

Definition of Core Concepts

for The Business Agility Manifesto

business capability: a distinctive combination of business assets, including [business knowledge](#), that can be used to accomplish an objective, perform one or more tasks, or achieve an end

Basis: Merriam-Webster Unabridged Dictionary “able” (adjective) 1 a : possessed of needed powers (as intelligence or strength) or of needed resources (as means or influence) to accomplish an objective b : designed, constructed, or naturally endowed with the power to perform a task or achieve an end

business integrity: soundness of business results, resulting in part from uncompromising adherence to [business rules](#), including contractual obligations and commitments

Basis: Merriam-Webster Unabridged Dictionary “integrity” 1 a : an unimpaired or unmarred condition : entire correspondence with an original condition : SOUNDNESS b : an uncompromising adherence to a code of moral, artistic, or other values ... avoidance of deception, expediency, artificiality, or shallowness of any kind

business knowledge: the total set of business [concepts](#), their organizing connections, and the [business rules](#) upon which the existence of the business depends

business knowledge-base: [business knowledge](#) rendered in explicit, accessible, protected, sharable, re-usable, retainable, and updatable form

business rule: business criteria for shaping behavior or making decisions

business strategy: the ends (vision, goals and objectives) that a business seeks to satisfy, and the means (mission, strategies and tactics) the business elects to achieve them

Reference: *The Business Motivation Model (BMM): Business Governance in a Volatile World*, Business Rules Group, BusinessRulesGroup.org, 2000.

business value: the worth of a business product or service as judged by business customers according to its qualities or utility

Basis: [businessdictionary.com](#) “value” 2 (economics) : the usually relative value of something measured or judged by its qualities or by the esteem with which it is regarded

concept: something conceived in the mind

Basis: Merriam-Webster Unabridged Dictionary “concept”

concept model: a set of business [concepts](#) as represented by standard terms and business definitions along with the logical connections among the [concepts](#)

perpetual change: unceasing alteration, modification or mutation of circumstances in a business ecosystem and the responses of the business to them

value chain: the [business knowledge](#) and work needed to deliver products or services to a market organized according to their natural dependences

value chain model: a representation or depiction of a [value chain](#)