engineering

Notes: Model This Tips Browser

http://www.southbeachinc.com/ Go

Southbeach help

Help wiki

Online help, documentation, presentations, tutorials and whitepapers.

Fully searchable PDFs, view online or download.

Feedback

Found a bug? Need a new feature? Click the Feedback icon while using Modeller.

Done

Colombian plane crash (Freeform) 88%

7/12/ideality = 37%

Multiple models in a single file via tabs

Drill down to individual elements of any model, with no need to open file

Reuse models or elements in any file – simply drag to canvas

Mouse over visual previews of all models

Operated by the local airline, Aires, the plane had left the capital, Bogota, at around midnight (0500 GMT) on Monday and crashed at 0149 (0649 GMT).

Storm conditions Heavy rain

The Boeing 737 crashed as it came into land during a storm on the Caribbean island of San Andres.

The flight, he said, had been uneventful until the approach to the island, in heavy rain, when the pilot ordered the crew to prepare for landing.

The back wheels of the plane touched down, but on this occasion it was much harder than usual - much, much louder" Mr. Munillo Pedrosa said.

Col David Tejaron, deputy director of Colombia's civil aeronautics agency, suggested the plane's low altitude as it approached for landing - perhaps 30m (100ft) just before the crash - might have prevented more severe damage being done to the plane and injured lives.

"It's a miracle," Gen Orlando Paez of the national police said, commending the pilot's skill for keeping the plane on the runway.

Low altitude approach?

Wheel touch down short of on runway

Plane crashes on island

Fuselage facturing

One engine rips off

Flames break out on one wing

Skidding on belly

Potential risk the plane would burst into flames

Potential death of passengers

Combs and fire extinguishers operate Automatic engines shut down action

The pilot suffers

Colombian airliner broke into three on landing

A honeymooner spotted seeing the plane split near his seat, then walking away from the wreck with his wife

All but one of the 131 people on board escaped death

Evidence Risk Potential Automated actions/interventions Focus for investigation Excessive action Conjunction

Screenshot

Personalities

- Creative people
- Problem solvers
- Critical thinkers
- Designers
- Change agents
- Strategists
- Futurists
- Academics
- Students

Sample customers

- Management Consultant
- ICT Professional
- Enterprise Architect
- Requirements Analyst
- Product Designer
- Consulting Engineer
- TRIZ Expert
- Data Scientist
- Innovation Manager
- Business Process specialist
- Organizational Change leader
- Risk / Incident Analyst

Who uses Southbeach?

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Child with Asthma.sbm*]

File Edit View Model Insert Format Draw Tools Window Help License

Explorer
Models Agents Effects Tags
Usefulness
View by
Sort by
Reverse order
Color
Copy All to Clipboard
hamful
Coughing at night, feeling
GP ascertains that patient
Mother doesn't understand
Patient suffers from celiac
The patient does not take
neutral
Assessment of benefits, er
Assist patient with food he
Book and justify urgent ap
Check blood, test for aller

Toolbox
Palette Tags Assist Creativity

approug
Book
appoi

Results from blood tests

The patient does not

Most Improved
Most Harmed
Improving influence
Harming influence
Contradictions
Most Increased
Most Decreased
Increasing Influence
Decreasing Influence
Number of Connections
Number of Inputs
Number of Outputs
Alphabetical
Left-Right position
Up-Down position
Size
Most Changed

Analyze the model using views and sorts – navigate to model elements

self monitoring

Patient records his peak respiratory rate

Monthly review with the practice nurse

Consultation with the GP to discuss the test results

Patient suffers from celiac disease and anaemia

GP takes a blood test to test for allergies, particularly celiac disease

GP demonstrates how to use the accuhaler device

GP advises the mother that her smoking is contributing to the symptoms

GP requests patient to record his peak respiratory rate at different times of the day over the next 2-3 weeks

GP requests that the patient's mother enrol on the asthma self-care program

Consultation with the GP to discuss the test results

GP: patie
vese
tests
pr
risk fe

Need to design self-care phase state model

Check blood, test for allergies, and celiac disease

Laboratory checks

Patient Relationship Management System

Patient Self Care Management System

Notes
Model This Tips Browser
http://www.southbeachinc.com/ Go

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Fully searchable PDFs, view online or download.
Feedback
Found a bug? Need a new feature? Click the Feedback icon while using Modeller.

