



CINNAM
coaching and innovation mentoring

TOOLS | BUSINESS MODEL based MANAGEMENT | BMM-ALDEHYDE MBS®

Within Management Innovation Mentoring, we introduce our distinctive Business Model-based Management, BMM-ALDEHYDE MBS®. This exclusive approach to leading teams and projects ensures the implementation of comprehensive, sustainable, and people-centered solutions.

A Business Model shapes a strategic vision of the market's multidimensional reality, placing people at the core. When integrated into executive management processes, it fosters a deep commitment to customers and employees while aligning company objectives with customer value creation.

With our guidance, executives engage in a dynamic, iterative process of creative reflection, analytical thinking, strategic decision-making, and effective execution. This journey begins with understanding and interpreting the needs and expectations of stakeholders - current and potential - and culminates in the identification of strategic guidelines for the team or company, along with distinctive methods for their successful implementation.

