

PROJECT

Coaching entrepreneurs using VSM and systems patterns

PRACTITIONER

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APPROX. DATE

2019–2024

SITUATION AND CONTEXT

Entrepreneurs often scale their business without clarity on internal coherence or viability.

SYSTEM OF INTEREST

The internal structures and dynamics of small but growing businesses.

APPROACH TAKEN

Used Viable System Model and Patterns of Strategy to help founders map and improve organisational fitness.

MODELS AND INSIGHTS DEVELOPED

- Used VSM to explore autonomy, coordination, and identity
- Patterns of Strategy applied to market positioning and internal alignment

KEY INTERVENTIONS UNDERTAKEN

- Coaching sessions with systems mapping tools
- Follow-up workshops to test and adapt structures

RESULTS

- Founders made more confident strategic choices
- Some options were immediately understood as non-viable and taken off the table
- Reduced overwhelm and clarified roles and boundaries

AFTERTHOUGHTS

Systems tools help entrepreneurs move beyond gut instinct.

CONCLUSION

Systemic coaching supports resilient, purpose-aligned business growth.