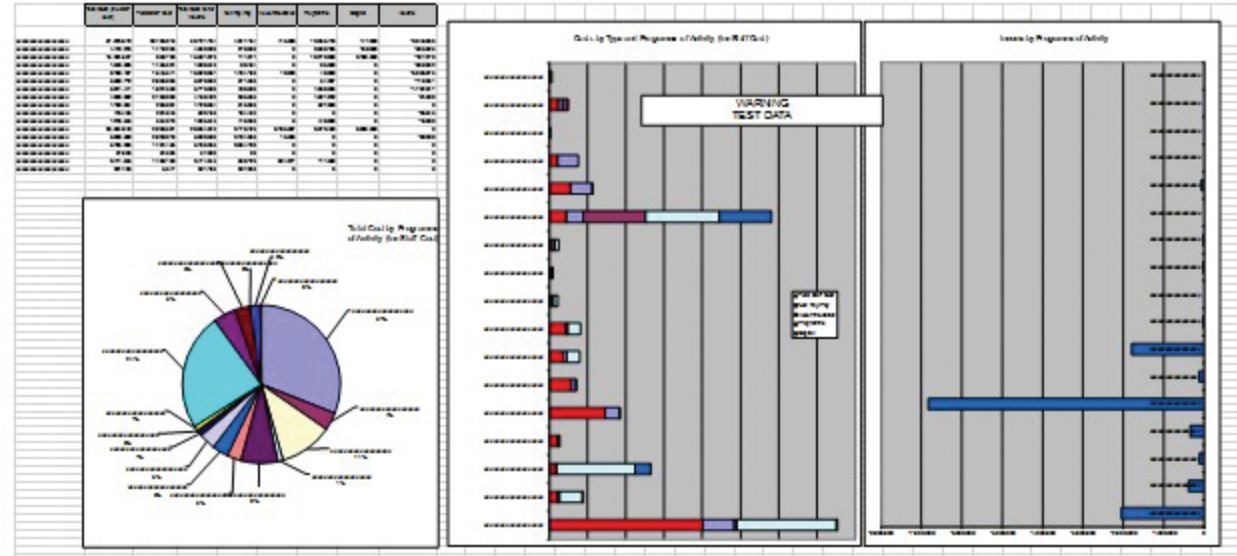
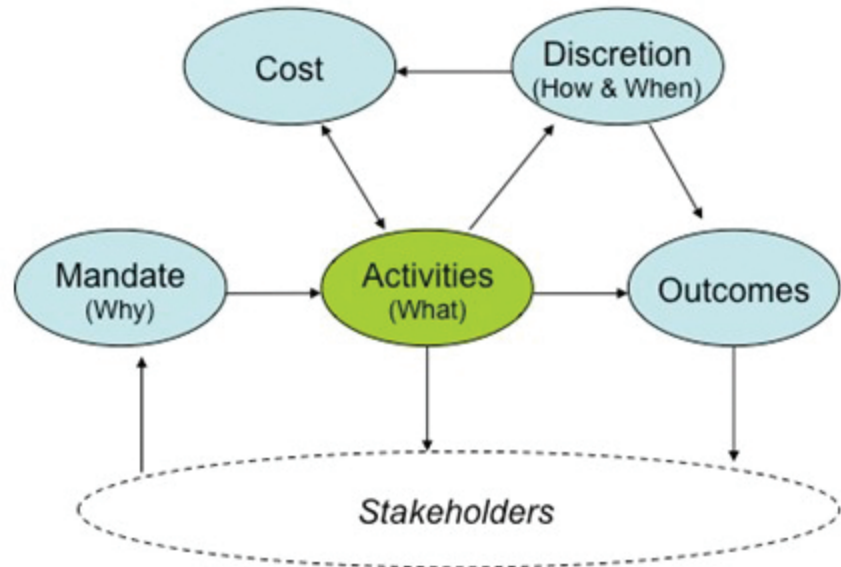


The Dana Characterisation Model

The **activities** that take place in any organisation which comprise its **work** can be described as terms of processes, tasks or project etc. Data can be derived quite quickly in discussion with key stakeholders and applying the 80/20 principle.



Characteristics can then be applied in a structured way to provide insights, identify comparative priorities and unlock efficiencies. Significantly, it can identify those activities which need to be stopped, done less, done differently, or delayed to achieve cost reduction targets whilst minimising impact of customers and other stakeholders.