

Southbeach Modeller v4 Overview



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support@southbeachinc.com

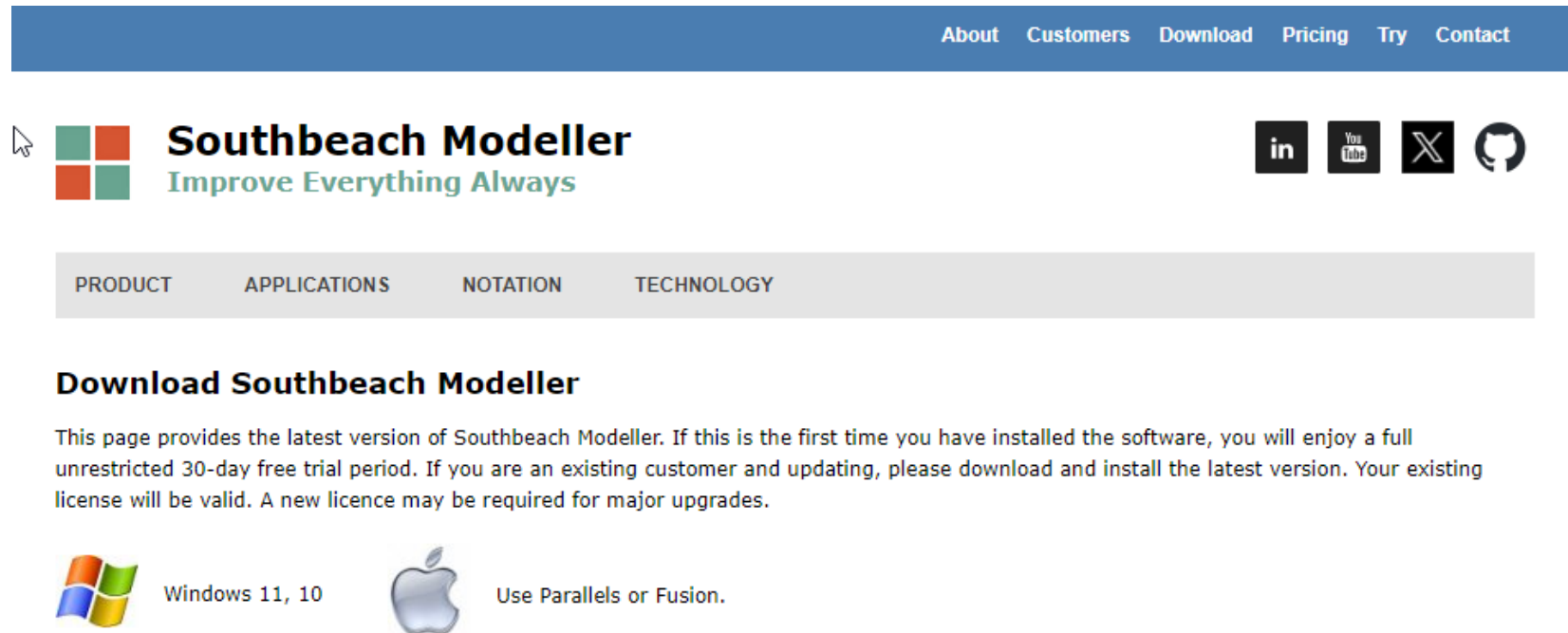
What is Southbeach Modeller?

- Comprehensive visual modeling software
- Built-in ideation rules engine
- Tailored for creativity, design, and analysis
- Distinct "situational improvement" methodology
- Enhances communication, facilitation, and understanding
- Adept at problem-solving, root cause analysis, and tackling wicked problems
- Addresses both human-centric and engineering design challenges
- Facilitates idea generation and stakeholder alignment
- Paves the way for improvement, innovation, and strategic pivoting
- Highly extensible and customizable rules engine

Download Modeller v4


- Full function free trial

- <https://www.southbeachinc.com/software/download/index.html>



The screenshot shows the top navigation bar of the Southbeach Modeller website with links for About, Customers, Download, Pricing, Try, and Contact. Below the navigation bar is the Southbeach Modeller logo, which consists of a 2x2 grid of colored squares (green, red, red, green) and the text "Southbeach Modeller" in bold, with the tagline "Improve Everything Always" underneath. To the right of the logo are social media icons for LinkedIn, YouTube, X, and GitHub. Below the logo and social media icons is a horizontal menu with four items: PRODUCT, APPLICATIONS, NOTATION, and TECHNOLOGY. The main heading is "Download Southbeach Modeller". The text below the heading states: "This page provides the latest version of Southbeach Modeller. If this is the first time you have installed the software, you will enjoy a full unrestricted 30-day free trial period. If you are an existing customer and updating, please download and install the latest version. Your existing license will be valid. A new licence may be required for major upgrades." At the bottom, there are two icons: the Windows logo with the text "Windows 11, 10" and the Apple logo with the text "Use Parallels or Fusion."

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 **Southbeach Modeller**
Improve Everything Always

in YouTube X GitHub

PRODUCT APPLICATIONS NOTATION TECHNOLOGY

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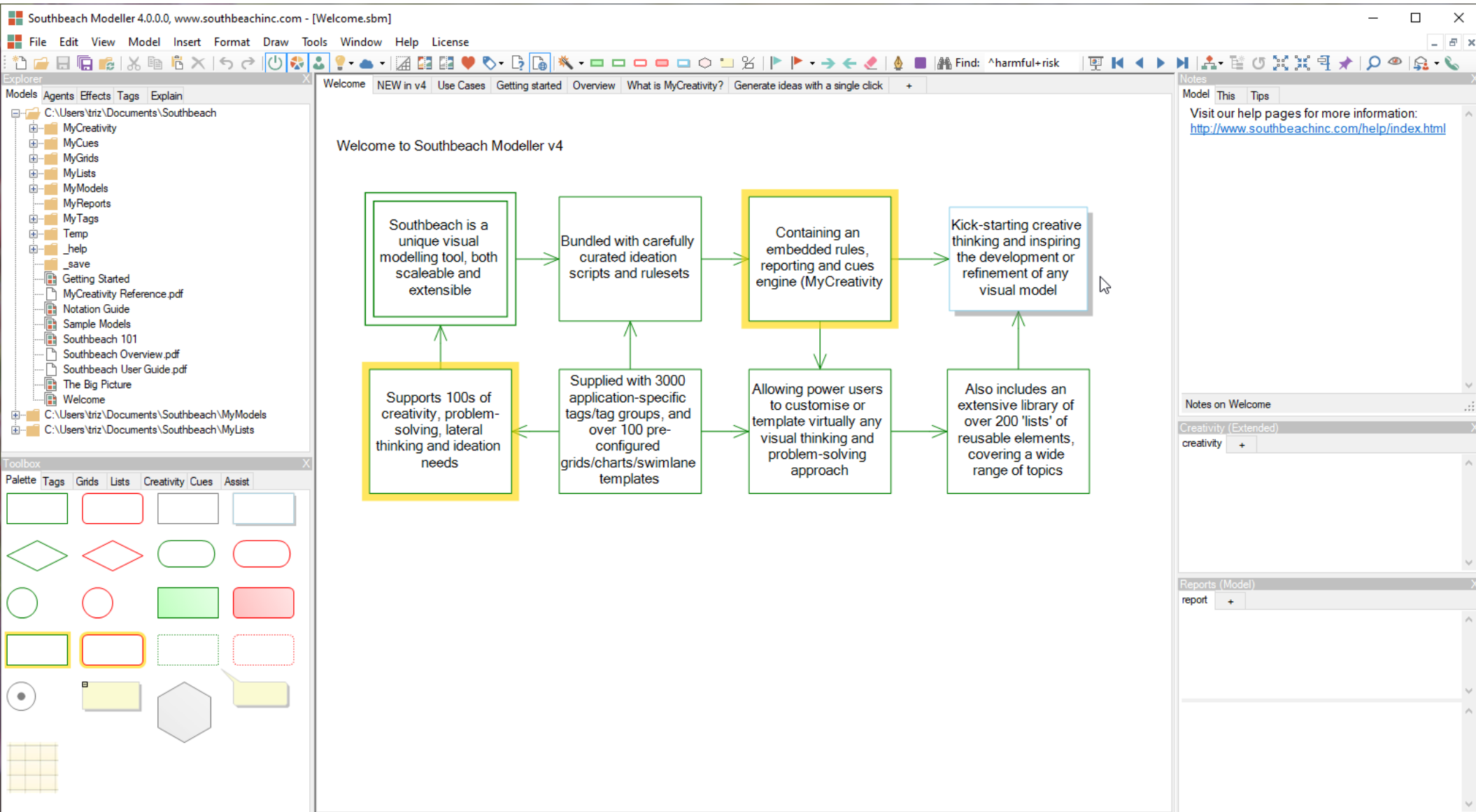
This page provides the latest version of Southbeach Modeller. If this is the first time you have installed the software, you will enjoy a full unrestricted 30-day free trial period. If you are an existing customer and updating, please download and install the latest version. Your existing license will be valid. A new licence may be required for major upgrades.

 Windows 11, 10  Use Parallels or Fusion.

User guides

- Provided with the installation:
 - Southbeach Modeller v4 User Guide
 - MyCreativity Reference v4 (Ideation engine)
 - Updated engine with 30+ new problem-solving keywords
- Library content:
 - 100s of curated ideation scripts and rulesets (MyCreativity)
 - 3,000+ application-specific tags/groups (MyTags)
 - 100+ pre-set grids, charts, and swimlanes (MyGrids)
 - 200+ lists of reusable elements by topic (MyLists)

Upon installing the latest version of Modeller, users are greeted with a "Welcome" model. This model encompasses multiple panels including the Explorer, Toolbox, Notes, Creativity, and Reports. Within the Welcome model, are various sub-models, each presented on its distinct canvas tab. Furthermore, each of these panels offers multiple tabbed sections. For instance, the Toolbox not only presents a modeling palette but also features an array of resource libraries such as tags, grids, lists, creativity rule sets, cue definitions, and assistive tools.



Within the Welcome model, a "NEW in v4" tab showcases the expansive updates and functionalities. Users can access over 100 preset grids, charts, and swimlane templates, delve into more than 200 topic-specific lists with reusable elements, and benefit from hundreds of meticulously crafted ideation scripts and rule sets, alongside a vast repository of 3,000 application-specific tags and tag groups. The ideation engine has been revamped, introducing a 'cues' feature for combinatorial creativity. Search filters are now seamlessly integrated into all resource tree panels, also allowing efficient model searches via text or notation patterns. Additionally, the highlighter tool has been expanded to support all built-in pattern macros.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main window shows the 'NEW in v4' tab with a flowchart detailing updates. The flowchart starts with 'Major upgrade, new modules, features, enhancements' leading to 'over 100 pre-configured grids/charts/swimlane templates' and 'Tags, Lists, Creativity, Cues and Assist tools are now searchable'. A red hatched box indicates 'Dysfunctional visual effect finalised'. The flow continues to 'over 200 topic-specific lists of reusable elements', which leads to 'Drill down into lists (txt files) as with models/sub-models/elements' and 'Create agents from list' (including Jackson Pollack and Paint agents). This leads to '100s of carefully curated ideation scripts and rulesets', which leads to 'Copy rulesets from library to model creativity'. This leads to '3000 application-specific tags/tag groups', which leads to 'Create grid boxes from any tag group' and 'Create grid columns from any tag group'. This leads to 'Expanded and updated rulesets' and 'Extended tags library and functionality'. This leads to 'New cues panel and MyCues engine' and 'Expanded and updated research/web/patent sources', which leads to 'Generate infinite creativity rulesets on demand'. A section titled '+ User Experience (UX) improvements including:' lists: 'Internal browser removed, now always uses external browser', 'Choices of rulesets and cues are persisted in environment', 'Expanded set of shortcut keys, see shortcuts guide', and 'Toolbar icons wrap correctly for smaller window'. Below the flowchart, there are sections for 'Updated MyCreativity engine' (including 'Engine on/off in toolbar', 'Cues engine on/off in toolbar', and 'Creativity extent in toolbar'), 'Cause/effect following tool', 'Smart selection tools', and 'Radical analysis tools'. The left sidebar shows a file explorer with folders like 'MyCreativity', 'MyCues', 'MyGrids', etc. The bottom status bar shows 'NEW in v4 (Freeform) 75%' and '44/0/ideality = 100%'.

The versatility of Southbeach Modeller has been significantly enhanced with the addition of new v4 content. This includes tags and tag groups, grids/charts, topic-specific resource lists, and creativity rule sets that encompass areas like lateral thinking, ideation, and enterprise modeling, among others. Additionally, cues have been integrated to further expand its utility. All these resources are systematically organized in a hierarchical manner, allowing for easy filtering and searching within each panel tab. Users have the flexibility to modify or extend any content to suit their unique needs.

The screenshot displays the Southbeach Modeller 4.0.0.0 software interface. The main window shows a hierarchical tree structure of resources, organized into three columns. The left column is titled "Use cases" and contains 25 items, including "Argument / case making", "Best practices", "Blueprinting", "Course correction", "Futures / horizons", "Innovation process", "Root cause / risk", "Wicked problems", "*Voice of the customer", "Design review", "Goal planning", "Options workshop", "Scenario planning", "Dilemmas / tensions", "Ideality / trimming", "Perspective alignment", "Stakeholder interview", "Business motivation", "Expert interview", "Impact analysis", and "Problem statement". The middle column is titled "Project Examples" and contains 8 items, including "Product innovation", "Service and enterprise design", "Root cause analysis", "Investigations & legal process", "Business process change", "Enterprise transformation", "Systems dynamics modelling", and "Coaching and counselling". The right column is titled "Methods you might use" and contains 20 items, including "5Whys", "7Questions", "8Ds", "Affinity", "Backcasting", "Before&after", "Blue ocean", "Boston Matrix", "BSC", "Cause/effect", "DfSS", "Futures", "Horizons", "KANO", "Lean", "PEST", "Pros and cons", "Root cause analysis", "SCAMPER", "Scenarios", and "Six Sigma". The interface includes a menu bar (File, Edit, View, Model, Insert, Format, Draw, Tools, Window, Help, License), a toolbar, an Explorer panel on the left with a search bar and a list of tags, and a Notes panel on the right. The status bar at the bottom indicates "Use Cases (Tree) 114%" and "68/0/ideality = 100%".

Following installation ... from the Explorer panel, select "Models" and then open the "Getting Started" model.

We recommend new users briefly go through each sub-model to acquaint themselves with the core functionalities of the tool.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main canvas shows a flow diagram with the following elements:

- burning fossil fuels** (green box) produces **release of CO2** (red box).
- burning fossil fuels** produces **cheap energy** (green box).
- release of CO2** produces **global warming** (red box).
- cheap energy** produces **Economic growth** (green box).
- global warming** counteracts **Economic growth**.

Annotations and callouts include:

- "Red signifies 'harmful', you want less of this" (pointing to release of CO2).
- "Green signifies 'useful', you want more of this" (pointing to burning fossil fuels and cheap energy).
- "Right mouse on effect here has selected 'uncertainty' (?) and 'potentially' (dotted line)" (pointing to a dotted arrow).
- "Right mouse to set 'risk' attribute (solid red)" (pointing to global warming).
- "Right mouse to change effect type, in this case 'counteracts'" (pointing to the arrow between global warming and Economic growth).
- "Right mouse or double click on an agent to set properties" (pointing to burning fossil fuels).
- "Right mouse or double click on an effect to set properties" (pointing to release of CO2).
- "I this is creating a contradiction, producing both something useful, and something harmful" (pointing to the overall flow).
- "perspective of non-green power co." (pointing to the flow from burning fossil fuels to cheap energy).
- "Every Southbeach model is drawn from some perspective. In this model, burning fossil fuels is seen as a useful way to generate cheap energy." (pointing to the flow from burning fossil fuels to cheap energy).

A **Key** section defines the symbols:

- useful** (green box), **goal** (green box)
- harmful** (red box), **risk** (red box)
- produces:** A → B (solid arrow)
- counteracts:** A → B (dashed arrow)
- It A increases, B increases, if A decreases, B decreases (for produces)
- It A increases, B decreases, if A decreases, B increases (for counteracts)

Ways to add objects to the canvas:

1. You can drag objects from the palette to the canvas. (View - Toolbox - Palette)
2. You can use the Insert menu
3. You can double-click on the canvas to create a default object, and then change its properties
4. You can use shortcuts on the canvas, e.g. position mouse and then Ctrl-u for a useful agent, Ctrl-h for a harmful agent, Ctrl+Shift+8 for an action, etc. (for a full list of shortcuts see Help - Shortcuts)
5. You can drag out new objects from existing objects. Drag from the edge of the object (or the middle of an effect) to a blank part of the canvas.
6. You can create effects between agents by dragging between them. A dialog pops up allowing you to select the effect and its properties. (Tip: if you wish to avoid the dialog press the 'Heart' icon in the application bar)

More ways to add objects to the canvas:

6. You can reuse models or elements from any other model, even if it is not open. View - Explorer - Models. Right mouse on Southbeach files to 'Drill down' to individual elements. Drag models, or elements of models, to the canvas. Right mouse on items in Explorer for more options.
7. You can create objects from text or links in the Clipboard. Right mouse on the canvas - Paste (one object is created per line) or Paste Single.
8. You can use assist tools (View - Toolbox - Assist). Double click on a tool to apply it to the whole model, or to selected objects. Right mouse on a tool for more options.
9. As well as tagging objects, you can convert the names of tag groups and tags into new agents. From either the tag library (View - Toolbox - Tags) or the tag view of the model (View - Explorer - Tags), right mouse on a tag group, or tag name.
10. Use menu Tools - Live Capture
11. Use menu Tools - Multi-Edit

The interface also shows the Explorer panel on the left with a tree view of models, the Toolbox at the bottom left with various shapes and colors, and the Notes panel on the right with sections for "Notes on Getting Started", "Creativity (Extended)", and "Reports (Model)".

The creativity and reporting engine is a core feature of Southbeach Modeller. When one or more creativity scripts are activated and the engine is 'enabled' (as indicated by the power on/off icon on the toolbar), the ideation results are displayed in the creativity panel as users navigate through the model. Each model, including its sub-models, retains its own unique output. Users have the flexibility to create multiple sub-models, creativity and reporting tabs. All generated content is stored within the model's .sbm file.

Southbeach Modeller 4.0.0.0, www.southbeachinc.com - [Getting Started.sbm]

File Edit View Model Insert Format Draw Tools Window Help License

Getting Started Adding Notes Web Research Assist Tools Layout and AutoLayout Grids Tags and Tagging Workshop Tools Draw Hints and Tips

Advanced - MyCreativity engine

Preparation 1: Ensure you have the Creativity, Report and Toolbox panels visible (View menu)
Preparation 2: Find the manual MyCreativity Reference.pdf (Southbeach documents folder)

Southbeach Modeller contains an in-built creativity and cues engine. It is used in two ways in the software.

1. To interactively generate ideas from any model.
2. To generate rich reports from the model.
3. To generate creativity via combinatorial grammar definitions.

The scope of these functions lies beyond what can be explained in this tutorial model

To learn how to write creativity rules, interactive reports and cues, refer to the MyCreativity Reference manual

Learn more about these two panels

As you can see, both the creativity and reports panels, allow you to create multiple tabs. These are stored in the .sbm file with the model tabs you create on the canvas. A single .sbm file can therefore hold several models, several creativity rule sets, and several reports.

Before referring to the manual, which is mostly concerned with the syntax of rules, reports and cues, it is useful to learn how the panels work

These two panels have similar behavior

Ctrl+T then select Creativity tab

Toolbox - Creativity panel

- This panel displays the names of your creativity rules library, arranged in a hierarchy according to the names of the rule sets you define.
- A set of examples is provided. Check the boxes to turn on/off any rule set.
- Right mouse in this panel to edit the rules. You may edit the file, or add new rule sets in their own .txt files to the MyCreativity folder.