Asthma and celiac (Freeform) 90%

6/5/ideality = 55%

Views and Sorts

The screenshot displays the Southbeach Modeller 3.0.0.0 interface. The main workspace contains a flowchart model with the following elements:

- Inputs:** 'tidal power' and 'wind power' (dashed green boxes) feed into a central 'renewable energy' node (green box).
- Intermediate:** 'renewable energy' feeds into 'burning fossil fuels' (red box).
- Outputs:** 'burning fossil fuels' feeds into 'cheap electricity' (green box) and 'release of CO2' (red box).
- Other Elements:** 'wind farms are not welcomed' (red box) has a red arrow pointing to the 'renewable energy' node. 'release of CO2' has a red arrow pointing to a 'global warming' node (dashed red box).

The Notes panel on the right contains the following text:

Renewable energy is energy which comes from natural resources such as sunlight, wind, rain, tides, and geothermal heat, which are renewable (naturally replenished).

About 16% of global final energy consumption comes from renewables, with 10% coming from traditional biomass, which is mainly used for heating, and 3.4% from hydroelectricity. New renewables (small hydro, modern biomass, wind, solar, geothermal, and biofuels) accounted for another 2.8% and are growing very rapidly.

The share of renewables in electricity generation is around 19%, with 16% of global electricity coming from hydroelectricity and 3% from new renewables.

http://en.wikipedia.org/wiki/Renewable_energy

Three callout boxes provide instructions:

- Box 1:** Select concept or effect to edit notes (points to the 'wind farms are not welcomed' node).
- Box 2:** Keep notes with each model and sub-model (points to the 'renewable energy' node).
- Box 3:** 'This' notes with each model element (points to the 'global warming' node).

At the bottom of the interface, the status bar shows: 'Keeping Notes (Freeform) 85%' and '4/4/ideality = 50%'.

Note taking

- Free form diagrams are open to interpretation
- Mind Maps are organized in a hierarchy
- Concept Maps mean anything at all
- UML is for systems implementation
- BPMN is for processes
- Southbeach describes innovation in any of these, and more
- Communicate across disciplines
 - Business, engineering, sales, marketing, C-Suite
 - Better understand customer requirements – internal / external
- Drive change in, e.g.
 - Products / Services
 - Systems Design
 - Business Process
 - Enterprise Architecture
 - Organizational Design
 - Strategy and Planning

Why a new approach to modelling?

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Sample Models.sbm]

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Explorer: Models Agents Effects Tags

President Obama Process Map - Risk Project Map Service Blueprint Subprime Crisis TOGAF Voice of Customer
 Antelopes and Cheetahs Amageddon Asthma and Cellac Australia Water Crisis Bubble Markets CMM Colombian plane crash Fracking Goal Planning Innovation KPIs Maslow Options Workshop Policy Engineering

CMM - Capability Maturity Model, Carnegie Mellon Software Engineering Institute (SEI), 1987

Notes: Model This Tips Browser
 http://www.southbeachinc.com/

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Toolbox: Palette Tags Assist Creativity
 Add Tag Group to Model
 Reload MyTags
 Edit MyTags
 Create Tagged Agents
 Create Agents from tags

Level 0 - Incomplete
 Behaviour and knowledge based
 Processes adhoc & chaotic, not institutionalised
 Some processes not performed

Level 1 - Managed (Reactive)
 Judgement compensating for lack of statistics
 Inconsistent quality across areas
 Inconsistency in processes for different areas
 Processes fail to meet all needs

Level 2 - Managed (Reactive)
 Policies exist and are documented
 Standard processes tailored to suit need

Level 3 - Defined (Proactive)
 Awareness of relationships between processes
 Status of progress visible at defined points
 Actions planned & executed to policy

Level 4 - Quantitatively Managed
 Quantitative objectives for quality and performance
 Quality and performance managed throughout the life of the process
 Some performance and quality issues not understood
 Some process failures inevitable

Level 5 - Optimising
 Understanding causes of process variance
 Continual process improvement

