



## Business SIG Proposal

# **System Dynamics Society**

## **BUSINESS Special Interest Group**

### **Purpose**

The purpose of the Business Special Interest Group (SIG) of the System Dynamics Society is to promote and support the wider adoption of System Dynamics methodology and best practices in businesses and provide communication channels for recognizing the achievements of System Dynamics practitioners across all business sectors.

### **Supporting Goals**

The Business SIG has several goals that support its overall purpose and mission statement. These include:

#### **People and Businesses**

1. Facilitate networking of System Dynamics practitioners in businesses. This effort will leverage the resources of the System Dynamics Society but also those of other professional societies, software vendors, meeting/conference sponsors and organizers, and business leaders.
2. Raise the awareness of System Dynamics, its methodology and achievements, and areas of application among prospective practitioners, business unit leaders, and senior executives across all business sectors.
3. Increase membership in the System Dynamics Society through the efforts noted in items 1 and 2 above. Further, consider collaborating with the Society to create a business member (organization) category with its own dues structure but with the added feature of discounts to dues and other services for employees, executives and partners/directors of the firm who join the Society under the business member affiliation.
4. Increase participation by businesses in events where System Dynamics applications are featured (e.g., specialty conferences, round tables, webinars, sessions at meetings of the Society as well as other professional societies).

#### **Methodology, Resources, and Practices**

5. Facilitate improved awareness and access to System Dynamics modelling resources for a broader base of business practitioners.



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6. Facilitate greater awareness of best practices in System Dynamics through wider practitioner networking within businesses and collaboration with the Society on contributors and documentation of best practices for the System Dynamics field.

### Applications and Achievements

7. Aid in the promotion of and identification of candidates for the Society awards, including the Application Award, that recognize business applications of System Dynamics. Help publicize winners and their achievements and aid in the development of new awards that will improve broadly the recognition of good work done in business using System Dynamics.
8. Support the expansion of the Case Repository and its accessibility through the Society web site. Help improve the review process and support its implementation for both cases and models that are included in the Repository.

### Professional Development and Organization

9. Provide a channel for access to contacts and resources that will assist business practitioners in the improvement of their System Dynamics modelling skills and understanding of best practices.
10. Facilitate increased awareness of educational resources and short-term training opportunities available to business practitioners.
11. Facilitate the expansion of web-enabled/web-based resources for supporting business practitioners of System Dynamics (e.g., specialty webinars, speakers bureau, persistent web resources, etc). Coordinate these efforts with the Society's VP Electronic Presence and VP Professional Practice.
12. Collaborate and coordinate with the leaders of other Society SIGs on networking, activities, events, communications, etc where there are obvious overlaps in SIG coverage.

### Membership

Membership in the Business SIG is open to all members of the System Dynamics Society as well as non-members who are System Dynamics practitioners and SIG supporters in the business, academic, and government sectors. System Dynamics Society members and other individuals wishing to join the Business SIG may do so by contacting its current representatives, whose contact information will be maintained on the web site of the System Dynamics Society ([www.systemdynamics.org](http://www.systemdynamics.org)) as well as a dedicated web page for the Business SIG which will be linked from the System Dynamics Society site. Business SIG members who are also System



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Dynamics Society members will be identifiable/searchable in the Society's membership directory.

### **Meetings and Selection of Representatives**

Consistent with the guidelines for all Special Interest Groups of the System Dynamics Society, the Business SIG will meet at least once in a calendar year at the annual meeting of the System Dynamics Society. At this meeting, or at another date approved in coordination with the Society, two leaders will be selected. The process by which this selection is made will be posted to the web site of the Business SIG and the selections will be confirmed by a simple majority vote of the SIG members present at the meeting, which may be a physical or electronic forum as established jointly with the System Dynamics Society and communicated to the SIG members through its web site or other approved Society channels.

### **Dues**

The Business SIG will not (and can not) charge any dues. The work of the SIG will be carried out through the voluntary efforts of its members and supporters, whether individual, corporate, or other organization. The SIG reserves the right to engage in activities that require monetary support or payment in kind, but any such payment must be made to a designated individual or other organization and not the SIG as it has no standing to conduct business directly or on behalf of the Society. Representatives of the SIG will determine on a case-by-case basis the payment amount and eligibility conditions for participation for any such activities or events.

### **Communications**

The activities and current list of Business SIG members will be reported annually to the System Dynamics Society. To maintain its recognition by the Society as an established SIG, a minimum of six System Dynamics Society members must be registered as SIG members on an ongoing basis.

The Business SIG will communicate with the System Dynamics Society Policy Council through written reports submitted to the VP Membership.

Reporting of Business SIG activities and events as well as other matters of interest to the SIG members will be provided through the web site for the SIG. The Society will provide the space for this site and provide technical support on an as-needed basis, but the maintenance of its content will be the responsibility of the SIG members.



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### Founding Sponsors

The names of those System Dynamics Society members from the business community who have indicated their support as founding members of the Business SIG are as follows<sup>1</sup>:

Gary Baxter

Len Malczynski

Henry Carrier

Guido Wolf Reichert

Robert Eberlein

Esteban Ribero

Pascal Gambardella

Erin Rae Hoffer

John Kapson

James Thompson

Fred Kautz

Kim Warren

### Organizing/Leadership team

Fred Kautz

Kim Warren

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<sup>1</sup> Support for the establishment of the Business SIG has been offered by each of these Society members by email communication or through their responses posted on the LinkedIn site for WPI System Dynamics.