Ctrl+T then select Cues tab

Toolbox - Cues panel

- This panel displays the names of your cues library, arranged in a hierarchy according to the grammar definitions. Check the boxes to turn on/off any cue set

Ctrl+X

Creativity panel/tabs

- This panel starts with a default tab called 'creativity'. Double click on the name of the panel to change it. Click on + tab to create a second tab. Etc.
- The panel serve two purposes, an output area for ideas generated by the rules engine, and an editable area for model-specific rules. Press F2 in the panel to show/hide the editable area. The panel will split in two horizontally.
- Right mouse in the editable region, or the output region, for more options
- Right mouse on the panel title to change extent, e.g. from 'Narrow' to 'Laser' or 'Extended'

Ctrl+Shift+R

Report panel/tabs

- This panel starts with a default tab called 'report'. Double click on the name of the panel to change it. Click on + tab to create a second tab.
- Like the creativity panel, the tabs you create here split in two, the editable part for the report definition, and the generated report. Press F2 once again.
- Right mouse in the editable region, or the output region, for more options, including F5 (Refresh Report)
- Right mouse on the panel title to change extent, e.g. from 'This model' to 'All models'

When you click on a model tab, and a creativity or report tab, the output area is automatically selected. So if there are three models in the file, two creativity rule sets, and two reports, there are actually 3X2X2=12 output areas. All the output generated, in a session, is also stored in the .sbm file.

At the top of the Toolbox - Creativity library hierarchy there is always a category called 'model'. This is normally checked on. It means that as you click around a model, and generate ideas, any model-specific rules held in creativity tab of the model, are also included. For example, you could develop a generic Six Hats thinking tool in your library, but add creativity to a specific Six Hats model.

Notes

Model This Tips

Notes on Advanced - MyCreativity ...

Creativity (Extended)

creativity +

Reports (Model)

report +

0 new directions generated 79%

6/1/ideality = 86%

Navigate to the "Notation Guide" model within the Explorer panel. To open, either double-click it or use the "File open" menu option. This model offers a comprehensive overview of the Southbeach Notation. Version 4 of Modeller is aligned with Southbeach Notation 1.0, serving as the reference implementation. It encompasses all notation shapes, modifiers, attributes, and types of effects/arrows.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace is titled "Southbeach Notation 1.0" and contains several diagrams illustrating notation rules:

- A Southbeach model consists of agents and effects:** A diagram showing "Burning fossil fuels" (green box) producing "Release of carbon dioxide" (red box).
- Green=useful, red=harmful, grey=neutral:** A diagram showing "Big fast cars are harmful - I am an environmentalist" (red box) and "Big fast cars are useful - I am a Top Gear fan" (green box) both producing "Big fast cars" (grey box). From this perspective, "Big fast cars" produces "Excitement" (green box) and "Pollution" (red box).
- Agents are decomposed into their useful and harmful effects:** A diagram showing "Economic crash" (red box) producing "Regulation of the financial sector" (green box), which in turn produces "Earnings growth" (green box). "Business failure" (red box) also produces "Regulation of the financial sector".
- Agents are actors in the system - some agents make choices or force issues/questions:** A complex diagram showing a choice between "When we do this" (green box) and "Should we try to avoid the choice?" (dotted green box). The choice leads to "We must face a harmful choice" (red diamond), which produces "This path is insufficient to meet our goals" (red dashed box) and "This path is sufficient, but has a nasty side effect" (green box). The latter produces "bad side effect" (red box), which produces an "Event" (red circle). "Can we prevent the side effect?" (blue box) prevents the "bad side effect". "Before we can proceed - this issue must be resolved" (green box) produces a "Goal" (green box).
- Variations add additional meaning:** A list of notation variations:
 - Highlighter used for 'focus' (yellow box)
 - Potentially useful - not yet acting (dotted green box)
 - Goal (green box)
 - Insufficient harm (red dashed box)
 - No longer a risk (red crossed-out box)
 - A surplus of whatever this is (green box with red border)
 - useful external action/intervention (blue box)
 - Dysfunction (red hatched box)
- Agents can be 'tagged' to add semantic nuance:** A diagram showing "Manufacturing" (green box) producing "Waste" (red box). "Green agenda" (green box) produces "Re-cycling" (green box), which uses "Waste" (red box).

The Explorer panel on the left shows a tree view of models, with "Notation Guide" selected. The toolbox at the bottom left contains various shapes and colors. The Notes panel on the right contains text about the notation guides.

The summary tab in the notation guide consolidates all the key features of Southbeach Notation 1.0 in a single handy model.

The screenshot displays the Southbeach Modeller 4.0.0.0 application window. The main workspace is titled "Southbeach Notation 1.0" and shows a "Summary" tab. This tab is a comprehensive reference for notation elements, organized into several sections:

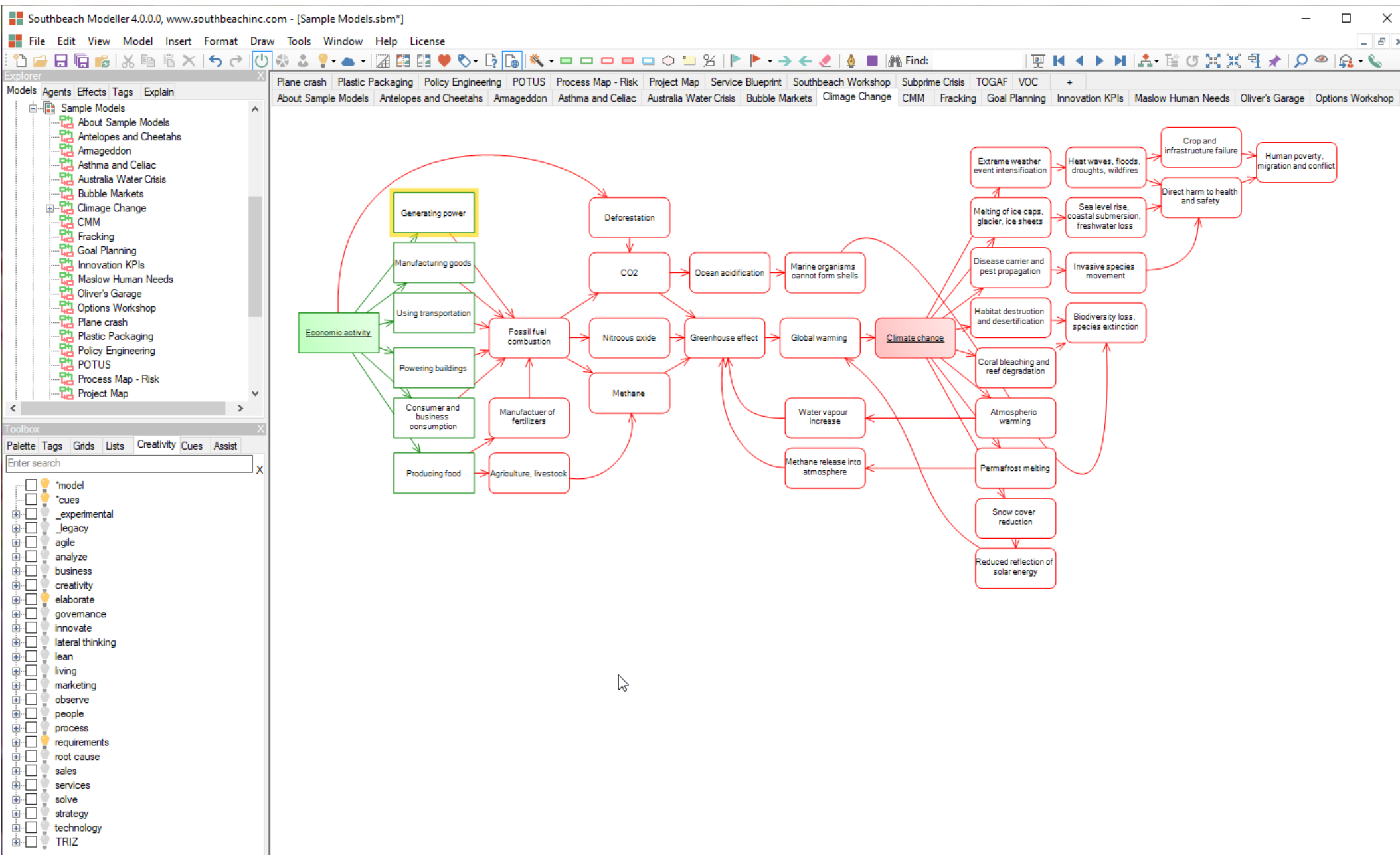
- Box types - denoted by shape:** Agent (rectangle), Choice (diamond), Issue (oval), Action (rounded rectangle), Event (circle), Knowledge (hexagon).
- Usefulness - denoted by colour and shading:** Goal (filled green), Useful (green), Neutral (grey), Harmful (red), Risk (filled red).
- Sufficiency - denoted by box line type:** Potential (dotted border), Insufficient (dashed border), Sufficient (solid border), Surplus (solid border with red hatching), Dysfunctional (dotted border with red hatching).
- Effects - denoted by line end:** A list of relationships like "produces", "counteracts", "creates", "destroys", "stores", "consumes", "opposes", "is a", "prevents", "is related to", "becomes", "temp visual*", "replaces", "affects", "contributes to", "detracts from", "uses", "temp visual*", "implements", "specifies".
- Effect modifiers:** necessary, inevitable, after a delay, questionable, emphasis, does NOT produce, excessive, potential, dysfunction, accelerated.
- Annotations:** Historical (crossed out), Focus (yellow border), Emphasis (grey border), Highlight (cyan border), Typed (type), Symbol (Symbol), Tagged (mytag).

Below the examples, there are three explanatory notes:

- Usefulness and Sufficiency modifiers can be used in combination on any shape
- Annotations can be combined with any modifiers
- Effect modifiers can be used in combination and with sufficiency on effects
- * visual for this effect pending final release of Southbeach Notation 1.0

The right-hand panel shows a "Notes" section with a "Model" tab and a "Tips" section. Below this, there are sections for "Notes on Summary", "Creativity (Extended)", and "Reports (Model)".

From the Explorer panel, select and open the 'Sample models'. These models, contributed by the Southbeach community, are not official products of Southbeach Solutions. To access the full library, navigate to File > Browse Examples Online. The screenshot demonstrates the capability to delve deeper into the model, exploring its sub-models and individual elements. Right-click on any model or sub-model within the Explorer. You can then drag sub-models or elements onto the canvas, repurposing them in a new model.



To access the comprehensive library of sample models, navigate to File > Browse Examples Online. While these models aren't official products of Southbeach Solutions, they serve as valuable illustrations of Modeller's diverse use cases. Please be aware that these examples were crafted during the release phases of versions 2 and 3, and therefore, may not showcase the enhanced features introduced in version 4.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The 'File' menu is open, showing options like 'New', 'Open...', 'Browse Examples Online', 'Save', and 'Exit'. The main workspace contains two sample models:

- Southbeach experience workshop:** A flowchart starting with 'Scope, landscape, plan for the day', leading to 'Preview existing work / models', 'Agree the grid, lay out the contradictions', 'Explore the contradictions, clusters', a decision 'Select an area for analysis' (with sub-questions 'Do we have sufficient knowledge?' and 'sufficient to learn?'), 'What problem are we solving?' (with sub-question 'sufficient to demonstrate?'), 'Select a use case / application?' (with sub-question 'Do we have the time?'), and finally 'Model and solve the problem'.
- Introduction to Southbeach / triz:** A complex flowchart detailing TRIZ concepts. It includes boxes for 'Notation (useful, harmful, etc)', 'Approach (triz)', 'Software tool (SB Modeller)', 'Applications (many)', 'Produce and counteracts chains', 'Difference from flowcharts, mind mapping, etc', 'Creativity rules, 'ideal' directions', 'Tagging and meta data', 'Idioms, patterns', 'The simplest contradictions', 'Locating the problem', and 'Use of the 9 Boxes'. It also features a central question 'How many ways to solve a problem?' leading to 'Design / technical contradictions' and 'Oppositions, physical contradictions', which then lead to 'Solution cards' and 'The 9 (only) separation principles', culminating in 'Abstract and concrete solutions' and 'Use of the contradiction matrix'. To the right, there are two diagrams: one classifying problems as 'Simple', 'Complex', 'Human factors / complications', 'Persistent', or 'Wicked' based on 'Useful' or 'Harmful' characteristics; the other classifying solutions as 'Not a solution', 'Compromise', 'Partial solution', 'Adequate solution', or 'Transformation - next generation solution' based on 'Useful' or 'Harmful' characteristics.

Open the model 'Southbeach 101' from the Explorer panel. This model is helpful in understanding the basics of the notation, e.g. useful and harmful elements, different kinds of effects, use of 'tags', 'grids', 'separations', 'creativity' and 'reports'. The image shows the user enabling a legacy ruleset from Southbeach v3 (#consulting.reduce harmful).

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The Explorer panel on the left shows the project structure, including 'Southbeach 101'. The main workspace contains a diagram with nodes 'a', 'b', and 'c' and various relationships. The 'Creativity (Widest)' panel on the right lists five questions for user input.

Diagram Elements:

- Top Section:** Three boxes with titles:
 - 'Everything is useful OR harmful' with nodes 'useful' (green) and 'harmful' (red).
 - 'Everything is useful AND harmful' with nodes 'useful' (green) and 'harmful in another way' (red), connected by a 'pro' arrow.
 - 'Harmful things can also have useful side effects' with nodes 'harmful' (red) and 'useful' (green), connected by a 'silverbullet' arrow.
- Bottom Section:** A central node 'a' (green) with several outgoing arrows:
 - 'replaces' to node 'b' (green).
 - 'prevent a from producing c' to node 'c' (red).
 - 'intensity b so that c is irrelevant' to node 'b' (green).
 - 'Right mouse to change effect and effect properties' to node 'a' (green).
 - 'Right mouse to change agent properties' to node 'a' (green).
- Annotations:**
 - 'Models are developed from one or more perspectives' points to the top section.
 - 'Models are extended with solutions and interventions (blue)' points to the bottom section.
 - 'Model something as useful if you wish to retain or increase it in the final solution.' points to node 'b'.
 - 'Model something as harmful if you wish to reduce or eradicate it from the final solution.' points to node 'c'.

Creativity (Widest) Panel:

1. How can you prevent the [a] from producing the [c].
2. Put measures in place to deal with the [c].
3. Isolate the part of the [a] that is producing the [c] and remove it.
4. How else could the [a] be accomplished that would not result in the [c]?
5. What else could give the benefits of the [a] that would not result in the [c]?

Bottom Status Bar:

5 new directions generated 100% 10/5/ideality = 67%

In this screenshot, The right mouse (context) menu on an object is shown. All objects (agents and effects) have a context menu, giving quick access to all types and modifiers available in Southbeach Notation 1.0.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a diagram with several objects and relationships. A context menu is open over an agent object labeled 'a'. The menu options are:

- Useful
- Harmful
- Neutral
- Convert to
- Combine with
- Insufficient
- Surplus
- Potential
- Dysfunctional
- Goal
- Focus
- Historical
- Emphasis
- Tags
- Go to
- Bring to front
- Send to back
- Default size
- Default size for new agents
- Fixing
- Properties

The 'Convert to' option is expanded, showing a sub-menu with the following options:

- Agent
- Issue
- Choice
- Event
- Action
- Knowledge
- Comment
- Balloon Comment

The diagram includes several text boxes and relationships:

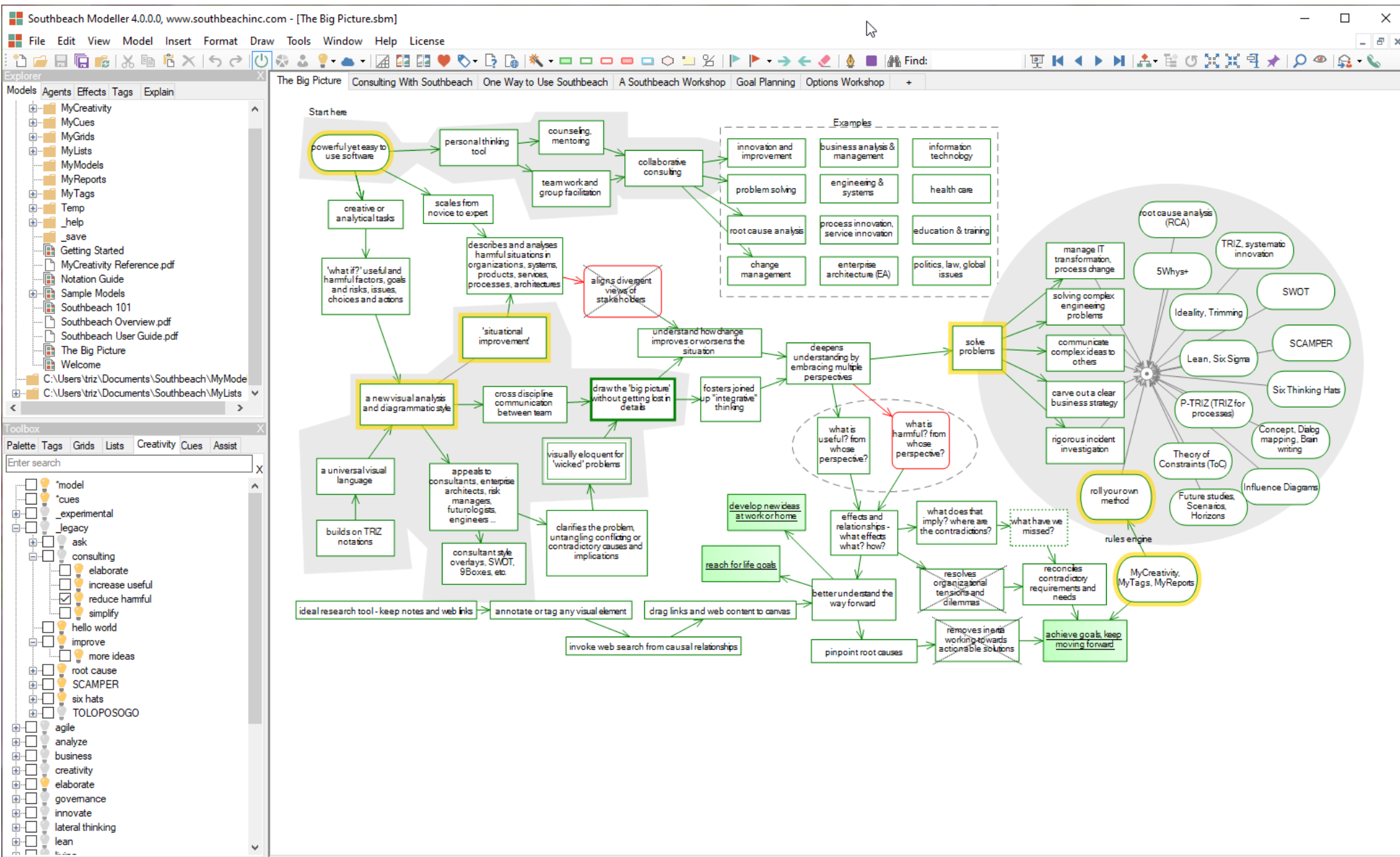
- "Everything is useful OR harmful"
- "Everything is useful AND harmful"
- "Harmful things can also have useful side effects"
- "useful in this way"
- "harmful in another way"
- "Models are developed from one or more perspectives"
- "Models are extended with solutions and interventions (blue)"
- "replace a in order to obtain b without c"
- "Right mouse effect and effect properties"
- "Right mouse to change agent properties"
- "prevent a from producing c"
- "reduce c"

The interface also shows a File Explorer on the left with a tree view of project files, a Toolbox at the bottom left with various shapes and colors, and a Notes panel on the right with a tip about the right mouse button.