Quality characteristics:
 Risk - immature processes equate to business risk
 Goals - increasing levels of maturity
 Harmful characteristic of the organisation
 Useful characteristic of the organisation

Drag tags to canvas or model elements

Edit and extend the tab library as required

Extensive tag library supporting many methodologies

CMM (Freeform) 89%

20/18/ideality = 53%

Tags and tag library

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Sample Models.sbm*]

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Explorer: Models Agents Effects Tags Explain

Role: Homeowner, Housing_Market, Financial_Institutions, Economy_Markets, Gov_Central Banks

Antelopes and Cheetahs, Amageddon, AsIs-ToBe uncertainty, Backcasting, Benefits, Business Potential, Customer/Supplier, Disruption, EffectOfTime, E-R-R-C, Individual-Team, Inside-Outside, Knowledge, Past-Present-Future-Probability, Polarity Example, Pool Example, Problem/Opportunity, Red Ocean-Blue Ocean, Resources-Processes-Values, Service Blueprint, Short-Mid-Longterm Probability, Six Thinking Hats, Swimlane Example, SWOT, TRIZ 9Box, U-R-A-I

Based on subprime crisis analysis by Farcaster

Loan adjustment "Work out", Foreclosure

Wait for housing supply & demand to re-balance

Bankruptcy of weaker lenders, Liquidity crunch / Recession risk, Litigation

Commercial paper funding declines, Risk premiums increase, Fed cuts interest rates

Relatively high interest rates, Limited / Local regulation of non-bank lenders

Report (Model): report [harmful+@effect_impact: numeric]

- Declines in new home construction
- Decline in demand for housing inputs
- Reduced GDP Growth / Recession
- Increasing mortgage default rates
- Liquidity crunch / Recession risk
- Fed loans to banks
- Stock price reductions
- Bankruptcy of weaker lenders
- MBS and CDO losses

Generates new views and sorts

Quick grids provided, or specify your own axes and labels

Grids, pools and swim lane models

Elements inherit attributes off the grid

New attributes can be used in creativity rules and report generation

Subprime Crisis (Freeform) 79%

14/19/ideality = 42%

SWOT, 9 boxes and more

Projects large or small

- Personal thinking
- Face to face consulting
 - Stakeholder interview
 - Expert knowledge capture
- Workshop facilitation
 - Group contributions
 - Argument making
 - Planning
 - Design review
 - Course correction
- Driving through change
 - Project Execution
 - Virtual team collaboration
 - Sharing of best practices

Industry solutions

- Modelling, design, innovation, improvement
 - Business
 - Engineering
 - ICT
 - Public sector
 - Global issues
 - Education
 - Science

Contexts for using Southbeach

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Getting Started.sbm*]

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Getting Started | Opening Notes | Web Research | Assist Tools | Layout and AutoLayout | Grids | Workshop Tools | Draw | Hints and Tips | Advanced

Palette Tags Assist Creativity

Sequence

Select a number
Paint agents
Repeat
Tip: gaps permitted

<none>
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20

Auto
Clear

preparation look at the action icon bar. There are three groups of workshop tools, plus Pan and Zoom (magnifier), and the Fish-eye Zoom (eye)

Southbeach provides a set of tools which are useful when presenting to colleagues. There are three sets of tools:

In addition, the Zoom/In out (fish-eye) tool is useful when presenting: Zoom (View menu)

Cycle canvas, style, colors, annotations

Show/hide model elements to illustrate relationships

Workshop tools – Wands, Highlighter, Pen, Laser Pointers

Pan, Zoom and Fisheye navigation tools

Build sequence into the model for later presentation mode

CSF 2, CSF 3, Success Factors, Goals (G1, G2, G3), Key Performance Indicators (KPI 2, KPI 3), Inputs, Other Running Projects, Dependencies, Advisory Consulting Project, Interviews, Workshops, Analysis, Findings, Evidence, Recommendations, Rationale, Deliverables (Project Plan, Roadmap, Change Plan, Communications Plan, Stakeholder Map, Business Case, Risks & Issues Log), Project Approach, Project Scope, Expectations, Client Sponsor, Team (Client PM, Client Vision holder, Client Business SME, Client Technical SME, Client Ambassador User, Project Manager, Solution Architect, Business Analyst, Technology Architect, Analyst), Delivery Executive

Notes

Model This Tips Browser

Southbeach help

Help wiki

Online help, documentation, presentations, tutorials and whitepapers.

