

Business Special Interest Group Annual Report
July 10, 2006
Jeff Boyer

The Business SIG was formed after the 2004 International System Dynamics Conference as the direct result of several discussions during that meeting. The purpose of this SIG is essentially to advance the use of system dynamics in business applications. There are many ways to accomplish this, including sharing of best practices within business settings and the sharing of appropriate case studies illustrating the use of and insight gained from system dynamics to address the challenges facing business leaders.

We held our first business meeting at the 2005 ISDC in Boston. The meeting was well-attended by representatives from a cross-section of industries and business consultancies. The time was spent brainstorming activities that the members considered would support the SIG's mission. The discussion produced an extensive list of ideas for further consideration. Several members suggested the use of a group website where relevant information could be shared. The site developed for the Environment SIG was cited as an excellent example of what could be considered for the Business SIG. A Yahoo site for this group has been developed. Guiding documents and minutes of last year's meeting have been posted along with a membership list with names and contact information.

We are planning to be actively involved in this year's ISDC, with a business meeting, a roundtable session, and a poster at the SIG poster session. Our goal is to become more active in the next year and to work on some of the exciting ideas that were generated in Boston.

Respectfully submitted,

Jeff Boyer