Southbeach 101 (Freeform) 105%

10/5/ideality = 67%

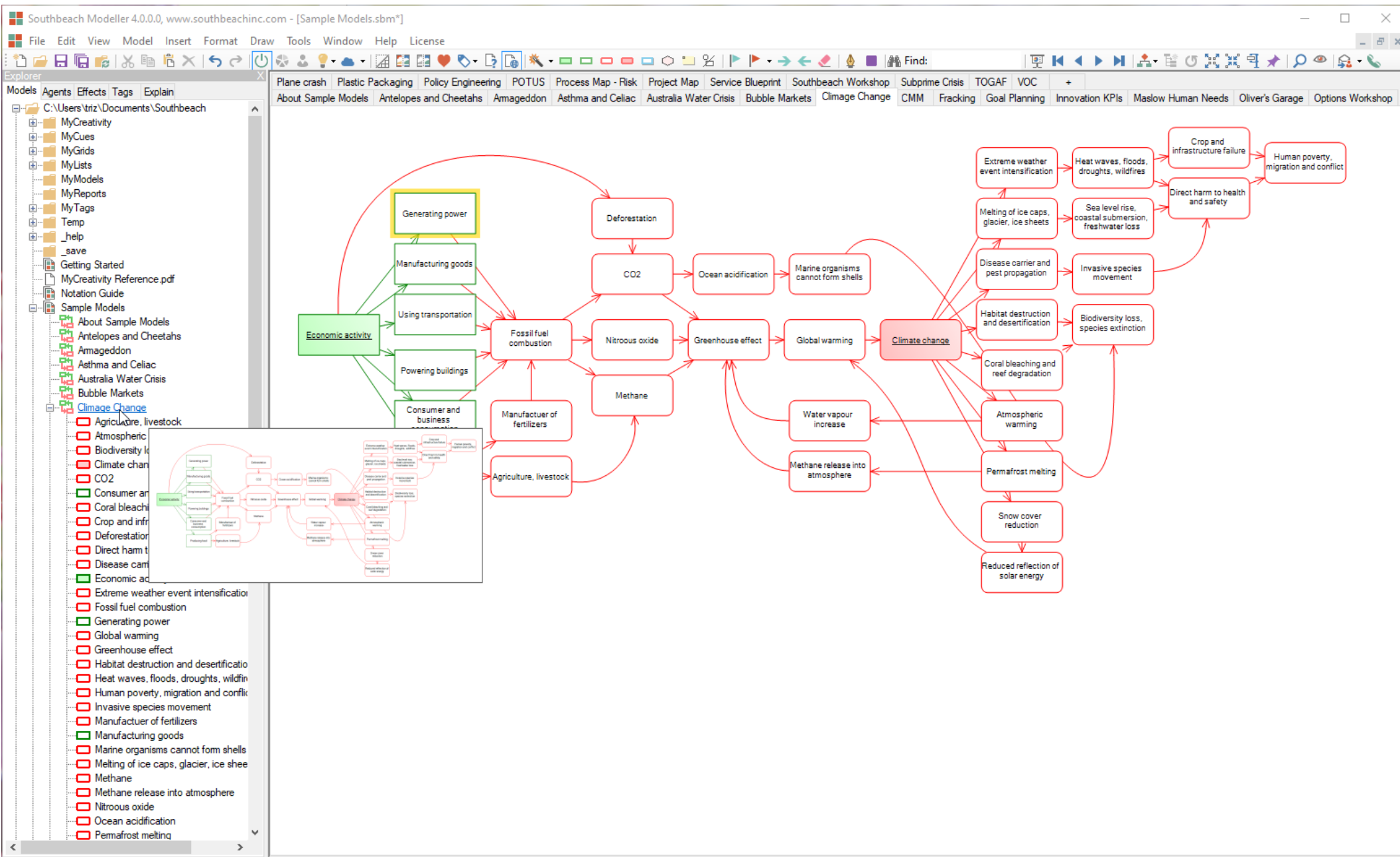
Open the 'Big Picture' model from the Explorer panel. It describes, visually, the range of applications for Southbeach Modeller. Unlike other visual modelling tools which typically support a specific methodology (UML, BPMN, EA etc), Southbeach Notation is a synthesis of existing visual methods. The core notation of useful and harmful elements, produces and counteracting effects, is often sufficient for a wide variety of modelling and analysis tasks, especially when combined with an appropriate ideation ruleset and/or domain-specific tags and grids/charts.



It is often unnecessary for all panels to be visible at once. For example, the user may only need the Toolbox and Canvas and not the model Notes, Creativity and Reports. The View menu and function keys provide control of panels and canvas zoom level. The mouse wheel also controls zoom level.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main canvas shows a flowchart diagram with several steps: 'Scope, landscape, plan for the day', 'Preview existing work / models', 'Agree the grid, lay out the contradictions', 'Explore the contradictions, clusters', 'Select an area for analysis', 'What problem are we solving?', 'Select a use case / application', and 'Model and solve the problem'. Below this, there are two more diagrams: 'Introduction to Southbeach / triz' and a flowchart about 'How many ways to solve a problem?'. The 'View' menu is open, showing options like 'Zoom In', 'Zoom Out', 'Zoom Normal', 'Zoom To Fit', 'Trim Canvas', 'Pan and Zoom', 'Fisheye Zoom', 'Explorer', 'Toolbox', 'Notes', 'Creativity', 'Reports', 'Canvas only', and 'Full Screen'. The 'Toolbox' is visible at the bottom left, and the 'Notes' panel is open on the right, displaying text about the model's license and purpose.

In this screenshot, the user has 'drilled' down into the 'sample models' file revealing the sub-models and elements within each. This works with all models created by the user and forms, in effect, a reuse repository of visual patterns and elements. Notice how hovering over a model or sub-model generates a visual 'preview image' without the need to 'open' the model for editing.



The 'drill down' functionality of the repository/file tree is obtained by using the right mouse on any file. Right mouse plays a huge role in the Southbeach UI/UX. All panels, panel tabs, tree items, and panel, tab and canvas background, provide a right mouse 'context' menu. This greatly contributes to the usability of the software keeping secondary functions hidden when not in use.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The top menu bar includes File, Edit, View, Model, Insert, Format, Draw, Tools, Window, Help, and License. The toolbar contains various icons for file operations and modeling. The Explorer panel on the left shows a tree view of models, with 'Goal Planning' selected. A context menu is open over 'Goal Planning', listing actions such as 'New From', 'Drill Down', 'Merge', and 'Thumbnail to Clipboard'. The main canvas shows a complex goal planning diagram with three parallel paths (Activity 1, Activity 2, Activity 3) leading to a central 'Goal' node. Each path includes Enabler, Root Cause, Blocker, CSF, KRA, KPI, and Objective nodes, connected by arrows indicating dependencies and flow.

Southbeach Modeller 4.0.0.0, www.southbeachinc.com - [Sample Models.sbm*]

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Blocker 2.2
Blocker 2.3
Blocker 3.1
Blocker 3.2
Blocker 3.3
CSF1.1
CSF1.2
CSF1.3
CSF2.1
CSF2.2
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Discovery
Discovery
Discovery
Enabler 1.1
Enabler 1.2
Enabler 1.3
Enabler 2.1
Enabler 2.2
Enabler 2.3
Enabler 3.1
Enabler 3.2
Enabler 3.3
Goal
Investigation
Investigation
Investigation
KPI1.1
KPI1.2

Remediation Investigation Discovery Activity 1 Objective 1.1 Objective 1.2
Enabler 1.1 Root Cause 1.1 Blocker 1.1 CSF1.1 KPI1.1 KPI1.2
Enabler 1.2 Root Cause 1.2 Blocker 1.2 CSF1.2 KRA1
Enabler 1.3 Root Cause 1.3 Blocker 1.3 CSF1.3 KRA

Remediation Investigation Discovery Activity 2 Objective 1.1 Objective 1.2
Enabler 2.1 Root Cause 2.1 Blocker 2.1 CSF2.1 KPI2.1 KPI2.2
Enabler 2.2 Root Cause 2.2 Blocker 2.2 CSF2.2 KRA2
Enabler 2.3 Root Cause 2.3 Blocker 2.3 CSF2.3 KRA

Remediation Investigation Discovery Activity 3 Objective 1.1 Objective 1.2
Enabler 3.1 Root Cause 3.1 Blocker 3.1 CSF3.1 KPI3.1 KPI3.2
Enabler 3.2 Root Cause 3.2 Blocker 3.2 CSF3.2 KRA3
Enabler 3.3 Root Cause 3.3 Blocker 3.3 CSF3.3 KRA

Goal

Goal Planning (Freeform) 96%

46/18/ideality = 72%

The Explorer provides a rich repository functionality for Southbeach. It is important therefore that it can be configured to point to any directory path or paths. See menu Tools – Options – Paths. Up to six paths can be defined. Network drives are supported. (Cloud services will be provided in an upcoming release.)

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main window shows a complex goal planning diagram with various nodes and relationships. The diagram includes:

- Activity 1:** A dashed box containing Objective 1.1 and Objective 1.2. Below it are KPI 1.1 and KPI 1.2, which lead to KRA1. CSF 1.1, CSF 1.2, and CSF 1.3 are associated with this activity.
- Activity 2:** A dashed box containing Objective 1.1 and Objective 1.2. Below it are KPI 2.1 and KPI 2.2, which lead to KRA2. CSF 2.1, CSF 2.2, and CSF 2.3 are associated with this activity.
- Activity 3:** A dashed box containing Objective 1.1 and Objective 1.2. Below it are KPI 3.1 and KPI 3.2, which lead to KRA3. CSF 3.1, CSF 3.2, and CSF 3.3 are associated with this activity.
- Root Cause and Blocker Chain:** A sequence of nodes: Enabler 3.1, 3.2, 3.3 (green) → Root Cause 3.1, 3.2, 3.3 (red) → Blocker 3.1, 3.2, 3.3 (red) → CSF 3.1, 3.2, 3.3 (green).
- Goal:** A central green box labeled "Goal" that is the final outcome of the planning process.

The **Options** dialog box is open, showing the **Paths** tab. It lists several directories with checkboxes:

- C:\Users\triz\Documents\Southbeach
- C:\Users\triz\Documents\Southbeach\MyModels
- C:\Users\triz\Documents\Southbeach\MyLists
- [Empty field]
- [Empty field]
- [Empty field]

The Explorer on the left shows a tree view of the file system, including folders like MyCreativity, MyCues, MyGrids, MyLists, MyModels, MyReports, MyTags, Temp, and various PDF files.

The Explorer panel provides five tabs. One points to the model/file tree itself. The others provide access to the current 'open' model: to the list of agents, list of effects (relationships between objects and to any tags/tag groups used in the model). The list of objects can be viewed and sorted in numerous ways. This capability to view a model as a list is a useful alternative to the visual representation, especially for large/complex models. In addition, the list can be copied to the clipboard for export to other applications.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a complex causal diagram with nodes and arrows representing relationships between various elements. The diagram starts with 'economic activity' (green box) leading to 'Generating power', 'Manufacturing goods', 'Using transportation', 'Powering buildings', 'Consumer and business consumption', and 'Producing food'. These lead to 'Fossil fuel combustion', 'Manufacturer of fertilizers', and 'Agriculture, livestock', which in turn produce 'CO2', 'Nitrous oxide', and 'Methane'. These three contribute to the 'Greenhouse effect', leading to 'Global warming' and 'Climate change'. 'Climate change' has multiple downstream effects: 'Extreme weather event intensification' (leading to 'Heat waves, floods, droughts, wildfires'), 'Melting of ice caps, glacier, ice sheets' (leading to 'Sea level rise, coastal submersion, freshwater loss'), 'Disease carrier and pest propagation' (leading to 'Invasive species movement'), 'Habitat destruction and desertification' (leading to 'Biodiversity loss, species extinction'), 'Coral bleaching and reef degradation', 'Atmospheric warming', 'Permafrost melting' (leading to 'Snow cover reduction' and 'Reduced reflection of solar energy'), and 'Water vapour increase' (leading to 'Methane release into atmosphere'). 'Climate change' also leads to 'Direct harm to health and safety', which includes 'Crop and infrastructure failure' and 'Human poverty, migration and conflict'. A 'Usefulness' menu is open over the diagram, showing options like 'View by', 'Sort by', 'Reverse order', 'Color', 'Tree to Clipboard', and 'Branch to Clipboard'. The Explorer panel on the left lists model elements categorized as 'useful', 'harmful', and 'neutral'. The status bar at the bottom indicates 'Climate Change (Freeform) 71%' and '7/30/ideality = 19%'.

Here, the agent list in the Explorer panel is being used to sort the objects according to their 'effect' within the model, for example, 'most improved', 'improving influence', etc. The range of view and sort functions provides a simple way to explore any visual model and is often 'good enough' for simple idea development and and improvement suggestions.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a goal planning diagram with three parallel paths (1, 2, and 3) leading to a central 'Goal' node. Each path consists of: Remediation (dotted box) -> Investigation (dotted box) -> Discovery (dotted box) -> Activity (Activity 1, 2, or 3) -> Objectives (Objective 1.1 and Objective 1.2) -> KPIs (KPI1.1, KPI1.2, KPI2.1, KPI2.2, KPI3.1, KPI3.2) -> KRAs (KRA1, KRA2, KRA3) -> Goal. The paths are supported by CSFs (CSF1.1-1.3, CSF2.1-2.3, CSF3.1-3.3) and Blockers (Blocker 1.1-1.3, Blocker 2.1-2.3, Blocker 3.1-3.3). Root Causes (Root Cause 1.1-1.3, Root Cause 2.1-2.3, Root Cause 3.1-3.3) and Enablers (Enabler 3.1-3.3) are also shown. A 'Sort by' menu is open on the left, listing various sorting criteria such as 'Most Improved', 'Most Harmed', 'Improving influence', 'Harming influence', 'Contradictions', 'Most Increased', 'Most Decreased', 'Increasing Influence', 'Decreasing Influence', 'Number of Connections', 'Number of Inputs', 'Number of Outputs', 'Alphabetical', 'Left-Right position', 'Up-Down position', 'Size', and 'Most Changed'. The Explorer panel on the far left shows a list of objects sorted by 'Usefulness', including 'Blocker 3.2', 'Blocker 3.3', 'Root Cause 1.1', 'Root Cause 1.2', 'Root Cause 1.3', 'Root Cause 2.1', 'Root Cause 2.2', 'Root Cause 2.3', 'Root Cause 3.1', 'Root Cause 3.2', and 'Root Cause 3.3'. The status bar at the bottom indicates 'Goal Planning (Freeform) 96%' and '46/18/ideality = 72%'.

From the Explorer panel – Agents tab and Effects tabs, it is possible to view and sort the visual elements in numerous ways. This provides another important function. The right mouse context menu on an element in the list provides a ‘center and select’ function. The element is selected on the visual canvas. If the object is off-screen it is moved on-screen. This function is especially helpful when navigating large models and is one of many functions that give Southbeach Modeller its excellent scalability over a range of modelling tasks.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main window shows a hierarchical diagram of an enterprise architecture model. The diagram is organized into several levels and components:

- Top Level:** A central box labeled "A Architecture Vision" is connected to several other boxes: "H Architecture Change Management", "B Business Architecture", "C Information Systems Architectures", "D Technology Architecture", "E Opportunities and Solutions", and "F Migration Planning".
- Second Level:** "B Business Architecture" is further detailed with boxes for "Organizational Model for Enterprise Architecture", "Tailored Architecture Framework", and "Populated Architecture Repository".
- Third Level:** The "Organizational Model for Enterprise Architecture" box is expanded to show a list of tasks and goals, including:
 - * Establish the Architecture Project
 - * Identify Stakeholders, Concerns, and Business Requirements
 - * Confirm and Elaborate Business Goals, Business Drivers, and Constraints
 - * Evaluate Business Capabilities
 - * Assess Readiness for Business Transformation
 - * Confirm and Elaborate Architecture Principles, including Business Principles
 - * Develop Architecture Vision
 - * Define the Target Architecture Value Propositions and KPIs
 - * Identify the Business Transformation Risks and Mitigation Activities
 - * Develop Enterprise Architecture Plans and Statement of Architecture Work; Secure Approval
 - * Define Scope
- Right Side:** A vertical stack of boxes representing deliverables and artifacts, such as "Approved Statement of Architecture Work", "# Refined statements of Business Principles, Business Goals, and Business Drivers", "# Architecture Principles", "# Capability Assessment", "# Tailored Architecture Framework (for the engagement)", "Architecture Vision", "# Communications Plan", and "# Additional content populating the Architecture Repository".

On the left side, the Explorer panel shows a tree view of the model's structure, including "Goals and Risks" and "risk" categories. A context menu is open over the Explorer panel, showing options: "Center and Select", "Properties", and "Delete".

The bottom status bar indicates "TOGAF (Freeform) 76%" and "72/0/ideality = 100%".

As with the agent list in Explorer panel, so with the effect list. All relationships between objects are listed and can be viewed and sorted in numerous ways. Again, the list of effects can be exported via the system clipboard. The whole tree or a selected branch of the tree can be copied to clipboard. These functions make it extremely straightforward to extract information from the visual models for use in other documentation.

Southbeach Modeller 4.0.0.0, www.southbeachinc.com - [Sample Models.sbm*]

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Useful

- View Effects by
 - Type of Effect
 - Usefulness of Effect
 - Increasing/Decreasing
 - Sufficiency of Effect
 - Source Agent
 - Destination Agent
 - Properties of Agents
- Sort Effects by
- Reverse order
- Color
- Tree to Clipboard
- Branch to Clipboard

harmful

- 12 year drought counteracts Murray-Darling River
- Animal stock consumes Crops
- Animal stock consumes Water supply
- Drinking water consumes Water supply
- Evaporation consumes Murray-Darling River
- Heat produces Evaporation
- Household use consumes Water supply
- Industry (operation) consumes Water supply
- Industry (product) consumes Water supply
- Irrigation consumes Water supply
- Irrigation consumes Water supply produces Uses
- Lack of shade produces Heat produces Evapor
- Only take out as much water as nature can susta
- Surface area produces Evaporation
- Swimming Pools consumes Water supply
- Use more water recycling and efficiency technol

Water Crisis in Australia

If its red, its harmful. If its green, its useful. The blue boxes are actions we could take to improve the situation. Each action also has useful and harmful side effects. The red funnels coming out of the water supply indicate the harmful consumption of water by agents such as irrigation, household use, industry; all useful to us, yet with a devastating harmful side effect. The Murray-Darling basin is dying up.

Water supply

Agriculture

Irrigation

Crops

Food

Society

Wealth

Industry (operation)

Industry (product)

Household use

Drinking water

Murray-Darling River

Evaporation

Heat

Swimming Pools

Ideas

Wine

Plant complimentary crops to increase yield

Animal stock

Use sea water to flush toilets in coastal cities

Recycle grey water for second use

Desalination ships

Drilling wells into the water table to solar pump them up into the river

Planting trees along the river bank

Lack of shade

Heat

Use more water recycling and efficiency technologies

Open sustain methodk

Australia Water Crisis (Freeform) 73%

36/12/ideality = 75%

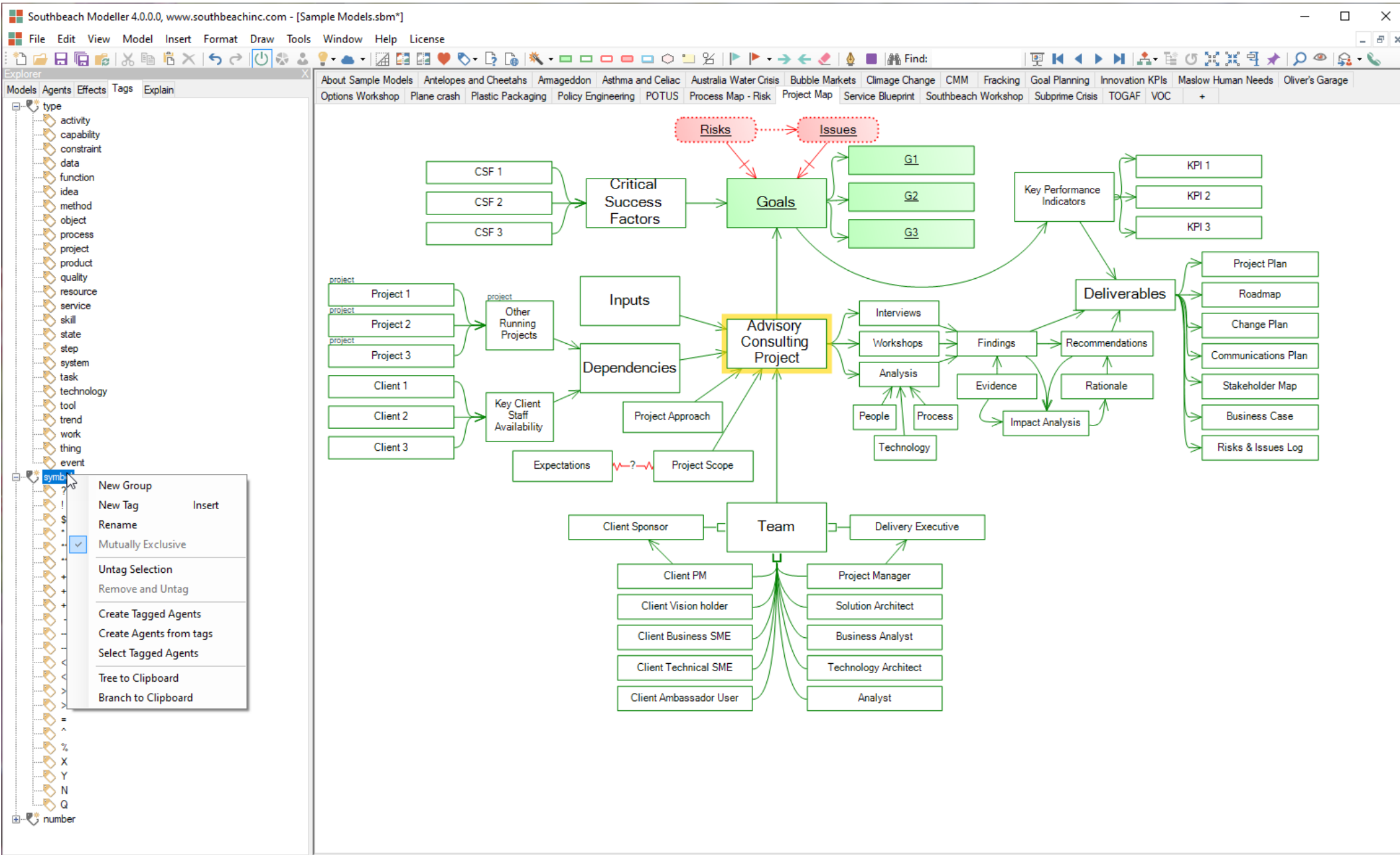
As well as supporting effects and relationships between objects, the notation supports 'effects on effects' and 'effects from effects'. For example, if object A produces (increases) B, an effect E can be added which counteracts the ability of A to generate the effect on B. The ability to list such indirect effects is useful in a range of applications.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main window shows a causal model diagram titled "Water Crisis in Australia". The diagram illustrates the relationships between various factors and actions, such as "Water supply", "Agriculture", "Irrigation", "Household use", "Industry (operation)", and "Wealth". The diagram uses color coding: red for harmful effects, green for useful effects, and blue for actions. A central node "Water supply" is highlighted in yellow. The diagram is surrounded by several dashed boxes containing sub-diagrams or specific actions, such as "We are taking more out than nature can sustain", "Use more water recycling and efficiency technologies", and "Open sustainability methodology".