Fully searchable PDFs, view online or download.

Feedback

Found a bug? Need a new feature? Click the Feedback icon while using Modeller.

Done

Stopped Build a Sequence 76% 58/2/ideality = 97%

Workshop aides

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Getting Started.sbm]

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Explorer: Models Agents Effects Tags

Getting Started | Keeping Notes | Web Research | Assist Tools | Layout and AutoLayout | Grids | Workshop Tools | Draw | Hints and Tips | Advanced

Most Harned to least

- Ships visiting antarctica legally and
- Over fishing by humans (4)
- Release of pollutants (3)
- Antarctica The Last Great Wildern
- Kill and shrimp (2)
- Sulphur dioxide and carbon d
- Accidents and incidents (1)
- Coastline pollution (1)
- Oceanic pollution (1)
- Supply needs (1)
- Heavy grade fuel oils (1)
- Sewage and grey water (1)
- Many sea species, fish
- Alien species from other
- Tourism (0)
- Whaling (0)
- Enforcement of regulatio
- Ice strengthening of shi
- Exploitation of natural re
- Public education and aw
- Birds and other wildlife
- Registry of Antarctic V
- Analysis of ongoing cha
- Fish farming - aquacultu
- Pharmaceutical industry
- Aquariums - pet industry (0)
- "Antarctic World Park" status (0)
- Reporting of accidents and wake

Southbeach provides a simple WebResearch tool. Explore the following model to see how this works.

When you click on the globe, a default search engine is used (e.g. Google).

TIP: Use the drop down next to the globe to select a different search engine. The engine you select is remembered with each model for your convenience.

You can invoke searches from an agent, a set of agents, and from you select effects, the agents at the end, and the user effect label (if bundled into the search string).

Alternate list view of model with navigation and element modification

Preferred search engine per model

Select elements or effects - Web research

1. Select an any object in the model, and then click on the Globe icon

2. Select an effect in the model, and then click on the Research icon

Ships visiting antarctica legally and illegally

Heavy grade fuel oils

Sulphur dioxide and carbon dioxide

Reporting of accidents and up calls

Release of pollutants

Exploitation of natural resources

Supply needs

"Antarctic World Park" status

Alien species from other regions

Oceanic pollution

Whaling

Limit number of ships, types and characteristics

Limit fishing methods and scale

Google

- Images
- News
- Definition
- YouTube
- Scholar
- Patent
- Answers
- Bing
- More Inspiration
- Shaping Tomorrow
- Wikipedia
- Yahoo

avvy+grade+fuel+oils+Ships+visiting+antarctica+legally+and+ilk

ibe News Gmail Drive More Sign in

Heavy grade fuel oils Ships visiting antarctica legally and

Pages Maps Shopping More Search

00 results (0.14 seconds)

Results for **Heavy grade fuel oils Ships visiting am**

for Heavy grade fuel oils Ships visiting antarctica legally

[PDF\] asoc heavy fuel oil ban briefing amended 190609 FI](#)
www.asoc.org/.../ASOC_heavy_fuel_oil_ban_briefing062409.pdf
 File Format: PDF/Adobe Acrobat - Quick View
 Jun 1, 2009 - **heavy grade** oil as cargo and as **fuel oil** when **ships** a
Antarctic waters. ... fishing **vessels** that use **heavy grade fuel oil** w
 waters, although the obtain other port fees from **visiting** cruise shi

[Why the white wilderness needs our care - BBC News](#)
news.bbc.co.uk/2/hi/science/nature/7317421.stm
 Mar 31, 2008 - The number of **ships** visiting the **Antarctic** is growing
 an ... There are fishing boats, both **legal** and **illegal**, including a new
 the use of **heavy grade** fuel oils on all **vessels** in **Antarctic** waters .

