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Business Model

Background

Through time, the USGS has evolved four different business models that reflect how the Disciplines (former Divisions) conduct their work and implement their programs. Each of the business models have strengths and afford us an opportunity to learn the best practices from each. The models can be characterized in a simplistic, general way to highlight differences and stimulate discussion.

Models and Characteristics

- 1- Entrepreneurial, Franchise Business- Distributed, reliance on customer/cooperator active engagement. Focus on increasing funding and leveraging resources.
- 2- Academic- Research in response to a prospectus from a National perspective and strategy. Focus on science questions and hypothesis testing.
- 3- Independent Laboratory (like Dept of Energy labs)- Research, problem solving, often single customer. Focus on problem or topic.
- 4- Production Business- Activities lead to a hallmark product line. Focus on producing a product.

Challenge

As we do integrated science, how do we meld the strengths of these models in an effective complementary way into a Bureau Business Model?

Action

Using the combined knowledge of the Leadership Class, develop an understanding and summary of the strengths of each of the discipline business models. Synthesize this information and create a Bureau Business Model. Test this proposed model against an integrated science project to evaluate its effectiveness.