The left sidebar shows a list of models and agents, with "Murray-Darling River" selected. A menu is open over the "Effects" section, showing options like "View Effects by", "Sort Effects by", "Reverse order", "Color", "Tree to Clipboard", and "Branch to Clipboard". The "Sort Effects by" menu is currently open, showing "Alphabetical" and "Length" options.

The bottom status bar indicates "Australia Water Crisis (Freeform) 60%" and "36/12/ideality = 75%".

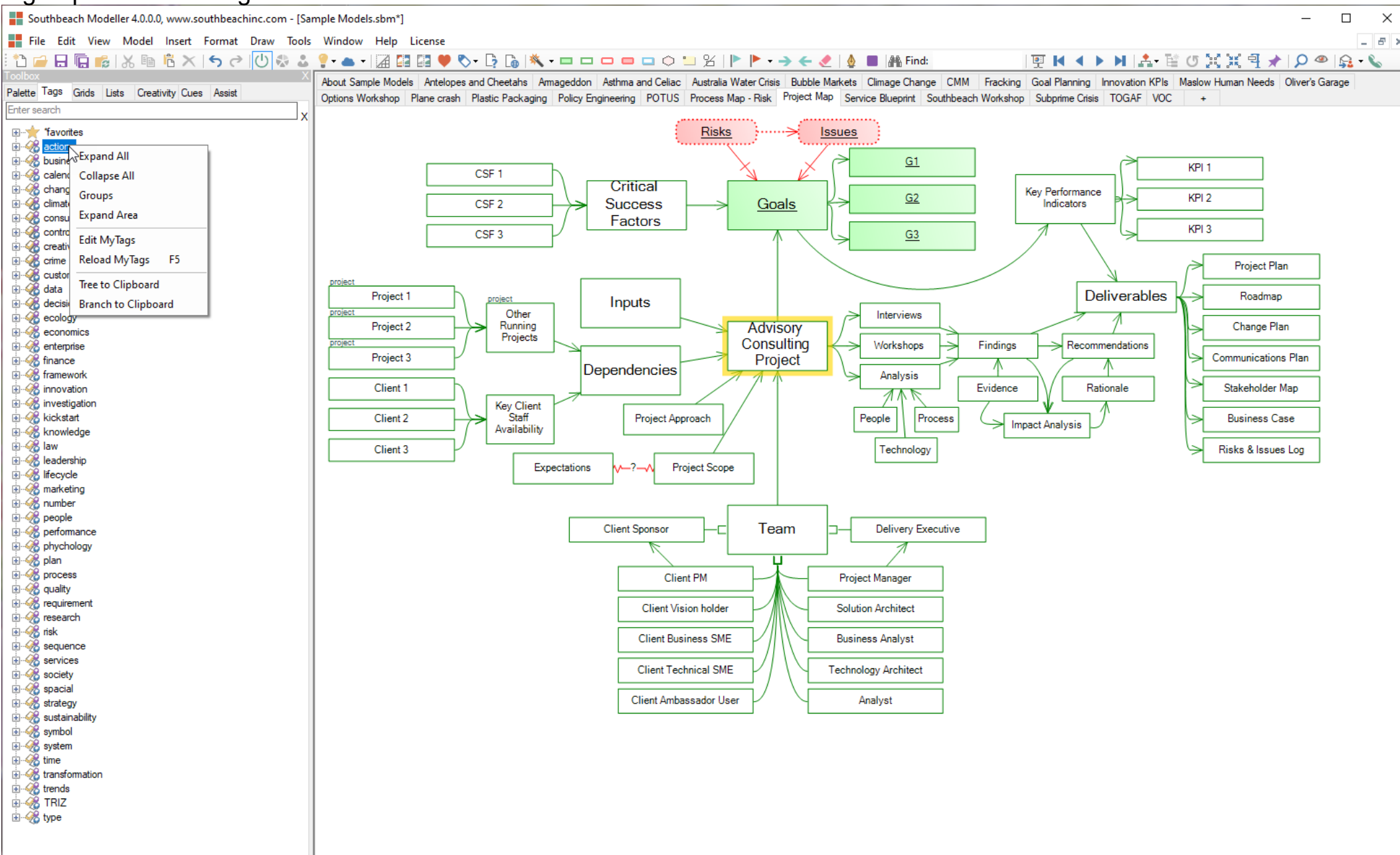
Tags extend the Southbeach Notation to any domain-specific applications. Every object in a model can be tagged in one or more tag groups. Both inclusive and exclusive tag groups are supported. All new models are created with three standard tag groups: type, symbol and number. From the Explorer panel, the user can add, remove or rename any tag, or can create a new tag group. Tags can also be used to create new agents of the same name. Simply dragging a tag to an object or to the canvas is all that is required. From the object's right mouse menu its tags can be changed. The object inherits the tag group.



Here, the user has clicked right mouse on an object. Any attribute of the object can be modified, including the tags and tag groups in which the object appears. On the left, a small section of the extensive tag library provided with the software is shown. There are over 3000 tags/tag groups, all searchable. Individual tags can be directly dragged to objects or to the canvas. Alternately, tag groups can be added to the model which makes them available via the Explorer views and sorts.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a project map diagram for an 'Advisory Consulting Project'. The diagram includes nodes for 'Risks', 'Issues', 'Goals', 'Key Performance Indicators', 'Deliverables', 'Findings', 'Recommendations', 'Evidence', 'Rationale', 'Impact Analysis', 'Interviews', 'Workshops', 'Analysis', 'People', 'Process', 'Technology', 'SME', 'Client Ambassador User', 'Technology Architect', and 'Analyst'. A context menu is open over the 'Advisory Consulting Project' node, showing options like 'Useful', 'Harmful', 'Neutral', 'Convert to', 'Combine with', 'Insufficient', 'Surplus', 'Potential', 'Dysfunctional', 'Goal', 'Focus', 'Historical', 'Emphasis', 'Tags', 'Go to', 'Bring to front', 'Send to back', 'Default size', 'Default size for new agents', 'Fixing', and 'Properties'. The 'Tags' option is expanded, showing 'type', 'symbol', 'number', 'metric', 'Always Show', and 'Remove All Tags'. The 'metric' option is further expanded, showing 'CSF' and 'KPI'. The left sidebar shows a 'Toolbox' with various tags and tag groups, including 'favorites', 'actions', 'business', 'calendar', 'change', 'control', 'feasibility', 'readiness', 'request', 'agreed', 'approved', 'contested', 'in review', 'not agreed', 'pending', 'recorded', 'rejected', 'superceded', 'withdrawn', 'version', 'climate', 'consulting', 'journey', 'metric', 'CSF', 'KPI', 'KRA', 'process', 'type', 'control', 'creativity', 'crime', 'customer', 'data', 'decision', '4Ds', 'action', 'agreed', 'asap', 'defer', 'discuss', 'disputed', 'exclude', 'go', 'hold', 'include', 'later', 'no go', 'start', and 'stop'. The bottom status bar shows 'Project Map (Freeform) 86%' and '58/2/ideality = 97%'.

As with all resource trees, the tag library is expandable at multiple levels of detail. The right mouse menu at a level will contain functions relevant at that level. Here, the top level menu provides the basic functions of collapsing and expanding the tree, and editing the tag definitions. Right mouse on a tag group, for example, provides an option to copy the entire group to the model, where it will then appear in the Explorer panel views. Having tag groups 'in' the model itself (not just the individually tagged objects) means that if the model is shared with a colleague they can use any of the tags in the group without having to create them themselves.



The Explain tab in the Explorer panel provides a variety of descriptions of any object or effect in a model. As with the agent and effect views, this can be helpful in both understanding a model in text form, as well as generating simple text export for use in external documentation.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The Explorer panel on the left shows the 'Explain' tab selected, displaying a list of descriptions for the 'Climate change' object. A context menu is open over the 'Simple' tag, showing options like 'Copy Text to Clipboard' and 'Style'. The main workspace contains a detailed causal loop diagram illustrating the flow from economic activities to various climate impacts and human consequences.

Explorer Panel (Explain Tab):

- Climate change is harmful
- this is a risk
- Climate change produces harmful Extreme weather event intensification and produces harmful Melting of ice caps, glacier, ice sheets and produces harmful Disease carrier and pest propagation and produces harmful Habitat destruction and desertification and produces harmful Coral bleaching and reef degradation and produces harmful Atmospheric warming and produces harmful Permafrost melting and produces harmful Snow cover reduction
- Climate change is produced by harmful Global warming

Context Menu (Style):

- < none >
- []
- ..
- ..
- < >
- 0

Causal Loop Diagram:

```

    graph LR
      EA[Economic activity] --> GP[Generating power]
      EA --> MG[Manufacturing goods]
      EA --> UT[Using transportation]
      EA --> PB[Powering buildings]
      EA --> CBC[Consumer and business consumption]
      EA --> PF[Producing food]
      GP --> FCC[Fossil fuel combustion]
      MG --> FCC
      UT --> FCC
      PB --> FCC
      CBC --> FCC
      PF --> AIL[Agriculture, livestock]
      AIL --> M[Methane]
      M --> GE[Greenhouse effect]
      FCC --> CO2[CO2]
      FCC --> NO[Nitrous oxide]
      CO2 --> GE
      NO --> GE
      GE --> GW[Global warming]
      GW --> CC[Climate change]
      CC --> EW[Extreme weather event intensification]
      CC --> MII[Melting of ice caps, glacier, ice sheets]
      CC --> DCD[Habitat destruction and desertification]
      CC --> CB[Coral bleaching and reef degradation]
      CC --> AW[Atmospheric warming]
      CC --> PM[Permafrost melting]
      CC --> WVI[Water vapour increase]
      CC --> MRA[Methane release into atmosphere]
      CC --> SCS[Snow cover reduction]
      CC --> RRS[Reduced reflection of solar energy]
      EW --> HWF[Heat waves, floods, droughts, wildfires]
      MII --> SLR[Sea level rise, coastal submersion, freshwater loss]
      DCD --> ISM[Invasive species movement]
      CB --> BLS[Biodiversity loss, species extinction]
      AW --> ISM
      PM --> BLS
      WVI --> GE
      MRA --> GE
      SCS --> RRS
      RRS --> GE
      HWF --> CI[Crop and infrastructure failure]
      SLR --> CI
      ISM --> DHH[Direct harm to health and safety]
      BLS --> DHH
      CI --> HPM[Human poverty, migration and conflict]
      DHH --> HPM
  
```

Southbeach Modeller supports the concept of grids. These can be used to implement overlays for any visual model as either grids, pools, swimlanes or simple labelled boxes. The user specifies whether they need one or two axes, vertically (pools) or horizontally (swimlanes) and then specifies the axis labels. Objects inherit 'tags' from these values depending on their position on the canvas. A row or a column is a virtual tag group. The user is free to implement any consulting or analysis 'grid' for their application or use case. As with normal tags, this metadata is available to the creativity/ideation engine.

The screenshot displays the Southbeach Modeller software interface. The main canvas shows a conceptual model with various boxes and arrows. A 'Grid Properties' dialog box is open, allowing the user to configure a grid overlay. The dialog has the following settings:

- Grid Style:** Rows and Columns, Labelled Boxes
- Row Separation Role:** Homeowner
- Column Separation Perspective:** Causes_Enablers
- Separation Aspect:** Labels
- Number of Columns:** 2
- Options:** Show Separation, Shaded, Show in model

The canvas background is a grid with the following row labels on the left:

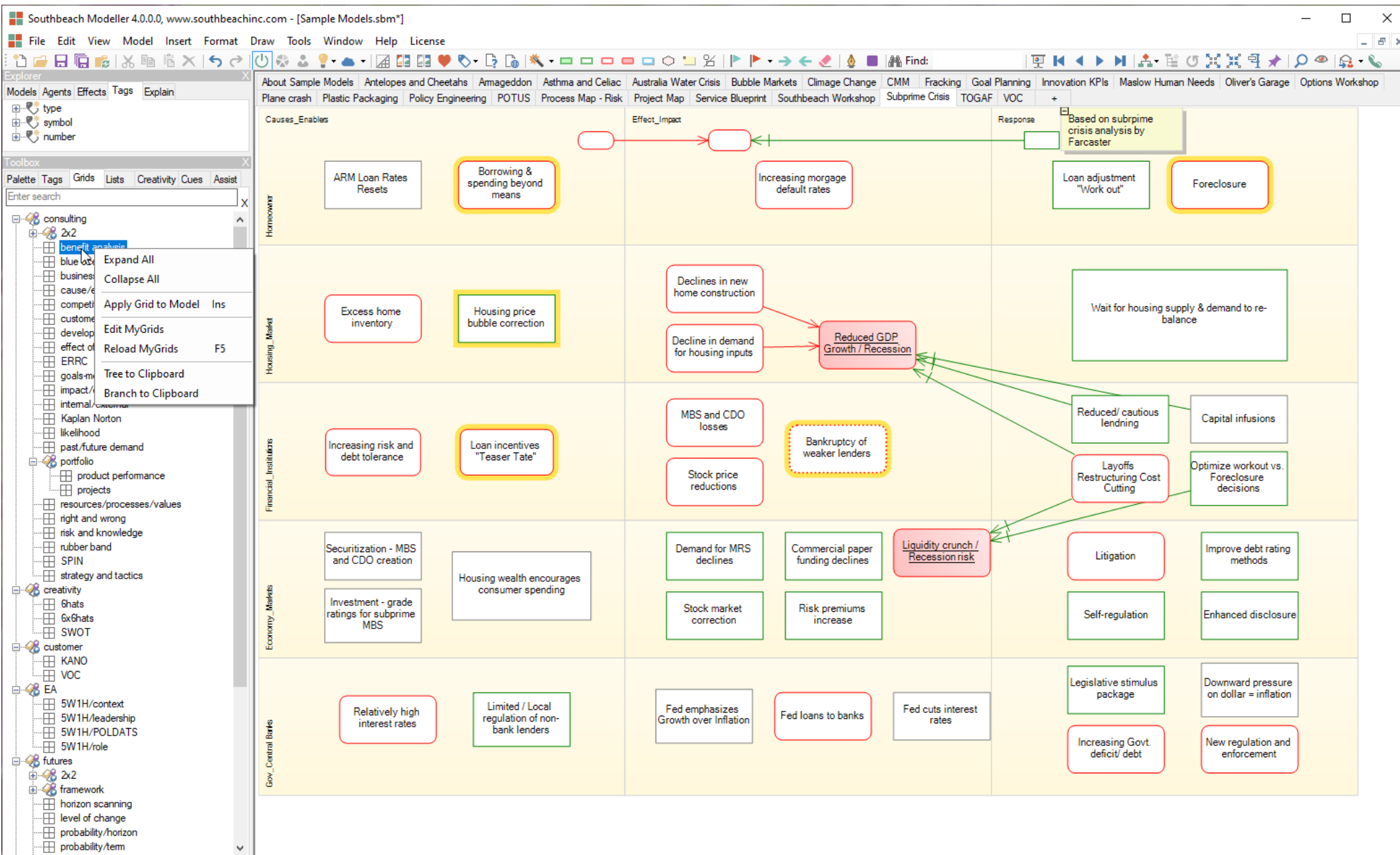
- Homeowner
- Housing_Market
- Financial_Institutions
- Economy_Markets
- Gov_Central Banks

Key elements on the canvas include:

- Homeowner Row:** ARM Loan Rates Resets, Borrowing & spending beyond means, Increasing mortgage default rates, Loan adjustment "Work out", Foreclosure.
- Housing_Market Row:** Wait for housing supply & demand to re-balance.
- Financial_Institutions Row:** Reduced/cautious lending, Capital infusions, Layoffs Restructuring Cost Cutting, Optimize workout vs. Foreclosure decisions.
- Economy_Markets Row:** Liquidity crunch / Recession risk, Litigation, Improve debt rating methods, Self-regulation, Enhanced disclosure.
- Gov_Central Banks Row:** Relatively high interest rates, Limited / Local regulation of non-bank lenders, Fed emphasizes Growth over Inflation, Fed loans to banks, Fed cuts interest rates, Legislative stimulus package, Downward pressure on dollar = inflation, Increasing Govt deficit/ debt, New regulation and enforcement.

At the bottom of the window, the status bar shows: Subprime Crisis (Freeform) 83% and 15/21/ideality = 42%.

Southbeach comes pre-installed with a library of over 100 standard grids based on accepted consulting practice, e.g. a range of 2x2s. It is hard to overstate the importance of this feature. Southbeach visual models are not dumb diagrams. Grids add tag metadata to the model, simply by virtue of the position of objects on the grid canvas. These values can be referred to in creativity scripts, reporting templates and more. Thus, models become active as ideation is generated.



