The Delta Model: The Overall Framework

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The Delta Model - an integrative strategic framework

- System Lock In
  - Total Customer Solution
  - Best Product
  - Customer Segmentation and Customer Value Proposition
  - The Bundle of Competencies
  - Mission of the Business
    - Business Scope
    - Core Competencies
  - The Strategic Agenda
  - Innovation
    - Customer Targeting
    - Aggregate/Granular Metrics
    - Experimentation and Feedback
    - Financial Evaluation
    - Matching Strategy & Structure
  - Operational Effectiveness

- Business Scope
- Core Competencies
- Mission of the Business
- The Bundle of Competencies
- Customer Segmentation and Customer Value Proposition
- The Strategic Agenda
- Innovation
- Operational Effectiveness
- System Lock In
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| 1 - Mon 10/31 | COURSE OVERVIEW  
Read: Hax & Majluf, Chapter 3 |
| 2 - Wed 11/2  | CUSTOMER SEGMENTATION & CUSTOMER VALUE PROPOSITION  
Read: Hax, “Achieving the Potentials of Your Organization”  
Hax, “Overcome the Dangers of Commoditization” |
| 3 - Mon 11/7  | GROUP PRESENTATIONS - CUSTOMER SEGMENTATION |
| 4 - Wed 11/9  | THE FIRM AS A BUNDLE OF COMPETENCIES |
| 5 - Mon 11/14 | GROUP PRESENTATIONS - FIRM AS BUNDLE OF COMPETENCIES |
| 6 - Wed 11/16 | MISSION OF THE FIRM & CRAFTING OF STRATEGIC AGENDA  
Read: Hax & Majluf, Chapters, 7, 8  
Read: Hax & Wilde, Chapter 6 |
| 7 - Mon 11/21 | GROUP PRESENTATIONS - MISSION AND STRATEGIC AGENDA |
| 8 - Wed 11/23 | OPERATIONAL EFFECTIVENESS  
Read: Hax & Majluf, Chapter 21 |
| 9 - Mon 11/28 | GROUP PRESENTATIONS - OPERATIONAL EFFECTIVENESS |
| 10 - Wed 11/30 | INNOVATION  
Read: Hax & Majluf, Chapter 20 |
| 11 - Mon 12/5 | GROUP PRESENTATIONS - INNOVATION |
| 12 - Wed 12/7 | AGGREGATE & GRANULAR METRICS, & FINANCIAL EVALUATION  
Read: Hax & Wilde, Chapters 9 & 10 |
| 13 - Mon 12/12 | GROUP PRESENTATIONS - AGG/GRAN MET & FIN EVALUATION |
| 14 - Wed 12/14 | FINAL WRAP-UP |