[Ban on Heavy Fuel Oil in Antarctic Enters into Force - Bi](#)
biodiversity-l.isd.org/.../ban-on-heavy-fuel-oil-in-antarctic-enters-int...
 Ban on **Heavy Fuel Oil** in **Antarctic** Enters into Force. 29 July 2011:
 of the new chapter is to prohibit the use of **heavy fuel oils** by **ships** to
Antarctic area, which will have to switch to higher **grade** fuels while in
 Amendments to MARPOL Annex ... **Visit** BIODIVERSITY-L Listserve

[PDF\] Southern Exposure: Managing Sustainable Cruise Shi](#)
www.cwsl.edu/content/journals/wright.pdf
 File Format: PDF/Adobe Acrobat - Quick View
 by AN WRIGHT - Cited by 6 - Related articles
 Damage in **ANTARCTICA**, in **ANTARCTICA: LEGAL AND ENVIRONME**
 places where people can **visit** a pristine area of the globe **fuel oil**,

Highlighter stopped: 94%

12/16/ideality = 43%

Web research

- 5x5Whys
- 7Questions
- 9Boxes
- Affinity Analysis
- Argument Modelling
- Before & After
- Business Motivation
- Cause-Effect
- Causal Loop
- Change Management
- Choices and Issues
- Concept Mapping
- Contradiction Analysis
- Competitive Analysis
- Course Correction
- Design for Six Sigma
- Dialog Mapping
- Enterprise Architecture
- Failure Analysis
- Force-field Analysis
- Futures Studies
- Goal Planning
- Ideality, Trimming
- Improvement
- Influence Analysis
- Lean Six Sigma
- Marketing 4Ps
- Polarity Charts
- Process Improvement
- Pros and Cons
- Reality Charting
- Requirements analysis
- Root Cause Analysis
- SCAMPER
- Scenario Planning
- Sign Diagrams
- Six Thinking Hats
- Stakeholder Alignment
- Star Bursting
- Strategic Planning
- Structured Interviews
- SWOT
- Theory of Constraints
- TRIZ
- Value Analysis
- What If?

Things you might do with Southbeach

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Getting Started.sbm*]

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Toolbox: Cause/effect, Decompose, Improve, Worsen, Complexity, Flow effects

Example 1: Cause/Effect

```

    graph LR
      A[cause of problem P] --> B[problem P]
      B --> C[?]
      C --> D[implication of problem P]
      A --- AT1[tool: Add causes]
      B --- AT2[tool: What lies on the line?]
      C --- AT3[tool: Add implications]
      D --- AT4[tool: Add implications]
  
```

Example 3: Improve situation

```

    graph TD
      A[Counteracts release of CO2] --> B[release of CO2]
      B --> C[Silver lining of release of CO2]
      B --> D[cheap energy]
      D --> E[Additional benefit of cheap energy]
      D --> F[release of CO2]
      G[burning fossil fuels] --> B
      H[Counteracts burning fossil fuels] --> G
      I[Enabler for cheap energy] --> D
      J[Additional benefit of cheap energy] --> E
      A --- AT1[tool: Add improving factors]
      B --- AT2[tool: Add silver linings]
      D --- AT3[tool: Add enablers]
      E --- AT4[tool: Add additional benefits]
  
```

Example 4: Worsen situation

```

    graph TD
      A[release of CO2] --> B[burning fossil fuels]
      A --> C[cheap energy]
      C --> D[release of CO2]
      C --> E[Harmful side effect of release of CO2]
      C --> F[Harmful side effect of cheap energy]
      G[Necessary evil to counteract release of CO2] --> A
      H[burning fossil fuels] --> B
      I[Enabler for cheap energy] --> C
      J[Add barriers] --> I
      A --- AT1[tool: Add Necessary evils]
      E --- AT2[tool: Add harmful side effects]
      F --- AT3[tool: Add harmful side effects]
  
```

Assist Tools for many common activities, e.g. cause-effect modelling, pros and cons ...

