

Concept Models: Who Are They For?

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<http://brsolutions.com/business-knowledge-blueprints.html>

Concept models are for people from a great many areas of the business. Think of concept models as the new Knowledge Commons for the business. A concept model is all about shared understanding – getting everyone on the same page. And yes, that means just about everyone! Find out all the roles that can benefit from a concept model in Ron's column this month. You'll be surprised!

Who are concept models for? Let's start with all the people in the business who are key in keeping the business running. These people have the knowledge and need to own the concepts. These people might be in any of the roles in the table on the left below. Any or all of these roles can benefit from a concept model.

Then we get to people more closely associated with business transformation and software initiatives. These people might be in any of the roles in the table on the right below. These roles are perhaps more obvious.

Any or all of these roles can also benefit from a concept model. And yes, that means just about everyone in the business!

Business People

Role	Benefits
<i>Executives</i>	Understand why the people in the business can't seem to communicate with each other, and why so many seemingly simple things in product delivery and software development can go inexplicably awry.
<i>Regulators & policy makers</i>	Ensure the required business states in regulated activity, and the meaning of data required in regulatory reports, are communicated fully and clearly to governed communities.
<i>Corporate legal staff members</i>	Capture, re-use and disseminate the definition work probably already being done thereby ensuring its broader application.
<i>Governance, risk and compliance managers</i>	Minimize the negative outcomes and lost opportunities that result from misunderstanding business policies, the nature of risks, and compliance regimes.
<i>Business knowledge managers</i>	Enable business staff to clearly identify their areas of tacit knowledge and to accurately index their written documents to maximize knowledge sharing.
<i>Product designers</i>	Achieve new thresholds for knowledge-integrated products, as well as to make basic structural ideas crystal-clear for all audiences, including consumers and software developers.
<i>Training managers</i>	Accelerate the time to bring new or repositioned workers up-to-speed on core knowledge, as well as promote higher consistency in basic communication.
<i>Business communications, localization & translation managers</i>	Ensure meaning is correctly and consistently conveyed in messaging for both internal and external audiences, even if customized for local groups or expressed in different languages.

Transformation & Software Professionals

Role	Benefits
<i>Business analysts</i>	Demystify data and data structures, by understanding the business knowledge that lies behind them, and what's needed to develop from the business side to address them properly.
<i>Business architects</i>	Understand how business knowledge is fundamentally structured, and why it provides an enduring basis for the renewal, agility and innovation the business requires.
<i>Data scientists</i>	Anchor insights about data in the reality of the business, by providing an architected approach to its semantics and vocabulary.
<i>Developers</i>	Communicate with SMEs in a more effective and timely manner, by getting to the heart of potential ambiguities and disconnects before they ever happen.

Author

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At BRS, Mr. Ross co-develops Proteus[®], its landmark business analysis and business rules methodology, which features numerous innovative techniques including the popular RuleSpeak[®] (available free through www.BRCommunity.com). These are the latest offerings in a 30-year career that has consistently featured creative, business-driven solutions.

Mr. Ross also serves as Executive Editor of <http://www.BRCommunity.com> and its flagship on-line publication, *Business Rules Journal*. He is a regular columnist for the *Journal's Commentary* section which also features John Zachman, Chris Date, Terry Halpin, and Roger Burlton. *BRCommunity.com*, hosted and sponsored by BRS, is a vertical community for professionals working with business rules and related areas. Mr. Ross was formerly Editor of the *Data Base Newsletter* from 1977 to 1998.