In this example, the user has added a grid to an existing model, thereby creating rows and columns according to a 'horizon scanning' project. The objects on the grid have therefore inherited tags from their position on the canvas. This is reflected in the Explorer panel – Agent list view 'by column'. The integration of grids with tags, the creativity engine and views and sorts makes for a powerful way to package up 'best practices' as template Southbeach models.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace is a grid with columns labeled 'scoping', 'scanning', 'spotting', 'watching', 'concluding', and 'agreeing'. The diagram features several interconnected nodes:

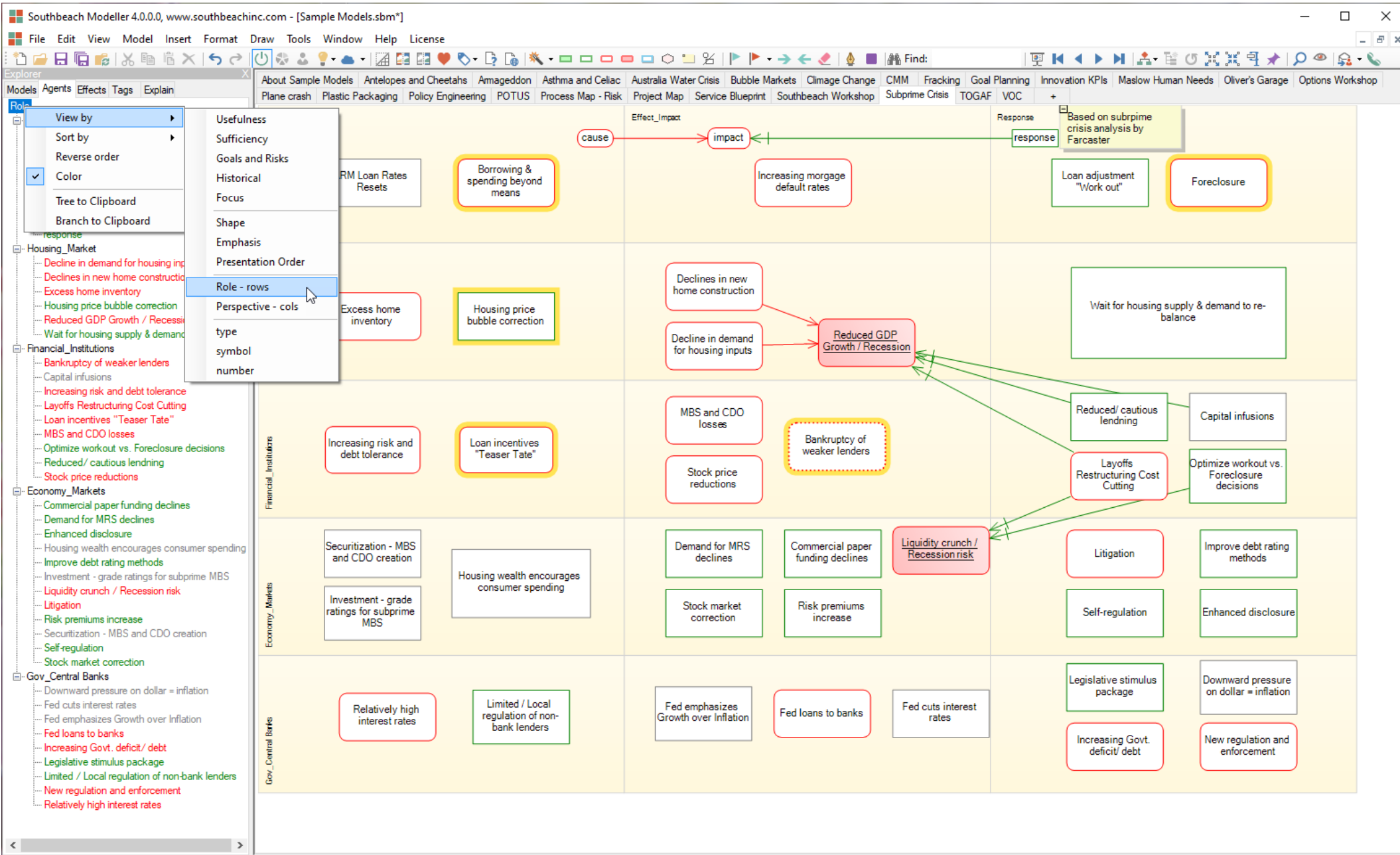
- Formulation (top-left):** A large box labeled 'the threat of terrorism'.
- Analysis (bottom-left):** A large box labeled '\$2 trillion to protect us from terrorists'.
- Spotting (center):** A box labeled 'threats we all face' and another labeled 'other calamities staring us in the eye'.
- Watching (right):** A vertical list of 10 items in dashed boxes:
 1. A really big asteroid heads for earth
 2. We meet a rogue black hole
 3. A new global epidemic
 4. Giant solar flares
 5. Reversal of the earth's magnetic field.
 6. Biotech Disaster (accident)
 7. Particle accelerator mishap.
 8. The ecosystem collapses
 - 9 (don't laugh) Aliens invade earth
 10. We lose the will to survive - rising depression
- Other Nodes:** 'solutions and preventions we need but don't know we need', 'where's the funding to protect us from other threats?', and 'a two trillion dollar federal budget which will land us back into deficit spending real fast'.

Relationships are shown with arrows: 'contributes', 'counters', 'issue', and 'formulation'. The Explorer panel on the left shows a tree view of the model's structure, and the Toolbox at the bottom left contains various modeling tools.

Cues in a major new function in v4 of the software. All pre-installed or user-defined cues definitions are displayed a tree, set out according to the grammar of the sentences to be generated. If the cues engine is on (icon in toolbar), sentence alternatives are generated as the user clicks around the model, similar to the way creativity works. Cues can be individually enabled or disabled as with creativity rulesets. In addition, cues can be customized by selecting or de-selecting combinations in the grammar. For example, if the cue defines combinations for 'who', 'why', when, 'where', 'what' questions (5whys), the user may choose at run time to only generate 'why' and 'what' questions.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a 'Policy Engineering' process map with several interconnected boxes: 'Assess', 'Execute', 'Plan', 'Analyze', 'Monitor', 'Control', 'Overlap of concerns', 'Overlap of solutions', 'Limited resources', 'Claims', 'Questions', 'Options', 'Evaluation of relative cost effectiveness', 'Prioritisation', 'Highlighting key differences of perspective', 'Analysing conflicting arguments', 'Evidence base', and 'Cost benefits analysis'. The 'Plan' box is highlighted with a purple border. On the left, a 'Creativity' panel lists 23 generated questions, such as '1. Who can improve [Plan] from the perspective of cost against the metric availability?' and '23. What should we reimagine [Plan] from the perspective of location...'. The interface includes a menu bar, a toolbar, and a sidebar with a tree view of cues and requirements.

As we have explained, grids are implemented under the hood as virtual tags. If a model has a grid, the objects inherit the tags from the cell in which they appear. This means that agent views and sorts can list the objects according to the rows and columns in which they appear.



This screenshot shows the main File menu. Note that as well as the normal function of opening a model, it is also possible to create a new model from an existing model, in effect using it as a template model. It is also possible to merge the content of an existing model with the current open model. Models can also be exported as images (both opaque and transparent), useful for insert into external documentation or to share on social channels.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The top menu bar includes File, Edit, View, Model, Insert, Format, Draw, Tools, Window, Help, and License. The File menu is open, showing options such as New, New From, Open..., Browse Examples Online, Recent Files, Most Recent, Clear Recent Files, Close, Close All, Merge..., Send To, Save, Save As..., Save All, Save as Image, Export, Print, Print Options, Print Preview, and Exit.

The main workspace contains a diagram titled "Main functional areas of Southbeach Modeller" with the following components:

- Create visual models to stimulate creative thinking, ideation, problem solving and design** (highlighted in yellow)
- Annotate model elements with tags and tag groups, both exclusive and inclusive**
- Model over grids such as consulting charts (XY), swimlanes (rows), pools (columns) and labelled boxes**
- Visual elements automatically inherit additional tags from the axis labels of charts, grids and boxes**
- Keep additional notes, web links and file references with any model or model elements**
- Model problems and solutions, issues, events, decisions, actions, goals and risks**
- Maintain a library of abstract or concrete models, sub-models or modelling elements**
- An extensive library of consulting charts and grids is provided, each modifiable or extended by the user**
- Create template models with default settings, initial content, notes, tags and their own specific creativity rules**
- Generate ideas from any visual model using the embedded rules engine** (highlighted in yellow)
- Idea generation operates in two modes: interactively while modelling or on-demand to generate a report**
- Craft scripts for specific methods or applications using the creativity and reporting rules language**

Below this diagram is another section titled "And much more ..." with the following components:

- Refine models using a variety of built-in effects, relationships or user-defined arrows**
- Refine elements and relationships using attributes such as insufficient, dysfunctional, questionable and more** (highlighted in yellow)
- The rules language allows for the definition of matching patterns and macros against all visual details and tags**
- Search the web, patent bases and other resources using selected parts of the model** (highlighted in yellow)
- Configurable auto-layout functions include freeform, tree and graph mode** (highlighted in yellow)
- Pin (fix) or clamp (user position) objects on the canvas so that auto-layout elements move around them**
- Define a build sequence for the model and step through the logic of your design**
- Highlight individual model elements and the critical problem-solving patterns** (highlighted in yellow)
- Follow any highlighted element forward or backwards through the cause-effect chain**
- Assist tools accelerate model building using tools such as elaboration, decomposition and improvement** (highlighted in yellow)
- View, sort and edit the text of the model using list views of individual elements and relationships**
- Capture model text live in a team meeting or silent interview without the distraction of visualisation**
- Anonymise, shuffle or randomise any model or selection of elements to stimulate creativity**
- A library of lists on a variety of business, engineering and social topics helps to kick-start the modelling process** (highlighted in yellow)
- Add to the model, or paint over, existing visual elements from any list, subset of items or individual entity**
- Copy/paste visual elements to/from the clipboard as text or images for inclusion in external reports**
- Select elements on the canvas manually or according to their tags, attributes and shape**
- Define sentence structures from which 'cues' are generated; seeds for the development of new ideas** (highlighted in yellow)
- Use any generated sentence for lateral thinking or to craft new rules for the creativity and reporting engine**
- Everything other than the standard notation is configurable: tags, grids, lists, creativity, reports**
- Shortcuts and accelerator keys are available for essential functions and tools**

The bottom left shows a "Toolbox" with tabs for Palette, Tags, Grids, Lists, Creativity, Cues, and Assist. The bottom status bar indicates "Overview (Freeform) 72%" and "33/0/ideality = 100%".

The View menu provides the usual cut/copy/paste functions for objects on the canvas and in other panels. Objects can also be 'selected' (given handles) according to their properties. For example, select a 'useful goal' on the canvas and then use 'select like me' and similar objects will be selected.

The screenshot displays the Southbeach Modeller 4.0.0.0 application window. The 'View' menu is open, showing options like Undo, Redo, Cut, Copy, Paste, Delete, Find, Select All, Invert Selection, Select Grid, Select Like Me, Select Exact Match, Select Causes, and Select Implications. The main canvas area contains a flowchart titled 'Main functional areas of Southbeach Modeller' with various process boxes connected by arrows. A 'Toolbox' is visible on the left with categories like Palette, Tags, Grids, Lists, Creativity, Cues, and Assist. On the right, there are panels for 'Notes' and 'Reports (Model)'. The status bar at the bottom indicates 'Overview (Freeform) 72%' and '33/0/ideality = 100%'.

Main functional areas of Southbeach Modeller

- Create visual models to stimulate creative thinking, ideation, problem solving and design
- Annotate model elements with tags and tag groups, both exclusive and inclusive
- Model over grids such as consulting charts (XY), swimlanes (rows), pools (columns) and labelled boxes
- Visual elements automatically inherit additional tags from the axis labels of charts, grids and boxes
- Keep additional notes, web links and file references with any model or model elements
- Model problems and solutions, issues, events, decisions, actions, goals and risks
- Maintain a library of abstract or concrete models, sub-models or modelling elements
- An extensive library of consulting charts and grids is provided, each modifiable or extended by the user
- Generate ideas from any visual model using the embedded rules engine
- Idea generation operates in two modes: interactively while modelling or on-demand to generate a report
- Craft scripts for specific methods or applications using the creativity and reporting rules language
- Create template models with default settings, initial content, notes, tags and their own specific creativity rules

And much more ...

- Refine models using a variety of built-in effects, relationships or user-defined arrows
- Refine elements and relationships using attributes such as insufficient, dysfunctional, questionable and more
- The rules language allows for the definition of matching patterns and macros against all visual details and tags
- Search the web, patent bases and other resources using selected parts of the model
- Configurable auto-layout functions include freeform, tree and graph mode
- Pin (fix) or clamp (user position) objects on the canvas so that auto-layout elements move around them
- Define a build sequence for the model and step through the logic of your design
- Highlight individual model elements and the critical problem-solving patterns
- Follow any highlighted element forward or backwards through the cause-effect chain
- Assist tools accelerate model building using tools such as elaboration, decomposition and improvement
- View, sort and edit the text of the model using list views of individual elements and relationships
- Capture model text live in a team meeting or silent interview without the distraction of visualisation
- Anonymise, shuffle or randomise any model or selection of elements to stimulate creativity
- A library of lists on a variety of business, engineering and social topics helps to kick-start the modelling process
- Add to the model, or paint over, existing visual elements from any list, subset of items or individual entity
- Copy/paste visual elements to/from the clipboard as text or images for inclusion in external reports
- Select elements on the canvas manually or according to their tags, attributes and shape
- Define sentence structures from which 'cues' are generated; seeds for the development of new ideas
- Use any generated sentence for lateral thinking or to craft new rules for the creativity and reporting engine
- Everything other than the standard notation is configurable: tags, grids, lists, creativity, reports
- Shortcuts and accelerator keys are available for essential functions and tools

The View menu provides access to the panel visibility controls as well as zoom level. Zoom normal is 100%. Zoom level is always displayed bottom left of the application window. As models grow or shrink it can be helpful to 'fit to canvas' or 'trim canvas' in areas where there are no visible objects. Pan/zoom and Fisheye tools are provided for navigating large, complex or detailed visual models. Icons for these two tools also appear in the toolbar.

The screenshot displays the Southbeach Modeller 4.0.0.0 application window. The 'View' menu is open, showing options such as Zoom In, Zoom Out, Zoom Normal, Zoom To Fit, Trim Canvas, Pan and Zoom, Fisheye Zoom, Explorer, Toolbox, Notes, Creativity, Reports, Canvas only, and Full Screen. The main workspace contains a flowchart titled 'functional areas of Southbeach Modeller' with various steps and descriptions. A 'Toolbox' is visible on the left, and a 'Notes' panel is on the right. The status bar at the bottom shows 'Overview (Freeform) 72%' and '33/0/ideality = 100%'.

functional areas of Southbeach Modeller

- Create visual models that stimulate creative thinking, ideation, problem solving and design
- Annotate model elements with tags and tag groups, both exclusive and inclusive
- Model over grids such as consulting charts (XY), swimlanes (rows), pools (columns) and labelled boxes
- Visual elements automatically inherit additional tags from the axis labels of charts, grids and boxes
- Keep additional notes, web links and file references with any model or model elements
- Model problems and solutions, issues, events, decisions, options, goals and risks
- Maintain a library of abstract or concrete models, sub-models or modelling elements
- An extensive library of consulting charts and grids is provided, each modifiable or extended by the user
- Create template models with default settings, initial content, notes, tags and their own specific creativity rules
- Generate ideas from any visual model using the embedded rules engine
- Idea generation operates in two modes: interactively while modelling or on-demand to generate a report
- Craft scripts for specific methods or applications using the creativity and reporting rules language

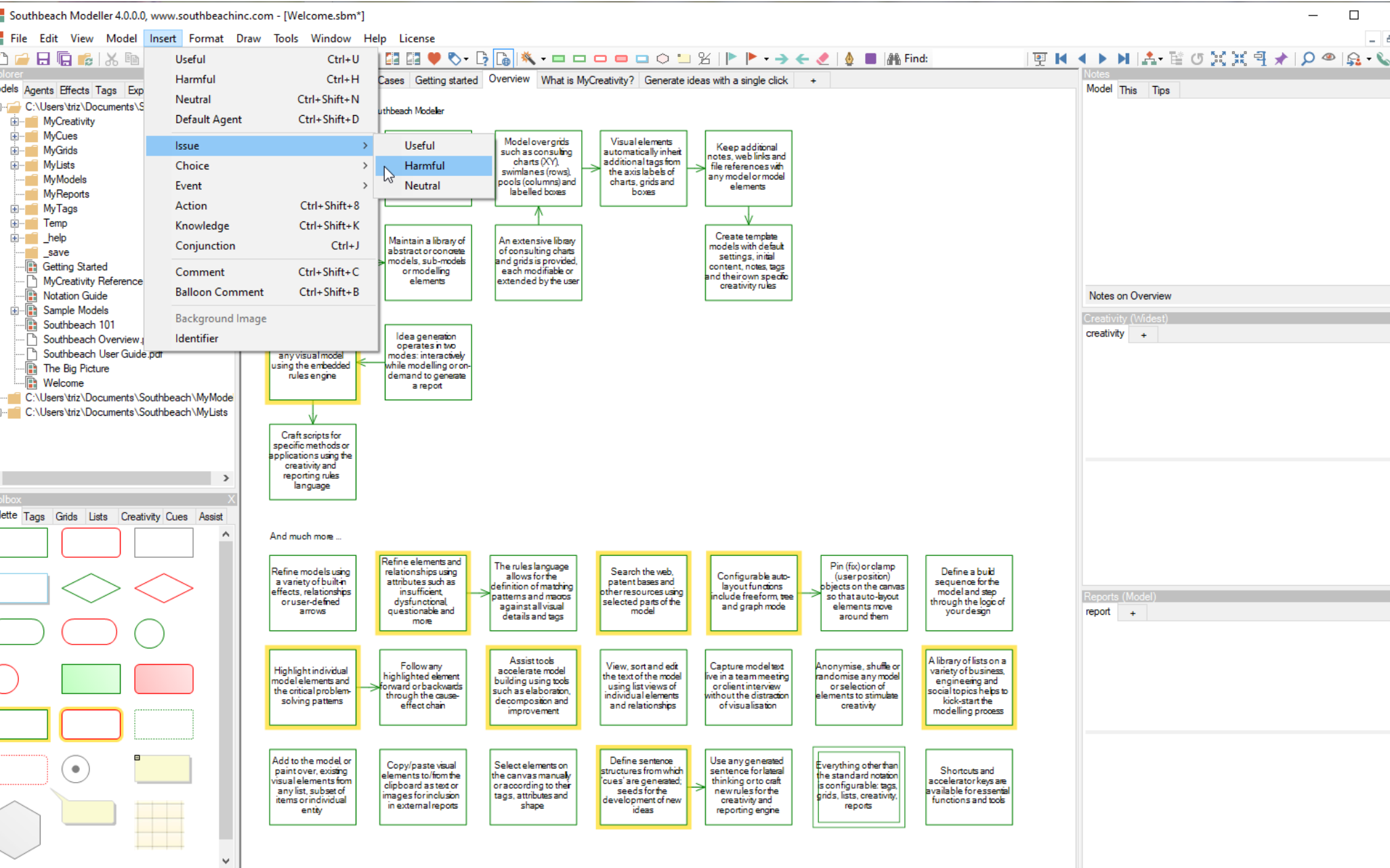
And much more ...

- Refine models using a variety of built-in effects, relationships or user-defined arrows
- Refine elements and relationships using attributes such as insufficient, dysfunctional, questionable and more
- The rules language allows for the definition of matching patterns and macros against all visual details and tags
- Search the web, patent bases and other resources using selected parts of the model
- Configurable auto-layout functions include freeform, tree and graph mode
- Pin (fix) or clamp (user position) objects on the canvas so that auto-layout elements move around them
- Define a build sequence for the model and step through the logic of your design
- Highlight individual model elements and the critical problem-solving patterns
- Follow any highlighted element forward or backwards through the cause-effect chain
- Assist tools accelerate model building using tools such as elaboration, decomposition and improvement
- View, sort and edit the text of the model using list views of individual elements and relationships
- Capture model text live in a team meeting or orient interview without the distraction of visualisation
- Anonymise, shuffle or randomise any model or selection of elements to stimulate creativity
- A library of lists on a variety of business, engineering and social topics helps to kick-start the modelling process
- Add to the model, or paint over, existing visual elements from any list, subset of items or individual entity
- Copy/paste visual elements to/from the clipboard as text or images for inclusion in external reports
- Select elements on the canvas manually or according to their tags, attributes and shape
- Define sentence structures from which 'cues' are generated; seeds for the development of new ideas
- Use any generated sentence for lateral thinking or to craft new rules for the creativity and reporting engine
- Everything other than the standard notation is configurable: tags, grids, lists, creativity, reports
- Shortcuts and accelerator keys are available for essential functions and tools

The Model menu provides access to dialogs for setting important attributes of a Southbeach model. This includes any agent or effect preferences, a visual style, grid properties, and auto-layout (if required). Southbeach includes a powerful auto-layout feature supporting a wide range of tree and graph behaviors. Toolbar icons are provided for 'fixing up' the layout of a messy tree or graph, for example, with a single click. Alternately 'continuous' auto-layout can be enabled. In addition, single click 'spread' and 'compact' functions expand or reduce the space between objects. Certain objects can be 'pinned' (fixed position) or 'clamped' (free to be moved by the user but not the engine) within an auto-layout where required.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The 'Model' menu is open, showing options like 'Auto Layout', 'Tree Properties', 'Graph Properties', 'Agent Preferences', 'Effect Preferences', 'Visual Style', 'Grid Properties', and 'Model Properties'. The 'Auto Layout' sub-menu is expanded, showing 'Freeform' (checked), 'Tree', and 'Graph'. The main workspace shows a flowchart of the model creation process, starting with 'Create visual models to stimulate creative thinking, ideation, problem solving and design' and ending with 'Craft scripts for specific methods or applications using the creativity and reporting rules language'. The flowchart includes steps like 'Annotate model elements with tags and tag groups', 'Model overgrids such as consulting charts (XY), swimlanes (rows), pools (columns) and labelled boxes', 'Visual elements automatically inherit additional tags from the axis labels of charts, grids and boxes', 'Keep additional notes, web links and file references with any model or model elements', 'Model problems and solutions, issues, events, decisions, actions, goals and risks', 'Maintain a library of abstract or concrete models, sub-models or modelling elements', 'An extensive library of consulting charts and grids is provided, each modifiable or extended by the user', 'Generate ideas from any visual model using the embedded rules engine', 'Idea generation operates in two modes: interactively while modelling or on-demand to generate a report', 'Refine models using a variety of built-in effects, relationships or user-defined arrows', 'The rules language allows for the definition of matching patterns and macros against all visual details and tags', 'Search the web, patent bases and other resources using selected parts of the model', 'Configurable auto-layout functions include freeform, tree and graph mode', 'Pin (fix) or clamp (user position) objects on the canvas so that auto-layout elements move around them', 'Define a build sequence for the model and step through the logic of your design', 'Highlight individual model elements and the critical problem-solving patterns', 'Follow any highlighted element forward or backwards through the cause-effect chain', 'Assist tools accelerate model building using tools such as elaboration, decomposition and improvement', 'View, sort and edit the text of the model using list views of individual elements and relationships', 'Capture model text live in a team meeting or orient interview without the distraction of visualisation', 'Anonymise, shuffle or randomise any model or selection of elements to stimulate creativity', 'A library of lists on a variety of business, engineering and social topics helps to kick-start the modelling process', 'Add to the model or paint over, existing visual elements from any list, subset of items or individual entity', 'Copy/paste visual elements to/from the clipboard as text or images for inclusion in external reports', 'Select elements on the canvas manually or according to their tags, attributes and shape', 'Define sentence structures from which cues are generated; seeds for the development of new ideas', 'Use any generated sentence for lateral thinking or to craft new rules for the creativity and reporting engine', 'Everything other than the standard notation is configurable: tags, grids, lists, creativity, reports', and 'Shortcuts and accelerator keys are available for essential functions and tools'. The toolbar at the bottom left shows various shapes and tools. The status bar at the bottom indicates 'Overview (Freeform) 72%' and '33/0/ideality = 100%'. The right sidebar shows 'Notes on Overview' and 'Creativity (Widest)' with a 'creativity' button.

