

Respected Report includes System Dynamics as “Living Business Models”
StratTech named a Gartner Cool Vendor in Project Portfolio Management, 2017

StratTech LLC and their partner Strategy Dynamics Ltd (makers of the Sysdea System Dynamics software) were recently named in the 2017 Cool Vendors in Project Portfolio Management report by tech-research leader, Gartner. Gartner, Inc. (NYSE: IT) is the world’s leading research and advisory company. This exclusive report highlights the growing awareness and importance of System Dynamics as a part of executive decision making. The report states:

“Because of a lack of a better way to do things, in most organizations, decisions in business, technology and operations are made on static, deterministic models. Often, the key assumptions regarding the economy, the industry and the competition that underpin the portfolio are not clearly articulated and linked to support alternative plans or the ability to make rapid decisions when facts end up differing from assumptions.”

“System dynamic modeling (the basis for StratTech’s offerings), when integrated with more traditional strategy planning processes, such as roadmapping, is used to help management see and follow how strategy is developed and how it evolves in real life, not just on a spreadsheet. These “living business models” allow managers to visualize, measure and gauge the impact of strategic and implementation decisions before making large investments. This represents a significant shift from static strategy frameworks that often do not provide sufficient granularity to help the organization improve.”

For those wanting to know more about System Dynamics, there are several available resources. System Dynamics is a powerful analysis tool used to explain patterns of system behavior, both good and bad. System Dynamics is a formal method of maps and modeling that focuses on causality, especially when the causal mechanism is circular creating powerful feedback. Unexpected behavior patterns are often a result of an insufficient feedback perspective. Understanding and capturing feedback structure with System Dynamics allows policy makers to intervene more effectively by making higher leverage policy decisions.

System Dynamics modeling also focuses on the accumulation of key resources. It takes time to build or deplete accumulations adding a delay. Feedback combined with delays can create unwanted outcomes such as “better before worse” or “continuous oscillations”. The System Dynamics method uses widely available software modeling tools to describe and simulate these dynamic behaviors, allowing policy makers to understand the likely short and long-term outcomes of available policy decisions.

Many important policy decisions are based on System Dynamics analysis. System Dynamics has been used successfully in many contexts, including business, economic, environmental, political, and social systems. The use of System Dynamics along with other proven problem analysis techniques creates greater confidence in policy actions. This is especially true for difficult, recurring situations.

There are many ways to learn more about System Dynamics. Publicly available descriptions of System Dynamics work include:

- [Award-winning applications](#) of System Dynamics on the world stage.
- [Case studies](#) of successful System Dynamics applications around the world.
- A [video description](#) of important business application of System Dynamics, presented by Ken Cooper.
- The [What, When, and How](#) of System Dynamics.
- The [website](#) for the International System Dynamics Society.

In addition, the 35th **International Conference of the System Dynamics Society** will be held in Cambridge, Massachusetts from July 16 through July 20, 2017. Plenary topics include: world health policy recommendations (vaccines, chronic disease); improving aviation security; building energy-efficiency standards (from the US-China Clean Energy Research Center); and understanding the behavior of today's global capital markets. The final day of the conference (Thursday, July 20) will be dedicated to interactive learning. **Workshops** on System Dynamics software and techniques will be offered throughout the day.

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