The Tamburro Model:

A new approach to long term sustainable businesses

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In a more Complex world we need to Reconsider our BUSINESS MODELS
Our Philosophy is based on the ideas and business experience of eng. Giuseppe Tamburro, Business Development Manager, Nemko and developed in cooperation with myself and my student David Høy Knudsen.

The model was published in 2010.
Value elements in the Tamburro Model

- **Core Values implicate long term, sustainable businesses**

- **Enables:**
  - Price: Cost context (Trad. + new Regulations, Constraints)
  - Design: Cultural context (Customer and Product Values, Business Model, Market Communication)

- **Impacts:**
  - Safety: HSE context: Health, Safety, Environment
  - Community: Society context (CSR)

- **Value Propositions**
The Tamburro Model ©

- Cultural context
- HSE context
- Core Values
- Value Proposition
- Cost context
- Society context

Design
Safety
Price
Community

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