Objects can be added to the canvas in numerous ways, including 1) 'dragging out' from an existing object to create a new object and its effect, 2) double-clicking on the canvas, 3) control keys (see separate guide), 4) using 'assist tools' (Toolbox panel) or 5) dragging items from any list of resources including 'drilled down' elements from existing models, from the tag library, the list library and more. However, the Insert menu is another way to create objects.



The Format menu applies to currently selected objects and effects. In addition, right mouse on any object to access a function to set that object's size to become the default size for new objects of the same notation type/shape.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The 'Format' menu is open, showing options for alignment, sizing, and font settings. The main workspace contains a flowchart diagram with several nodes and arrows. A 'Toolbox' is visible on the left, and a 'Notes' panel is on the right. The status bar at the bottom indicates 'Overview (Freeform) 72%' and '33/0/ideality = 100%'.

Format Menu Options:

- Distribute Horizontally
- Distribute Vertically
- Align Left Sides
- Align Right Sides
- Align Tops
- Align Bottoms
- Align Vertically
- Align Horizontally
- Same Widths
- Same Heights
- Same Sizes **Ctrl+Shift+M**
- Grow Object Size **Alt+Up**
- Shrink Object Size **Alt+Down**
- Grow Font Size **Ctrl+G**
- Shrink Font Size **Ctrl+Shift+G**
- Make Same Font Size

Flowchart Diagram Content:

- Model over grids such as consulting charts (XY), swimlanes (rows), pools (columns) and labelled boxes
- Visual elements automatically inherit additional tags from the axis labels of charts, grids and boxes
- Keep additional notes, web links and file references with any model or model elements
- An extensive library of consulting charts and grids is provided, each modifiable or extended by the user
- Create template models with default settings, initial content, notes, tags and their own specific creativity rules
- Craft scripts for specific methods or applications using the creativity and reporting rules language
- And much more ...
- Refine models using a variety of built-in effects, relationships or user-defined arrows
- Refine elements and relationships using attributes such as insufficient, dysfunctional, questionable and more
- The rules language allows for the definition of matching patterns and macros against all visual details and tags
- Search the web, patent bases and other resources using selected parts of the model
- Configurable auto-layout functions include freeform, tree and graph mode
- Pin (fix) or clamp (user position) objects on the canvas so that auto-layout elements move around them
- Define a build sequence for the model and step through the logic of your design
- Highlight individual model elements and the critical problem-solving patterns
- Follow any highlighted element forward or backwards through the cause-effect chain
- Assist tools accelerate model building using tools such as elaboration, decomposition and improvement
- View, sort and edit the text of the model using list views of individual elements and relationships
- Capture model text live in a team meeting or silent interview without the distraction of visualisation
- Anonymise, shuffle or randomise any model or selection of elements to stimulate creativity
- A library of lists on a variety of business, engineering and social topics helps to kick-start the modelling process
- Add to the model, or paint over, existing visual elements from any list, subset of items or individual entity
- Copy/paste visual elements to/from the clipboard as text or images for inclusion in external reports
- Select elements on the canvas manually or according to their tags, attributes and shape
- Define sentence structures from which 'cues' are generated; seeds for the development of new ideas
- Use any generated sentence for lateral thinking or to craft new rules for the creativity and reporting engine
- Everything other than the standard notation is configurable: tags, grids, lists, creativity, reports
- Shortcuts and accelerator keys are available for essential functions and tools

In addition to notation objects and effects, Southbeach Modeller provides a set of 'drawing objects'. These have no semantic significance and are purely decorative. They exist in their own 'layer' of the model and so can be positioned independently without disturbing the model. Use the ESC key to complete shapes with N sides, e.g. polygon, flexigon.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main window shows a flowchart with several nodes connected by arrows. A 'Draw' menu is open, listing various drawing objects such as Line, Dashed Line, Circle, Dashed Circle, Filled Circle, Box, Dashed Box, Filled Box, Polygon, Dashed Polygon, Filled Polygon (highlighted), Flexigon, Dashed Flexigon, Filled Flexigon, Text (Ctrl+L), and Block Arrow. The 'Notes' panel on the right contains sections for 'Notes on Overview' and 'Creativity (Widest)'. The 'Reports (Model)' panel shows a 'report +' button. The status bar at the bottom indicates 'Draw Polygon stopped 72%' and '33/0/ideality = 100%'.

Flowchart nodes (from top to bottom):

- Model over grids such as consulting charts (XY), swimlanes (rows), pools (columns) and labelled boxes
- Visual elements automatically inherit additional tags from the axis labels of charts, grids and boxes
- Keep additional notes, web links and file references with any model or model elements
- An extensive library of consulting charts and grids is provided, each modifiable or extended by the user
- Create template models with default settings, initial content, notes, tags and their own specific creativity rules
- Craft scripts for specific methods or applications using the creativity and reporting rules language

Flowchart nodes (from top to bottom, second row):

- Refine models using a variety of built-in effects, relationships or user-defined arrows
- Refine elements and relationships using attributes such as insufficient, dysfunctional, questionable and more
- The rules language allows for the definition of matching patterns and macros against all visual details and tags
- Search the web, patent bases and other resources using selected parts of the model
- Configurable auto-layout functions include freeform, tree and graph mode
- Pin (fix) or clamp (user position) objects on the canvas so that auto-layout elements move around them
- Define a build sequence for the model and step through the logic of your design

Flowchart nodes (from top to bottom, third row):

- Highlight individual model elements and the critical problem-solving patterns
- Follow any highlighted element forward or backwards through the cause-effect chain
- Assist tools accelerate model building using tools such as elaboration, decomposition and improvement
- View, sort and edit the text of the model using list views of individual elements and relationships
- Capture model text live in a team meeting or silent interview without the distraction of visualisation
- Anonymise, shuffle or randomise any model or selection of elements to stimulate creativity
- A library of lists on a variety of business, engineering and social topics helps to kick-start the modelling process

Flowchart nodes (from top to bottom, fourth row):

- Add to the model, or paint over, existing visual elements from any list, subset of items or individual entity
- Copy/paste visual elements to/from the clipboard as text or images for inclusion in external reports
- Select elements on the canvas manually or according to their tags, attributes and shape
- Define sentence structures from which 'cues' are generated; seeds for the development of new ideas
- Use any generated sentence for lateral thinking or to craft new rules for the creativity and reporting engine
- Everything other than the standard notation is configurable: tags, grids, lists, creativity, reports
- Shortcuts and accelerator keys are available for essential functions and tools

The Tools menu provides access to a range of auxiliary functions. These include: 1) a research function that can use objects in the model to search web resources and patent databases, 2) transformations of the model, e.g. to increase ideality, 3) highlight individual objects or patterns (see default pattern, e.g. contradictions in the toolbar dropdown, 4) invoke dialogs to capture new objects or edit existing object names in bulk without the need to select each object individually, 5) access the global options for the software.

The screenshot shows the Southbeach Modeller 4.0.0.0 interface. The 'Tools' menu is open, listing functions such as Web Browser, Research, Anonymize, Shuffle Agents, Ideality, Randomize, Live Capture, Multi Edit, Highlighter, Highlight Pattern, Pen, Clear, Laser Pointer, and Options. The 'Live Capture' option is highlighted, with a sub-menu showing 'Useful/Harmful ...' and 'Sufficient/Insufficient ...'. A flowchart on the right side of the menu explains the 'Live Capture' process: 'using the embedded rules engine' leads to 'while modelling or on-demand to generate a report', which then leads to 'Craft scripts for specific methods or applications using the creativity and reporting rules language'. Below the menu, a grid of 21 boxes describes various tool functions, including refining models, accelerating model building, highlighting elements, adding to the model, copying/pasting visual elements, selecting elements, defining sentence structures, using generated sentences, and accessing shortcuts.

Tools menu items and their keyboard shortcuts:

- Web Browser: Ctrl+B
- Research: F8
- Anonymize
- Shuffle Agents
- Ideality
- Randomize
- Live Capture
- Multi Edit: Ctrl+Shift+E
- Highlighter: Ctrl+Shift+H
- Highlight Pattern: Ctrl+Shift+I
- Pen: Ctrl+Shift+P
- Clear: Ctrl+Shift+O
- Laser Pointer: Ctrl+Shift+L
- Options

Flowchart for Live Capture:

```

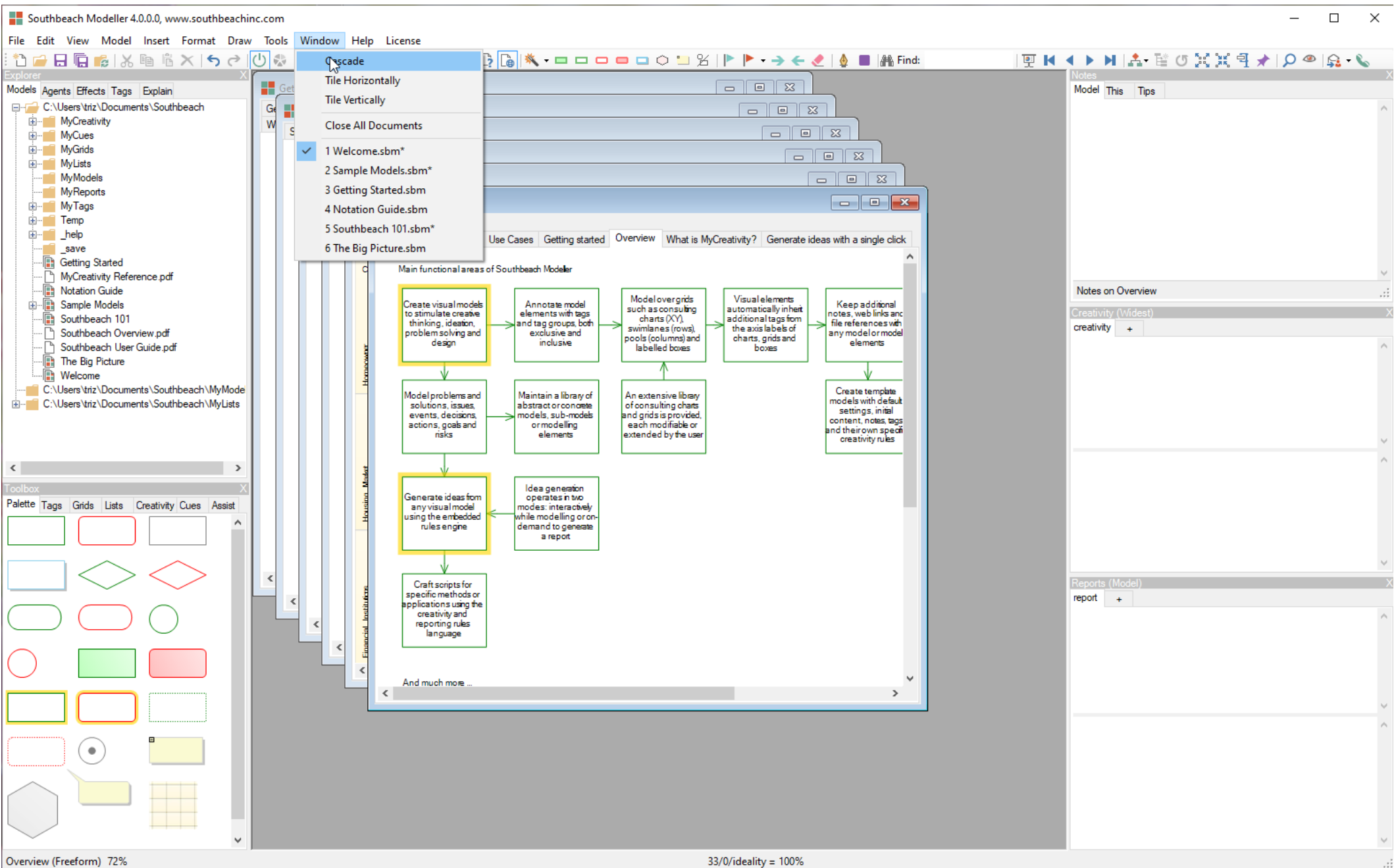
    graph TD
      A[using the embedded rules engine] --> B[while modelling or on-demand to generate a report]
      B --> C[Craft scripts for specific methods or applications using the creativity and reporting rules language]
  
```

Grid of tool descriptions:

- Refine models using a variety of built-in effects, relationships or user-defined arrows
- Refine elements and relationships using attributes such as insufficient, dysfunctional, questionable and more
- The rules language allows for the definition of matching patterns and macros against all visual details and tags
- Search the web, patent bases and other resources using selected parts of the model
- Configurable auto-layout functions include freeform, tree and graph mode
- Pin (fix) or clamp (user position) objects on the canvas so that auto-layout elements move around them
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- Copy/paste visual elements to/from the clipboard as text or images for inclusion in external reports
- Select elements on the canvas manually or according to their tags, attributes and shape
- Define sentence structures from which 'cues' are generated; seeds for the development of new ideas
- Use any generated sentence for lateral thinking or to craft new rules for the creativity and reporting engine
- Everything other than the standard notation is configurable: tags, grids, lists, creativity, reports
- Shortcuts and accelerator keys are available for essential functions and tools

Bottom status bar: Draw Polygon stopped 72% | 33/0/ideality = 100%

As for many applications, Southbeach Modeller can cascade or tile (vertically or horizontally) the canvas when multiple models are open. Note, sub-models are always tabs in the same window (same .sbm file) allowing for one-click access.



The Help menu provides access to online help for Southbeach Modeller. Please note the 'check for new releases' function. We particularly value feedback. The option makes this easy. Feedback is submitted via a web service directly to our database. A telephone icon in the toolbar performs the same function.

The screenshot shows the Southbeach Modeller 4.0.0.0 interface. The Help menu is open, highlighting 'Submit Feedback' (Ctrl+F1). A 'Feedback' dialog box is open, titled 'Report bugs, suggest enhancements:'. A flowchart is overlaid on the interface, detailing various updates and features:

- Major upgrade, new modules, feature enhancements**
 - Tags, Lists, Creativity, Cues and Assist tools are now searchable
 - Search model via substring, exact string or notation pattern
 - Several new derived 'pattern' keywords, see engine guide
 - Engine on/off in toolbar (turns on/off ideation)
 - Cues engine on/off in toolbar
 - Creativity 'extent' (laser, wider etc.) in toolbar
 - Engine templates
 - Reusable elements
 - Drill down into 'lists' (.txt files) as with models/sub-models/elements
 - Create agents from list
 - Jackson Pollack from list
 - Paint agents from list
 - Follow causes of highlighted agents (root cause)
 - Highlight 'patterns' w/ many patterns supported
 - Follow effects of highlighted agents (implications)
- Dysfunctional visual effect finalised**
- Smart selection tools, Tools menu**
 - Select like me
 - Select exact match
 - Select causes/implications
 - Invert selection
- Radical analysis**
 - More useful
 - Shuffle agents
- Expanded set of shortcut keys, see shortcuts guide**
- Internal browse removed, now always uses external browse**
- Feedback**
 - Report bugs, suggest enhancements:
 - From: [text input]
 - Cancel
 - Submit

The interface also shows the Explorer panel on the left with a tree view of files and folders, and the Toolbox at the bottom left with various tool icons. The status bar at the bottom indicates 'NEW in v4 (Freeform) 91%' and '44/0/ideality = 100%'.

The License menu provides options for accessing our shop, sending a unique site code for your system and activating a license key. We also encourage you to register your software. If your email address changes, please consider re-registering. If you need support, please use the menu option or write to support@southbeachinc.com.

The screenshot displays the Southbeach Modeller 4.0.0.0 software interface. The 'License' menu is open, showing options: Buy licenses, View site code, Send site code, Activate (highlighted), Register, and Get support. The main workspace contains a diagram with three central nodes: 'Use cases', 'Project Examples', and 'Methods you might use'. Each node is connected to a vertical list of related concepts. 'Use cases' includes items like 'Argument / case making', 'Best practices', 'Blueprinting', 'Course correction', 'Futures / horizons', 'Innovation process', 'Root cause / risk', 'Wicked problems', '* Voice of the customer', 'Design review', 'Goal planning', 'Options workshop', 'Scenario planning', 'Dilemmas / tensions', 'Ideality / trimming', 'Perspective alignment', 'Stakeholder interview', 'Business motivation', 'Expert interview', 'Impact analysis', 'Problem statement', '* Stakeholder interview', and 'Structured interview'. 'Project Examples' includes 'Product innovation', 'Service and enterprise design', 'Root cause analysis', 'Investigations & legal process', 'Business process change', 'Enterprise transformation', 'Systems dynamics modelling', 'Coaching and counselling', and 'Writing a book!'. 'Methods you might use' includes '5Whys', '7Questions', '8Ds', 'Affinity', 'Backcasting', 'Before&after', 'Blue ocean', 'Boston Matrix', 'BSC', 'Cause/effect', 'DfSS', 'Futures', 'Horizons', 'KANO', 'Lean', 'PEST', 'Pros and cons', 'Root cause analysis', 'SCAMPER', 'Scenarios', 'Six Sigma', 'Six Thinking Hats', and 'SWOT'. The interface also features a file explorer on the left, a toolbox at the bottom left, and a notes/report panel on the right.

The List library is new in v4. Organized as a tree, over 200 topic-specific 'lists' of reusable elements is provided, totaling 10000s of items, each of which can be converted to objects with a single click or by dragging to the canvas. In addition, entire lists can be converted to objects in a single operation or 'painting over' the names of existing objects. A list is a simple .txt file. As with all other resource libraries/trees in Southbeach, the user is free to add content of their own. This will appear in the Toolbox trees as for the pre-installed content. Note, list trees and branches, as all resource trees, can also be copied to the system clipboard.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a tree diagram with three primary categories: 'Use cases', 'Project Examples', and 'Methods you might use'. Each category is represented by a central node with multiple arrows pointing to a list of specific items.

