Musings on SMB Operating Models
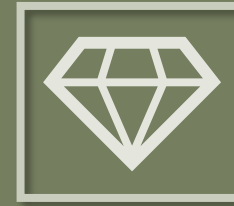
Elements of Effective Remote Coordination

Something to believe in and work towards, or at least a belief that that through engaging with the system it will deliver what each of us is looking for somewhere in Maslow's hierarchy.

Something of perceived value to "sell" and a method of selling it to sustain and grow the social structure and belief system.
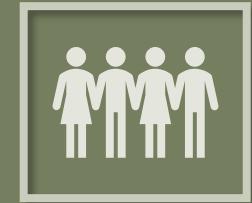
A set of *rules and structures* to comply with and obey: E.g. Moral principles, principals and hierarchy.

Rituals and processes to entrench the rules.

Methods to *measure alignment* to the processes, principles, principals and hierarchy to inform a *clear reward and fear balance* used to encourage compliance.
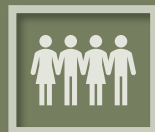
A community into which one can be immersed by associating with the social structure.

Remote Coordination

Operating Model Artefacts

Let's go full consultant and show that typical operating model jargon is really just these six things…
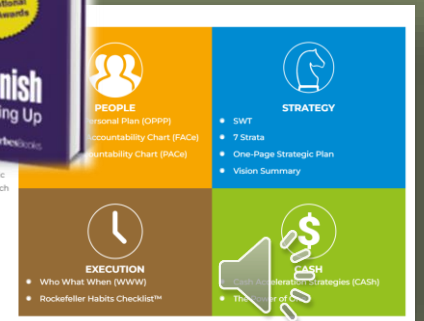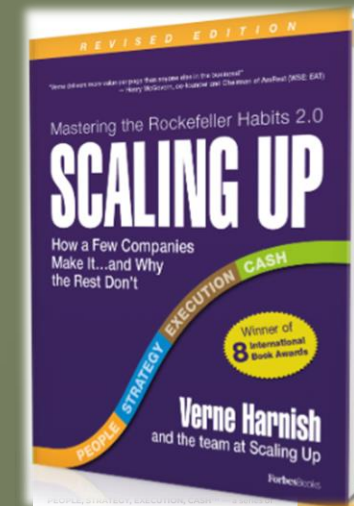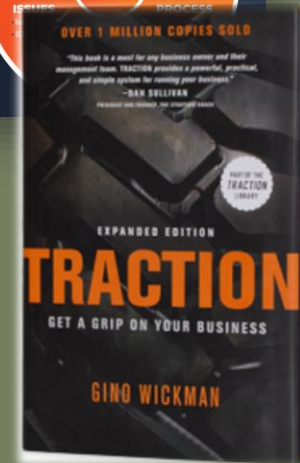
- Mission and vision

- Business and commercial model: Including products/services, go-to-market strategy, customer segments, price points, delivery mechanisms, customer acquisition channels etc.
- Strategy: How will the business and commercial model be realized

- Guiding principles or values
- Organization structure, roles, accountabilities and responsibilities
- Processes and procedures (governance, admin and production)
- Technology deployment and use

- Meetings, events and cycles (at all levels – Board to standup)
- Performance recording, reporting, and visualizing
- Individual and group performance reviews

- Organisational objectives, metrics and data
- Individual KPIs, OKRs and metrics etc.
- P&C Remuneration and Benefits: Fair and sufficient remuneration, training, bonuses, equity etc. balanced with not progressing, not being engaged and exit etc.

- Culture, community and environment
- People hire to retire systems and assessments

That's just a mashup of words for the average SMB, luckily the market has provided several simple to apply models for SMBs each, frustratingly with their own unique names for those elements

https://www.eosworldwide.com/eos-model

https://scalingup.com/

Examples, Not Exhaustive