# [Name] Milky Way guidebook

Date:   
Authors:

This is an introductory guidebook to complement our Milky Way map – our map of our enterprise. This guidebook is primarily aimed at […] to provide insights into how Xxx conducts its business. It also provides an introduction to the basics concepts of The Milky Way, which is the enterprise model used throughout Xxxx to help us understand and optimise our company.



In the middle of the Milky Way map, you find the hub. This shows the main steps of our overall value flow – the steps we repeat again and again to generate value for our customers.

You read the hub clockwise, from the lower left to the lower right (from 7 o’clock to 5 o’clock).

The main steps are:

The hub of the Milky Way Showing the main steps in our valure flow

Below, you see a rough division of what we are doing in each step of the overall value flow. The areas created between the lines radiating out from the hub are called sectors.



This overview shows a rough division of what we are doing in each step of the value flow.

Example text:  
Below, we have divided the rough divisions in the sectors into business capabilities. The capabilities show in more detail what we do. This results in a more detailed view of what we do in our value flow, and in which order. This is the Milky Way map at the capability level.

The grey boxes represent our business capabilities. These capabilities have personnel, support systems, operational rules and operational goals that help them execute and guide the everyday work of the capabilities. The blue boxes are capabilities carried out by our partners.

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Xxxx´s Milky Way map at the capability level

Example text:

The picture below is the Milky Way map of our enterprise, showing capabilities with the IT systems they use, as well as the information paths between them. The difference between this and the previous picture, is that we have “opened up” the capabilities (the grey and blue boxes) and now show what systems and applications are used (the white boxes) within each capability, as well as what kind of information is created and distributed between the capabilities (the lines with arrows).



Xxxx Milky Way map at a capability, system and information level

We will now walk you through our overall value flow, by following our Milky Way map above, one step at a time, i.e. one sector at a time, considering each capability in greater detail.

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| Place a small picture of your Milky Way map without details here  Mark the area you describe with a geometric outlined shape |  |
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|  | **Deliver Course** In this sector, UniBiz ensures that the course is delivered, that students receive the support and supervision they expect, and that the course is correctly run. |
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|  | **Social media during course**  This capability manages information to the market about ongoing courses.  It will also create specific online groups for each course group so that the participants can network with one another during the course. |
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|  | **Course Administration**  This capability is responsible for the administration related to an ongoing course. Student attendance is registered, and homework, training materials, replacement personnel and other activities needed to execute the course optimally are managed here. |
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|  | **Teacher and Student support**  These capabilities support the teachers and students during the course.  Student support consists of homework supervision, as well as general information about the course content. Student support is supplied by the teachers. |
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|  | **Course lesson delivery**  This capability carries out the lessons on the course and is executed by one of UniBiz’s partners.  The lessons can be given in the classroom IRL, or digitally and independent of a specific physical meeting place. |

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|  | **Follow up**  In this sector lies the responsibility for central follow up of the whole value flow. It covers everything from course popularity to student satisfaction with the course, the experiences of the teachers and their companies, as well as the financial outcome. |
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|  | **Social media post course**  This capability manages messages to alumni regarding course reunions, potential new courses, as well as managing distribution of digital certificates to students who have passed the course examination. |
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|  | **Sales Analysis**  This capability carries out follow up of sales of the whole course portfolio, as well as individual courses.  Follow up is also carried out per customer and customer category. |
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|  | **Evaluation Management**  Students can evaluate their experiences of courses after each lesson, as well as after completion of the course.  This capability prepares, executes and analyses the evaluations that students have submitted. |
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|  | **Financial reporting and Accounting**  These capabilities carry out the financial reporting and accounting that UniBiz needs. |
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|  | **Invoice management, Supplier invoices and Supplier cost management**  These capabilities handle customer and supplier invoices, as well as supplier’s costs.  A good understanding of the contracts negotiated with both suppliers and major customers is required to be able to work with invoices. |
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|  | **HR and Recruitment**  This capability offers services related to HR and recruitment to all other capabilities.  All capabilities are responsible for their own skill sets and capacity but are not expected to have expert knowledge of HR and recruitment. |
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|  | **Complaint management**  This capability handles customer complaints that cannot be resolved in dialogue with the teacher during the course. |
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|  | **Internal communication**  This capability handles the company’s internal communications. This includes responsibility for the Intranet, computers used by employees, as well as cloud management. |
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|  | **Strategic planning** This sector carries out the strategic planning and development that UniBiz needs to develop its position in the market.  This sector also carries out continual analysis and follow up of UniBiz’s organisation, as well as business intelligence gathering to understand the business environment |
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|  | **Analysis & follow up and Business intelligence**  These capabilities carry out continuous operational analyses and follow up, as well as business intelligence studies of new areas in which UniBiz could offer courses. It also studies partner and competitor activities. |
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|  | **Strategic product planning and Portfolio development**  These capabilities are responsible for strategic product planning regarding the future course portfolio to be offered and what changes should be made to meet customers’ demands.  Some strategic portfolio development of courses takes place here in collaboration with suppliers. |
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