- Use cases:** Argument / case making, Best practices, Blueprinting, Course correction, Futures / horizons, Innovation process, Root cause / risk, Wicked problems, *Voice of the customer, Design review, Goal planning, Options workshop, Scenario planning, Dilemmas / tensions, Ideality / trimming, Perspective alignment, Stakeholder interview, Business motivation, Expert interview, Impact analysis, Problem statement, *Stakeholder interview, Structured interview.
- Project Examples:** Product innovation, Service and enterprise design, Root cause analysis, Investigations & legal process, Business process change, Enterprise transformation, Systems dynamics modelling, Coaching and counselling, Writing a book!
- Methods you might use:** 5Whys, 7Questions, 8Ds, Affinity, Backcasting, Before&after, Blue ocean, Boston Matrix, BSC, Cause/effect, DfSS, Futures, Horizons, KANO, Lean, PEST, Pros and cons, Root cause analysis, SCAMPER, Scenarios, Six Sigma, Six Thinking Hats, SWOT.

The interface includes a menu bar (File, Edit, View, Model, Insert, Format, Draw, Tools, Window, Help, License), a toolbar, an Explorer panel on the left with a search bar and a list of categories (animals, business, consulting, etc.), and a Notes panel on the right with sections for 'Notes on Use Cases', 'Creativity (Widest)', and 'Reports (Model)'. The status bar at the bottom shows 'Use Cases (Tree) 84%' and '68/0/ideality = 100%'.

The Creativity ruleset library has been significantly expanded in v4 of the software. It now totals 100s of carefully curated ideation scripts and rulesets, all searchable. These can be used 'as is' or as templates for producing your own customized ideation rules. As in v3, individual or multiple rulesets can be enabled. In v4, however, these selections are now persisted in the application environment. In addition, v4 makes it easy to copy rulesets into a model for sharing with anyone who has access to the model but not the local creativity library. Note, the new toolbar icons for turning on/off the ideation engine, model creativity and cues.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. On the left, a tree view shows a hierarchy of rulesets, with 'Add Ruleset to Model' highlighted. The main workspace features a central diagram with three primary nodes: 'Use cases', 'Project Examples', and 'Methods you might use'. Each node is connected to a list of specific ideation techniques. 'Use cases' includes methods like 'Argument / case making', 'Best practices', 'Blueprinting', 'Course correction', 'Futures / horizons', 'Innovation process', 'Root cause / risk', 'Wicked problems', '* Voice of the customer', 'Design review', 'Goal planning', 'Options workshop', 'Scenario planning', 'Dilemmas / tensions', 'Ideality / trimming', 'Perspective alignment', 'Stakeholder interview', 'Business motivation', 'Expert interview', 'Impact analysis', 'Problem statement', '* Stakeholder interview', and 'Structured interview'. 'Project Examples' includes 'Product innovation', 'Service and enterprise design', 'Root cause analysis', 'Investigations & legal process', 'Business process change', 'Enterprise transformation', 'Systems dynamics modelling', and 'Coaching and counselling'. 'Methods you might use' includes '5Whys', '7Questions', '8Ds', 'Affinity', 'Backcasting', 'Before&after', 'Blue ocean', 'Boston Matrix', 'BSC', 'Cause/effect', 'DfSS', 'Futures', 'Horizons', 'KANO', 'Lean', 'PEST', 'Pros and cons', 'Root cause analysis', 'SCAMPER', 'Scenarios', 'Six Sigma', 'Six Thinking Hats', and 'SWOT'. A right-hand panel shows 'Notes on Use Cases' and 'Creativity (Widest)' with a list of rulesets and a sample ideation script.

Southbeach Modeller 4.0.0.0, www.southbeachinc.com - [Welcome.sbm*]
 File Edit View Model Insert Format Draw Tools Window Help License
 Welcome NEW in v4 Use Cases Getting started Overview What is MyCreativity? Generate ideas with a single click +
 Enter search
 *model
 *cues
 _experimental
 _legacy
 agile
 analyze
 business
 creativity
 elaborate
 governance
 innovate
 32 questions
 angles
 challenge thinking
 Kipling method
 learn look ask try
 pause
 SCAMPER
 STEP
 top25
 lateral thinking
 6hats
 thinkpak
 TOLOPOSOGO
 Clear Checks
 2
 3
 4
 Expand All
 Collapse All
 All Categories
 Add Ruleset to Model
 Copy Ruleset to Clipboard
 Edit MyCreativity
 Reload MyCreativity F5
 Tree to Clipboard
 Branch to Clipboard
 Use Cases (Tree) 84%
 68/0/ideality = 100%

Cues is a significant new function in v4 of the application. It complements the rules engine by allowing for the definition of sentence grammars that then generate multiple variations of the sentence template. The sentences generated can be used as extended rule sets, greatly increasing the ability of Southbeach to generate new ideas. Users turn on/off cues, or parts of cues, and the engine generates sentence alternatives as the user clicks around a model. Cues can be instantly converted to a normal ruleset and added to a model.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. On the left, a tree view shows a model structure with categories like 'consulting', '6W1H', 'collaboration', 'creativity', and 'SCAMP'. A context menu is open over the 'SCAMP' category, listing actions such as 'Clear Checks', 'Set All Checks', 'Expand All', 'Collapse All', 'All Cues', 'Add Cue to Model', 'Depth First to Clipboard', 'Breadth First to Clipboard', 'Edit MyCues', 'Reload MyCues', 'Tree to Clipboard', and 'Branch to Clipboard'. The central workspace features three columns of boxes representing different model components: 'Use cases', 'Project Examples', and 'Methods you might use'. Each column contains a list of boxes connected to a central hub box in the same column by green arrows. The 'Use cases' column includes items like 'Argument / case making', 'Best practices', 'Blueprinting', 'Course correction', 'Futures / horizons', 'Innovation process', 'Root cause / risk', 'Wicked problems', '* Voice of the customer', 'Design review', 'Goal planning', 'Options workshop', 'Scenario planning', 'Dilemmas / tensions', 'Ideality / trimming', 'Perspective alignment', 'Stakeholder interview', 'Business motivation', 'Expert interview', 'Impact analysis', 'Problem statement', '* Stakeholder interview', and 'Structured interview'. The 'Project Examples' column includes 'Product innovation', 'Service and enterprise design', 'Root cause analysis', 'Investigations & legal process', 'Business process change', 'Enterprise transformation', 'Systems dynamics modelling', 'Coaching and counselling', and 'Writing a book!'. The 'Methods you might use' column includes '5Whys', '7Questions', '8Ds', 'Affinity', 'Backcasting', 'Before&after', 'Blue ocean', 'Boston Matrix', 'BSC', 'Cause/effect', 'DfSS', 'Futures', 'Horizons', 'KANO', 'Lean', 'PEST', 'Pros and cons', 'Root cause analysis', 'SCAMPER', 'Scenarios', 'Six Sigma', 'Six Thinking Hats', and 'SWOT'. On the right, a 'Notes' panel shows 'Notes on Use Cases' and a 'Creativity (Widest)' output window displaying generated text: '// #lateral thinking.TOLOPOSOGO.1TO from file mycreativity.txt' followed by several variations of the question: '* "Might the real focus be broader or narrower than {this}?"', '* "What is it about {this} which really demands some new thinking?"', '* "Would strong thinkers consider {this} is the best focus?"', '* "Could we be more ambitious than {this}?"', and their corresponding template versions with curly braces.

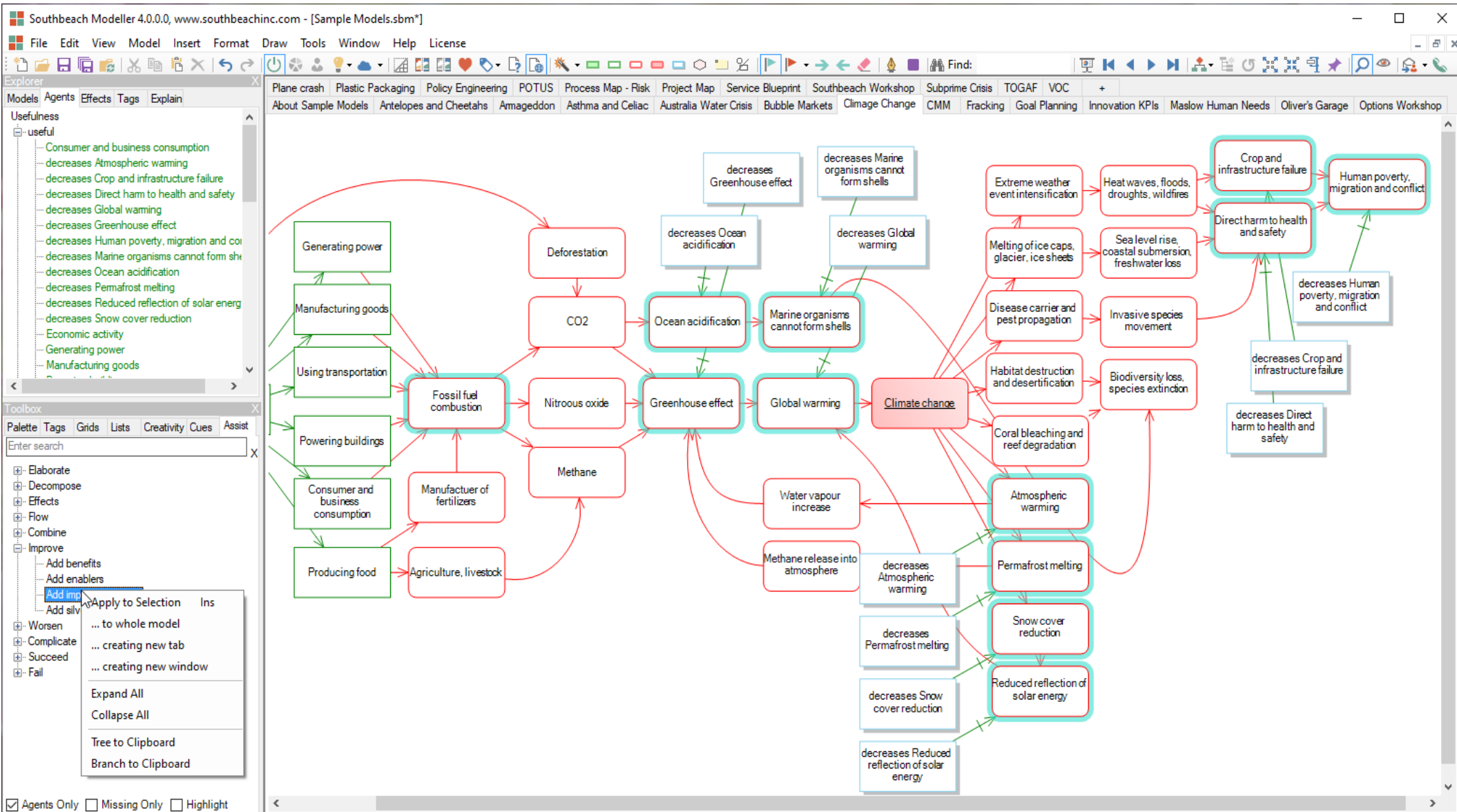
Use Cases (Tree) 84%

68/0/ideality = 100%

The Assist tools have been rationalized and re-arranged in v4 of the software. Assist tools perform transformations on a model. For example, by invoking 'add outputs' a new object is added everywhere one is required. As in v3, the assist function is intelligent and if the 'missing only' checkbox is ticked only necessary new objects will be created. Note also, Assist functions can operate on the whole model or a selected part or set of objects.

The screenshot displays the Southbeach Modeller 4.0.0.0 software interface. The main workspace shows a complex causal model diagram with three parallel paths (Activity 1, Activity 2, and Activity 3). Each path starts with an Activity box (dotted green) leading to an Investigation (dotted green), then Discovery (dotted green), and finally Remediation (dotted green). Below each activity is a chain of boxes: Enabler (green), Root Cause (red), Blocker (red), and CSF (green). The CSF boxes lead to KRA (Key Risk Areas) boxes (KRA1, KRA2, KRA3). The KRAs lead to KPI (Key Performance Indicators) boxes (KPI1.1, KPI1.2, KPI2.1, KPI2.2, KPI3.1, KPI3.2). The KPIs lead to Objective boxes (Objective 1.1, Objective 1.2, Objective 2.1, Objective 2.2, Objective 3.1, Objective 3.2). The Objectives lead to a final Goal box (green). The interface includes a File menu, a toolbar with various icons, and a left-hand toolbox with categories like Elaborate, Decompose, Effects, Flow, Combine, Improve, Worsen, Complicate, Succeed, and Fail. The right-hand side has a Notes panel with text about the model's origin and a Creativity panel with a 'creativity' slider. The status bar at the bottom shows 'Goal Planning (Freeform) 96%' and '46/18/ideality = 72%'.

In this example of using the 'Assist tools', 'improving factors' (new useful objects with a 'countering' effect on harmful objects) have been added to parts of the model where they are needed. The 'highlight' checkbox (bottom of the assist panel) is useful in order to clearly see the newly inserted objects. Remove highlights later in the normal way using the Toolbar 'eraser' icon.



The Notes panel (right) is a convenient way to keep notes on the model and on any object or effect in the model. There are two tabs: model notes and 'this' notes (the selected object or effect). Just type into the panels as required. Right mouse for edit controls. In this screenshot an object is selected and its notes are shown in the 'this' panel.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace contains a flowchart model illustrating the relationship between climate change and ocean acidification. The model starts with 'Deforestation' leading to 'CO2', which then leads to 'Ocean acidification' and 'Greenhouse effect'. 'Greenhouse effect' leads to 'Global warming', which leads to 'Climate change'. 'Climate change' leads to 'Water vapour increase', 'Atmospheric warming', 'Permafrost melting', 'Snow cover reduction', and 'Reduced reflection of solar energy'. 'Permafrost melting' leads to 'Methane release into atmosphere', which leads to 'Methane'. 'Methane' leads to 'Greenhouse effect'. 'Global warming' leads to 'Extreme weather event intensification', 'Melting of ice caps, glaciers, ice sheets', 'Disease carrier and pest propagation', 'Habitat destruction and desertification', and 'Coral bleaching and reef degradation'. 'Extreme weather event intensification' leads to 'Heat waves, floods, droughts, wildfires', which leads to 'Crop and infrastructure failure' and 'Direct harm to health and safety'. 'Melting of ice caps, glaciers, ice sheets' leads to 'Sea level rise, coastal submersion, freshwater loss', which leads to 'Direct harm to health and safety'. 'Disease carrier and pest propagation' leads to 'Invasive species movement'. 'Habitat destruction and desertification' leads to 'Biodiversity loss, species extinction'. 'Coral bleaching and reef degradation' leads to 'Biodiversity loss, species extinction'. 'Direct harm to health and safety' leads to 'Human poverty, migration and conflict'. A 'harmful notes' box is attached to the 'Ocean acidification' node.

The right-hand panel shows the 'Notes' section with two tabs: 'Model' and 'This'. The 'This' tab is active, showing notes for the selected 'Ocean acidification' node. The notes are as follows:

Ocean acidification is the decrease in the pH of the Earth's ocean. Between 1950 and 2020, the average pH of the ocean surface fell from approximately 8.15 to 8.05. Carbon dioxide emissions from human activities are the primary cause of ocean acidification, with atmospheric carbon dioxide levels exceeding 410 ppm.

Laboratory studies suggest changing ocean chemistry will 1) harm life forms that rely on carbonate-based shells and skeletons, 2) harm organisms sensitive to acidity and 3) harm organisms higher up the food chain that feed on these sensitive organisms.

Shell-forming animals like corals, crabs, oysters and urchins are getting hit first because ocean acidification robs seawater of the compounds these creatures need to build shells and skeletons, impairing their development and, ultimately, their survival.

What are the main causes of ocean acidification?

Currently, the burning of fossil fuels such as coal, oil and gas for human industry is one of the major causes.

Deforestation results in fewer trees to absorb the gas.

Also, when plants are cut down and burnt or left to rot, the carbon that makes up their organic tissue is released as carbon dioxide.

Notes on Ocean acidification

Creativity (Extended)

creativity +

- [Ocean acidification]: How can we learn more about this?
- [Ocean acidification]: How should we look at this?
- [Ocean acidification]: Who and what should we ask about this?
- [Ocean acidification]: What can we try around this?
- How can you prevent the [CO2] from producing the [Ocean acidification].
- Put measures in place to deal with the [Ocean acidification].
- Isolate the part of the [CO2] that is producing the [Ocean acidification] and remove it.

The bottom status bar shows 'Laser Pointer stopped 71%' and '7/30/ideality = 19%'.

In this screenshot, a single effect in the model is being selected. It's notes are shown in the 'this' panel (right hand side top). Below is 'ideation' associated with the element. This dynamic content is generated using the ruleset selected in the creativity panel.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a causal model diagram with nodes such as Deforestation, CO2, Ocean acidification, Greenhouse effect, Global warming, Climate change, and various environmental impacts. A tooltip for the selected node 'Marine organisms cannot form shells' displays the note: "produces, harmful (see notes)".

The right-hand side features a 'Notes' panel for the selected element, containing the following text:

For good reason, ocean acidification is sometimes called "osteoporosis of the sea."

Ocean acidification can create conditions that eat away at the minerals used by oysters, clams, lobsters, shrimp, coral reefs, and other marine life to build their shells and skeletons. Human health is also a concern.

Below the notes is a 'Creativity (Extended)' panel with a list of 13 ideation prompts:

1. How can you prevent the [Ocean acidification] from producing the [Marine organisms cannot form shells].
2. Put measures in place to deal with the [Marine organisms cannot form shells].
3. Isolate the part of the [Ocean acidification] that is producing the [Marine organisms cannot form shells] and remove it.
4. [Ocean acidification produces Marine organisms cannot form shells]: How can we learn more about this?
5. [Ocean acidification produces Marine organisms cannot form shells]: How should we look at this?
6. [Ocean acidification produces Marine organisms cannot form shells]: Who and what should we ask about this?
7. [Ocean acidification produces Marine organisms cannot form shells]: What can we try around this?
8. [Ocean acidification]: How can we learn more about this?
9. [Ocean acidification]: How should we look at this?
10. [Ocean acidification]: Who and what should we ask about this?
11. [Ocean acidification]: What can we try around this?
12. How can you prevent the [CO2] from producing the [Ocean acidification].
13. Put measures in place to deal with the [Ocean acidification].

The bottom status bar indicates "29 new directions generated 71%" and "7/30/ideality = 19%".

Many editing operations in Southbeach are completed using only the canvas. Right mouse on any object to access its context menu. The menu displays all of the available modifiers and attributes as well as the option of changing the objects type (shape). There are sub-menus for tagging, fixing and using object URLs.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main canvas shows a flowchart diagram with nodes such as 'Economic activity', 'Generating power', 'Manufacturing goods', 'Using transportation', 'Powering buildings', 'Consumer and business consumption', 'Producing food', 'Fossil fuel combustion', 'CO2', 'Nitrous oxide', 'Methane', 'Deforestation', 'Extreme weather event intensification', 'Melting of ice caps, glacier, ice sheets', 'Disease carrier and pest propagation', 'Permafrost melting', 'Snow cover reduction', and 'Reduced reflection of solar energy'. A context menu is open over the 'Deforestation' node, showing options like 'Useful', 'Harmful', 'Neutral', 'Convert to', 'Combine with', 'Insufficient', 'Surplus', 'Potential', 'Dysfunctional', 'Risk', 'Focus', 'Historical', 'Emphasis', 'Tags', 'Go to', 'Bring to front', 'Send to back', 'Default size', 'Default size for new agents', 'Fixing', and 'Properties'. The 'Convert to' sub-menu is open, showing options like 'Agent', 'Issue', 'Choice', 'Event', 'Action', 'Knowledge', 'Comment', and 'Balloon Comment'. The 'Focus' option is selected in the main menu.

The interface includes a menu bar (File, Edit, View, Model, Insert, Format, Draw, Tools, Window, Help, License), a toolbar, and several panels: Explorer (Models, Agents, Effects, Tags, Explain), Toolbox (Palette, Tags, Grids, Lists, Creativity, Cues, Assist), and Notes (Model, This, Tips). The Explorer panel shows a tree view of models and agents, including 'Usefulness' and 'hamful'. The Toolbox panel shows a search bar and a list of tools. The Notes panel shows a list of notes related to 'Climate Change'.

At the bottom of the interface, there is a status bar showing '40 new directions generated 73%' and '7/30/ideality = 19%'.