Tools are intelligent – only add what is missing

Inserted elements automatically are given a meaningful default text

Agents Only Missing Only Highlight

Assist Tools (Freeform) 94%

11/21/ideality = 34%

Assist tools

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Getting Started.sbm*]

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Getting Started | Keeping Notes | Web Research | Assist Tools | Layout and AutoLayout | Grids | Workshop Tools | Draw | Advanced

Explorer: Models Agents Effects Tags

MyCreativity
MyModels
MyReports
MyTags
Temp
_help
About Southbeach
Advanced
Getting Started
Keeping Notes
Web Research
Assist Tools
Layout and AutoL
Grids
Workshop Tools

Auto layout & continuous auto layout

Control of graph layouts

Clamping by attributes

Layout and AutoLayout Tree Properties

Tree growth
Direction: Right
Path: Destinations are Children
Order: Forwards Iteration

Forest groupings
Arrange Roots: Fixed
Origin: X: 20, Y: 20
Spacing: W: 50, H: 50

Spacing
Between nodes: 0
Between layers: 25
Compaction: Block

Maximum Tree Size
Maximum Breadth (Zero if not limited): 0

Row Spacing between Children: 25

Tree Style: Layered
Alternate Direction: Right
Alternate Breadth Limit: 0

Reset Defaults | Apply | Save | Close

Pinning & clamping

Spread and compact tool

Many styles of tree supported

Layout and AutoLayout (Tree)

Agents
Electrical charge: 150
Effects
Spring length: 50
Spring tension: 5
Maximum iterations: 100
Reset Defaults | Apply | Save | Close

Fixed
event
action
knowledge
goal
risk
focus
historical
emphasis
insufficient

Graph Layout
Iteratively create even space between all or selected objects of a graph. Experiment with different values.
Apply the tool to all or part of the canvas (selected objects).
'Fixed' allows for manual positioning of certain objects, e.g. goals, focus objects.
Also ignores clamped and pinned objects. Clamped objects can still be moved manually. Pinned objects cannot be moved until they are unpinned.

14/8/ideality = 64%

Auto layout

- Just as a spreadsheet lets you play 'what if?' with numbers, Southbeach lets you play with ideas
 - Instead of rows and columns of numbers, you use useful and harmful factors, increasing and counteracting influences, goals, risks, contradictions, issues, choices and actions
 - Instead of entering formulae to perform calculations, you enter creativity rules in order to generate ideas
 - Diagrams come to life, suggesting their own improvements
- Generate reports, single click to keep them aligned to the model

Creativity engine

- Simple enough to be drawn by hand – table top models
- Rich thinking palette
- Communicate complex ideas
- Understood by non-experts
- Balance of structure and flexibility

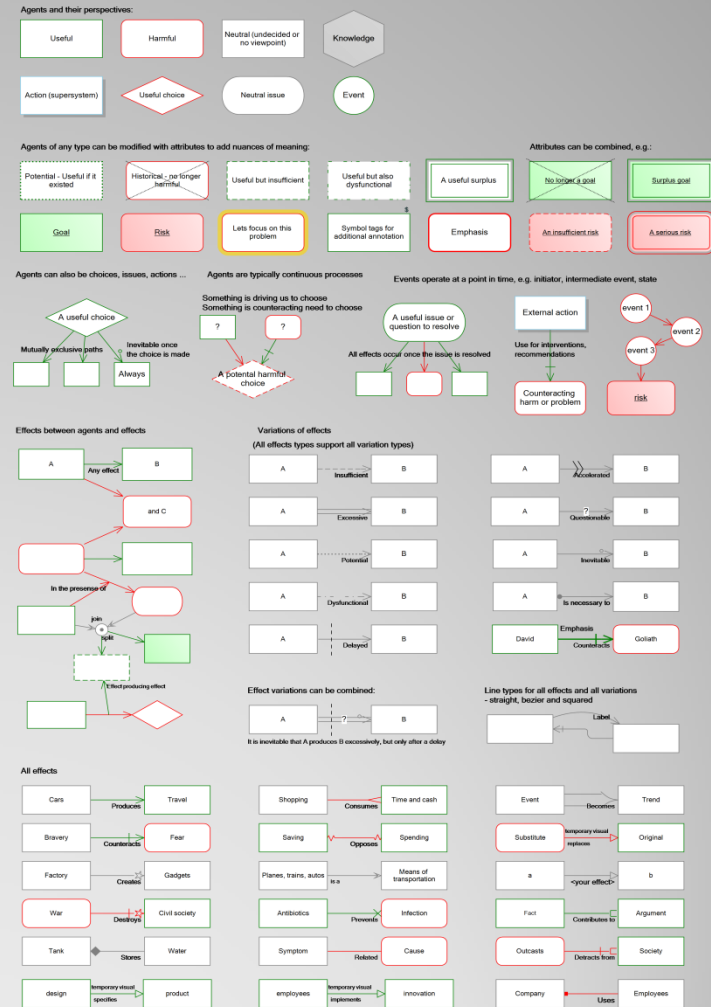


- Shared visual language – cross functional
- Resolve human or design contradictions
- Agreement and disagreement – additive modelling



Southbeach Notation

- Useful, harmful, neutral agents
- Actions, choices, issues, events, knowledge
- Goals and risks
- Sufficient, insufficient, potential, excessive, surplus, dysfunctional
- Historical
- Increases and decreases effects, plus negation
- Necessary, inevitable, delayed, accelerated and questionable effects
- Eighteen effect types, plus user defined
- Separation by space, time, parts, perspective, role, conditions, aspect, probability



Southbeach notation

Southbeach Modeller 3.0.0.0, www.southbeachinc.com - [Sample Models.sbm*]

File Edit View Model Insert Format Draw Tools Window Help License

Options Workshop Policy Engineering President Obama Process Map - Risk Project Map Service Blueprint Subprime Crisis TOGAF Voice of Customer
Antelopes and Cheetahs Amageddon Asthma and Celiac Australia Water Crisis Bubble Markets CMM Colombian plane crash Fracking Goal Planning Innovation KPIs Maslow

Embed as many rule sets in a model as you need creative tools

Embed rules in models to bring them to life

Click on a model element to generate ideas

Build up your creativity rules library

Emulate 100s of creativity tools

Set a scope for rule matching

Creativity (Extended)

- decrease something (destination)
- decrease {source}
- increases (destination)
- increases(&a=".&c-use
- 1. What's the root cause from the basin? How can
- 2. How can you prevent t supply from producing th from the basin.
- 3. Put measures in extracted from the
- 4. Isolate the part that is producing basin and remove
- 5. Prevent the Irrig
- 6. Isolate the part of the Irrigation that is impacting the Water supply and remove it.
- 7. What other than the Efficient and affordable Delivery System and Irrigation is necessary to produce the Agriculture?
- 8. How can you intensify the Agriculture without the Efficient and affordable Delivery System?
- 9. What else is needed to achieve Water supply? What are the pre-requisites or necessary pre-steps?

Highlighter stopped 67%

36/12/ideality = 75%

Creativity

Comprehensive manual provided to obtain full benefit of rules engine

Rules embedded in reports enjoy the full power of the embedded creativity engine

Report output is a mixture of template text and ideas/sentences derived from the model, in response to embedded creativity rules

Embed as many reports in the model as you need for client work

Report is a mixture of text and creativity rules

Embed report templates in model – update with a single click

Reports

Manual is provided describing the creativity rules language

- "I really like your software. It is an easy to use tool for visualizing and applying all kinds of thinking methods. It has the potential to become my standard modelling software." -- Founder, Creativity Consultancy
- "Southbeach has an important plus - the models are readily understood by non-technical personnel" -- Business Change Consultant
- "A practical tool that guides where effort should be focussed as problem-solving proceeds." – Mind Mapping Expert
- "A very neat tool for almost anything! I keep it open in the background all the time" -- Business Improvement Manager
- "I use it every day." -- Managing Consultant, ICT
- "Southbeach is a superb notation for organizing your thoughts. There is nothing else like it. An hour's Southbeach problem analysis reduces time to task completion by days." Strategy Dynamics Lead
- "The creativity manual is well written. The rules language is wonderfully simple yet powerful. It will be interesting to see what people do with this." -- Lead IT Strategy & Transformation
- "Remarkable. I learnt more from my models in ten minutes than weeks of previous looking." Innovation Consultant
- "I am very enamoured with Southbeach. I use it in group situations. A telling indication (for me) is that most if not all of my "project" folders now contain a Southbeach sub-folder!" -- Business Analyst, ITIL and Six Sigma Black Belt

Testimonials

- General purpose
- High quality, professional software
- Easy to use, intuitive
- Unique – creativity and reporting engine
- User extensible
- Fast, flexible, productive
- Low cost `prosumer`
- Team licensing



Selling points

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Thank you