As with the agent context menu, effects also have a context menu. The menu displays all of the available modifiers and attributes as well as the option of changing the effect type (arrow style and semantic). In addition, convenient functions are providing for reversing the direction of an effect (A to B, B to A) and its semantic opposite or 'counter' effect. For example, a 'creates' effect would become a 'destroys' effect. An effect visual style sub-menu is also provided.

The screenshot shows the Southbeach Modeller 4.0.0.0 interface. The main workspace displays a causal diagram with nodes like 'Economic activity', 'Generating power', 'Manufacturing goods', 'Using transportation', 'Powering buildings', 'Consumer and business consumption', and 'Producing food'. A context menu is open over the 'Producing food' node, showing options such as 'Reverse direction', 'Counter effect', 'Not', 'Effect', 'Insert between', 'Insufficient', 'Excessive', 'Potential', 'Dysfunctional', 'Necessary', 'Inevitable', 'Delay', 'Accelerate', 'Questionable', 'Emphasis', 'Style', 'Delete', and 'Properties'. The 'Effect' option is selected, opening a sub-menu with various semantic relationships: 'Produces', 'Counteracts', 'Prevents', 'Opposed', 'Contributes To', 'Detracts from', 'Creates', 'Destroys', 'Stores', 'Consumes', 'Becomes', 'Replaces', 'Causes', 'Is a', 'Related', 'Implements', 'Specifies', 'Uses', and 'User Defined'. The background diagram shows a flow from 'Economic activity' to 'Climate change', which then branches into various environmental and social impacts like 'Global warming', 'Water vapour increase', 'Methane release into atmosphere', 'Atmospheric warming', 'Permafrost melting', 'Snow cover reduction', 'Reduced reflection of solar energy', 'Coral bleaching and reef degradation', 'Habitat destruction and desertification', 'Disease carrier and pest propagation', 'Invasive mov', 'Biodive species', 'Melting of ice caps, glacier, ice sheets', 'Sea le coastal s fresh', and 'Extreme weather event intensification' leading to 'Heat wa drought'. On the right, a 'Notes' panel contains a list of 8 questions related to preventing economic activity from producing deforestation.

40 new directions generated 73%

7/30/ideality = 19%

In a model with multiple sub-models, each will be displayed in its own canvas tab. The tabs also have a context (right mouse) menu allowing tabs to be re-named, re-arranged, added, deleted and 'separated'. The latter refers to associating the sub-model in its tab with a formal 'separation' of content. For example, a model containing three sub-models for 'system', 'super-system' and 'sub-system' might be separated by 'structure'. This means that all elements in each sub-model inherit a 'tag' of those names in a tag group 'structure'. This consistently extends all tagging and grid/chart functionality to sub-models.

The screenshot displays the South Beach Modeller 4.0.0.0 interface. The main canvas shows a complex causal loop diagram centered on 'plastic packaging'. A context menu is open over this node, with the 'Separation' option selected. The diagram includes nodes such as 'plastic waste', 'plastic recycling', 'product manufacturing', 'profitability', 'plastic in the environment', 'branding', 'protection against contamination', 'prevent damage', 'prolong shelf product', 'facilitate quick and easy shopping', 'extend use-by date', 'customer convenience', 'adhere to product regulations', 'garden produce', 'farm shops', 'community allotments', 'local shops', 'local consumption', 'local production', 'choice, convenience, consumer expectations', 'modern life, convenience, supermarkets, etc', 'feeding and satiating the population', 'packaging, unpacking, repacking, batches, packets', and 'food miles, transportation'. A text box in the upper left of the canvas states: 'Plastic packaging accounts for 44% of plastic used in the UK, but 67% of plastic waste, and over 2 million tonnes of plastic packaging is used each year. The vast majority of this is made from new, rather than recycled plastic.' The Explorer panel on the left shows a tree view of models and tags. The bottom status bar indicates 'Plastic Packaging (Freeform) 76%' and '24/16/ideality = 60%'.

The 'cloud' icon in the Toolbar gives options for searching web resources and patent databases based on the names of objects and effects in the model. The drop down allows the user to select their preferred source. Thereafter, selecting an object or group of objects and then clicking on the cloud icon invokes the specified web search. Results are presented in the system web browser. Note, each agent and effect in the model has a URL attribute field to accompany any 'this' panel Notes.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a flowchart titled 'Climate Change (Freeform) 67%' with a progress indicator of 19% ideality. The flowchart starts with 'Economic activity' leading to 'Consumer and business consumption' and 'Producing food'. 'Consumer and business consumption' leads to 'Fossil fuel combustion', which produces 'Nitrous oxide' and 'Methane'. 'Producing food' leads to 'Agriculture, livestock', which produces 'Methane' and 'Fertilizers'. 'Fertilizers' leads to 'Manufacturer of fertilizers', which produces 'Nitrous oxide'. 'Nitrous oxide' and 'Methane' both contribute to the 'Greenhouse effect', which leads to 'Global warming'. 'Global warming' leads to 'Climate change'. 'Climate change' has several effects: 'Water vapour increase', 'Methane release into atmosphere', 'Permafrost melting', 'Snow cover reduction', 'Reduced reflection of solar energy', 'Atmospheric warming', 'Coral bleaching and reef degradation', 'Habitat destruction and desertification', 'Disease carrier and pest propagation', 'Melting of ice caps, glacier, ice sheets', and 'Extreme weather event intensification'. 'Permafrost melting' leads to 'Snow cover reduction', which leads to 'Reduced reflection of solar energy'. 'Atmospheric warming' leads to 'Coral bleaching and reef degradation'. 'Habitat destruction and desertification' leads to 'Biodiversity loss, species extinction'. 'Disease carrier and pest propagation' leads to 'Invasive species movement'. 'Melting of ice caps, glacier, ice sheets' leads to 'Sea level rise, coastal submersion, freshwater loss'. 'Extreme weather event intensification' leads to 'Heat waves, floods, droughts, wildfires'. 'Sea level rise, coastal submersion, freshwater loss' and 'Heat waves, floods, droughts, wildfires' both lead to 'Direct harm to health and safety'. 'Invasive species movement' and 'Biodiversity loss, species extinction' both lead to 'Human poverty, migration and conflict'. 'Direct harm to health and safety' also leads to 'Human poverty, migration and conflict'. 'Crop and infrastructure failure' leads to 'Human poverty, migration and conflict'. A search menu is open over the 'Climate change' node, showing options for Google, Images, News, Definition, YouTube, Scholar, Patent (selected), Wikipedia, Wolfram Alpha, More Inspiration, Ask Nature, Shaping Tomorrow, Bing, Yahoo, and DuckDuckGo. The 'Patent' option is further expanded to show 'Full', 'Titles', 'Abstracts', and 'Claims'. The left sidebar shows a tree view of 'Usefulness' and 'harmful' categories. The bottom status bar shows 'Climate Change (Freeform) 67%' and '7/30/ideality = 19%'.

New in v4 is a powerful pattern-based highlighter. Every 'derived' parameter in the rules engine can be used to highlights agents that match that pattern in the model. As with all drop down menus from the toolbar, the user can select a preferred option which becomes a default for subsequent clicks on the icon. In the screenshot example, the user has found a 'problem' in the model and then used the arrow keys to follow highlighted causes and effects in the model.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main window shows a causal diagram with nodes and arrows. A context menu is open over the diagram, listing various highlighter options. The 'problem' option is selected. The diagram shows a flow from 'Economic activity' through various processes like 'Generating power', 'Manufacturing goods', and 'Fossil fuel combustion' to 'Greenhouse effect', which leads to 'Climate change' and 'Human poverty, migration and conflict'.

Highlighter Menu Options:

- Unhighlight
- Highlight Selection
- Invert Highlights
- orphan/uninvolved
- leafnode
- start/rootnode
- end/outcome
- problem** (selected)
- solution
- contradiction
- conflicted
- problemsolved
- silverlining
- necessaryevil
- compromisedsolution
- increasing
- increased
- decreasing
- decreased
- unstable
- pro/benefit
- enabler
- improvingfactor
- con/drawback
- barrier
- worseningfactor

Diagram Nodes and Flow:

- Green Nodes (Left):** Economic activity, Generating power, Manufacturing goods, Using transportation, Powering buildings, Consumer and business consumption, Producing food.
- Red Nodes (Middle/Right):** Deforestation, Fossil fuel combustion, Nitrous oxide, Methane, Greenhouse effect, CO2, Ocean acidification, Extreme weather event intensification, Melting of ice caps, glacier, ice sheets, Disease carrier and pest propagation, Habitat destruction and desertification, Coral bleaching and reef degradation, Atmospheric warming, Permafrost melting, Snow cover reduction, Reduced reflection of solar energy, Direct harm to health and safety, Crop and infrastructure failure, Human poverty, migration and conflict.

Models can be presented to an audience in 'sequence'. Building a sequence just means labeling the order in which individual objects or groups of objects are displayed. The build can then be 'played' using the tape recorder controls in the toolbar. The sequence is stored with the model (.sbm file). The ordering numbers only appear when the build dialog is invoked.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a causal model diagram with nodes and arrows. The nodes are arranged in a flow from left to right, starting with 'Economic activity' (green) and ending with 'Human poverty, migration and conflict' (red). The nodes are: Economic activity (1), Generating power (2), Manufacturing goods (2), Using transportation (2), Powering buildings (2), Consumer and business consumption (2), Producing food (2), Fossil fuel combustion (3), Manufacturer of fertilizers (3), Agriculture, livestock (3), Deforestation (2), CO2 (4), Nitrous oxide (4), Methane (4), Greenhouse effect (5), Global warming (6), Climate change (7), Water vapour increase (9), Methane release into atmosphere (9), Ocean acidification (5), Marine organisms cannot form shells (6), Extreme weather event intensification (8), Melting of ice caps, glaciers, ice sheets (8), Disease carrier and pest propagation (8), Habitat destruction and desertification (8), Coral bleaching and reef degradation (8), Atmospheric warming (8), Permafrost melting (8), Snow cover reduction (8), Reduced reflection of solar energy (8), Heat waves, floods, droughts, wildfires (9), Sea level rise, coastal submersion, freshwater loss (9), Invasive species movement (9), Biodiversity loss, species extinction (9), Crop and infrastructure failure (10), and Direct harm to health and safety (10). The 'Sequence' dialog box is open on the right, showing a list of numbers from 1 to 20, with '9' selected. The dialog box has a title bar 'Sequence' and a close button 'X'. It contains the text 'Select a number', 'Paint agents', 'Repeat', and 'Tip: gaps permitted'. Below the text is a list of numbers from 1 to 20, with '9' highlighted in blue. At the bottom of the dialog box are 'Auto' and 'Clear' buttons.

Southbeach has an auto-layout function. Models can be free form, trees or graphs. The type of the model can be changed from the toolbar icon, the Model menu or the right mouse (context) on the canvas. Icons are provided to apply the format to the model following a change, or to turn on 'continuous' auto-format and to 'spread' or 'compact' the space between objects. The layout engine provides parameters able to emulate the look and feel of any different kinds of trees and graphs. Individual objects can also be 'pinned' or 'clamped' to exclude them from layout changes. The difference between 'pinning' and 'clamping' is that clamping allows the user to re-position an excluded object without 'unpinning' it.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main canvas shows a complex flowchart model illustrating the impacts of climate change. The model starts with 'Economic activity' (green box) which branches into several categories: 'Generating power', 'Manufacturing goods', 'Using transportation', 'Powering buildings', 'Consumer and business consumption', and 'Producing food'. These lead to 'Fossil fuel combustion' (green box), which then leads to 'CO2', 'Nitrous oxide', and 'Methane' (all in cyan boxes). 'CO2' leads to 'Ocean acidification' (cyan box), which impacts 'Marine organisms cannot form shells' (cyan box). 'Nitrous oxide' and 'Methane' both lead to 'Greenhouse effect' (cyan box), which leads to 'Global warming' (cyan box). 'Global warming' leads to 'Climate change' (red box). 'Climate change' has multiple arrows pointing to various impacts: 'Extreme weather event intensification', 'Melting of ice caps, glacier, ice sheets', 'Disease carrier and pest propagation', 'Habitat destruction and desertification', 'Coral bleaching and reef degradation', 'Atmospheric warming', 'Permafrost melting', 'Snow cover reduction', and 'Reduced reflection of solar energy'. 'Extreme weather event intensification' leads to 'Heat waves, floods, droughts, wildfires', which then leads to 'Crop infrastructure' and 'Direct harm to health and safety'. 'Melting of ice caps...' leads to 'Sea level rise, coastal submersion, freshwater loss', which also leads to 'Direct harm to health and safety'. 'Disease carrier and pest propagation' leads to 'Invasive species movement'. 'Habitat destruction and desertification' leads to 'Biodiversity loss, species extinction'. 'Atmospheric warming' leads to 'Water vapour increase' and 'Methane release into atmosphere'. 'Permafrost melting' leads to 'Snow cover reduction'. 'Snow cover reduction' leads to 'Reduced reflection of solar energy'. 'Direct harm to health and safety' leads to 'Human poverty, migration and conflict'. A context menu is open over the 'Climate change' node, showing options: 'Freeform' (checked), 'Tree', and 'Graph'. The interface includes a menu bar (File, Edit, View, Model, Insert, Format, Draw, Tools, Window, Help, License), a toolbar, an Explorer panel on the left with a tree view of models and agents, and a Toolbox panel at the bottom left with a search bar and a list of categories like 'favorites', 'actions', 'business', 'calendar', 'change', and 'climate'. The status bar at the bottom shows 'freeform (Freeform) 65%' and '7/30/ideality = 19%'.

Auto-layout properties, in this case the graph properties, can be customized and stored with the model. They can be applied immediately, after the model has changed, or continuously during editing of the model. In the case of graphs, options are provided to fix the position of objects with certain attributes. This is a short cut to avoid 'pinning' or 'clamping'. For example, fixing the 'focus' objects in the model while other object re-arrange themselves around them.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main window shows a graph with 'Climate change' at the center, connected to various effects like 'Extreme weather event intensification', 'Heat waves, floods, droughts, wildfires', 'Direct harm to health and safety', 'Human poverty, migration and conflict', 'Crop and infrastructure failure', 'Sea level rise, coastal submersion, freshwater loss', 'Invasive species movement', 'Disease carrier and pest propagation', 'Habitat destruction and degradation', 'Coral bleaching and reef degradation', 'Permafrost melting', 'Snow cover reduction', and 'Reduced reflection of solar energy'. A context menu is open over the graph, listing options such as 'Paste', 'Auto Layout', and 'Graph Properties'. The 'Graph Properties' dialog box is also open, showing settings for 'Agents' (Electrical charge: 18), 'Effects' (Spring length: 6, Spring tension: 2), and 'Maximum iterations' (100). A 'Fixed' list on the right includes 'useful', 'harmful', 'neutral', 'choice', 'issue', 'event', 'action', 'knowledge', and 'goal'. The status bar at the bottom indicates '38 new directions generated 92%' and '0/17/ideality = 0%'.

As with graphs, tree properties can be customized and stored with the model to which they apply. They can be applied immediately, after the model has changed, or continuously during editing of the model. For example, adding new nodes to a tree will automatically re-arrange all other nodes to create enough space and avoid overlaps. The options for many different kinds of trees are beyond the scope of this document. Experimentation is encouraged. For example, the auto-layout engine knows about disconnected trees in a single model, as in this example.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a tree diagram with three primary nodes: 'Use cases', 'Project Examples', and 'Methods you might use'. Each node has a list of sub-nodes connected by green lines. A context menu is open over the 'Methods you might use' tree, with 'Auto Layout' selected, and a sub-menu showing 'Freeform', 'Tree', and 'Graph'. A 'Use Cases Tree Properties' dialog box is open, showing various settings for the tree layout, including 'Tree growth', 'Forest groupings', and 'Tree Layout'.

Use Cases Tree Properties

Tree growth

Direction: Left

Path: Destinations are Children

Order: Forwards Iteration

Spacing

Between nodes: 20

Between layers: 50

Compaction: Block

Maximum Tree Size

Maximum Breadth (Zero if not limited): 0

Row Spacing between Children: 25

Forest groupings

Arrange Roots: Vertically

Origin X: 20 Y: 20

Spacing W: 50 H: 50

Parent to Children Alignment

Alignment: Center Children

Indent: 0

Tree Style

Layered

Alternate Direction: Right

Alternate Breadth Limit: 0

Tree Layout

Experiment with different tree styles. Multiple trees on the same canvas are a forest.

Apply the tool to all or part of the canvas (selected objects).

Ignores clamped and pinned objects. Clamped objects can still be moved manually. Pinned objects cannot be moved until they are unpinned.

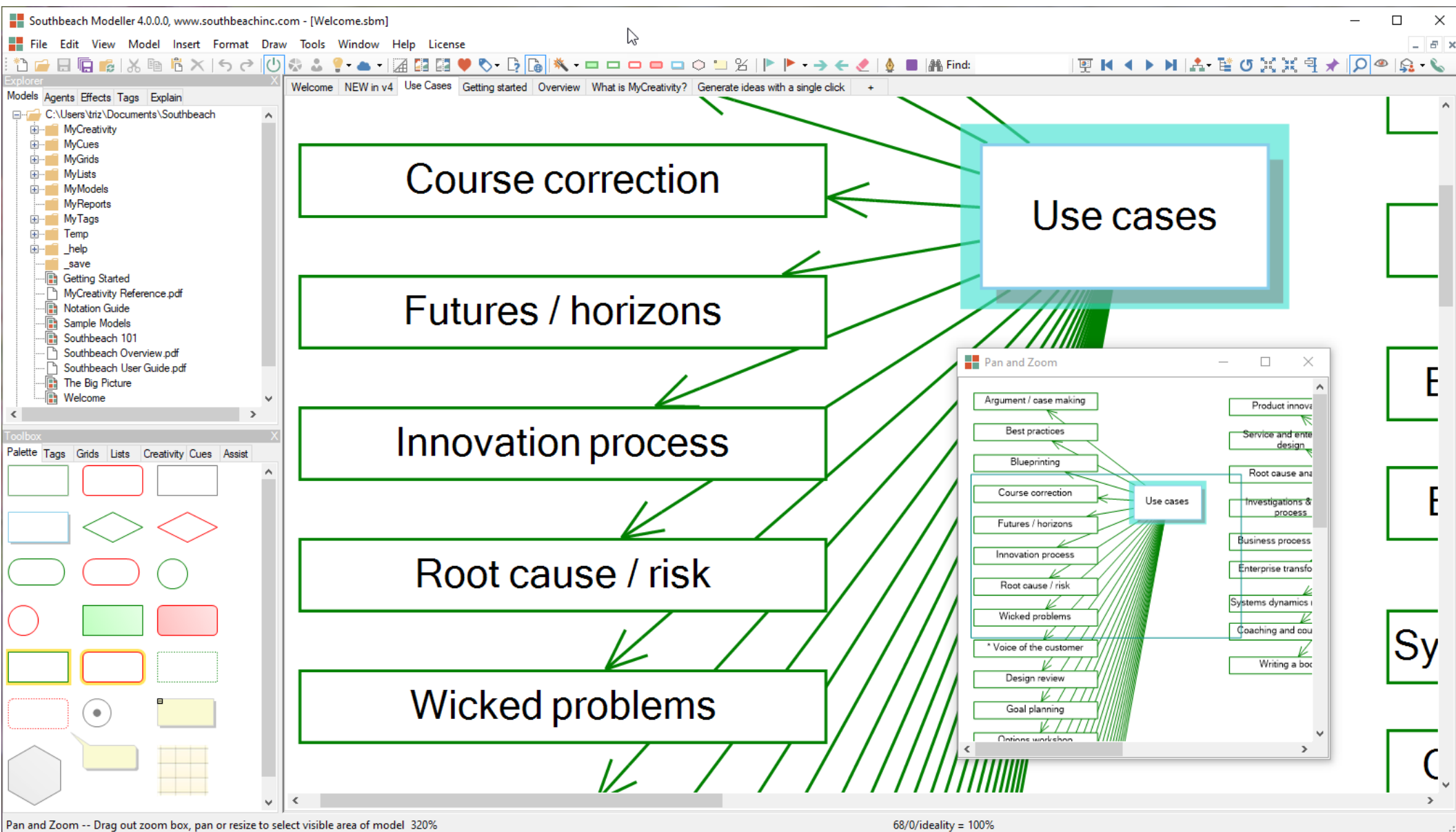
Optionally save the layout with the model. Click on the 'Apply layout' icon in the application bar to 'fix up' the layout at any time, with no need to return to this dialog.

Apply Save Close

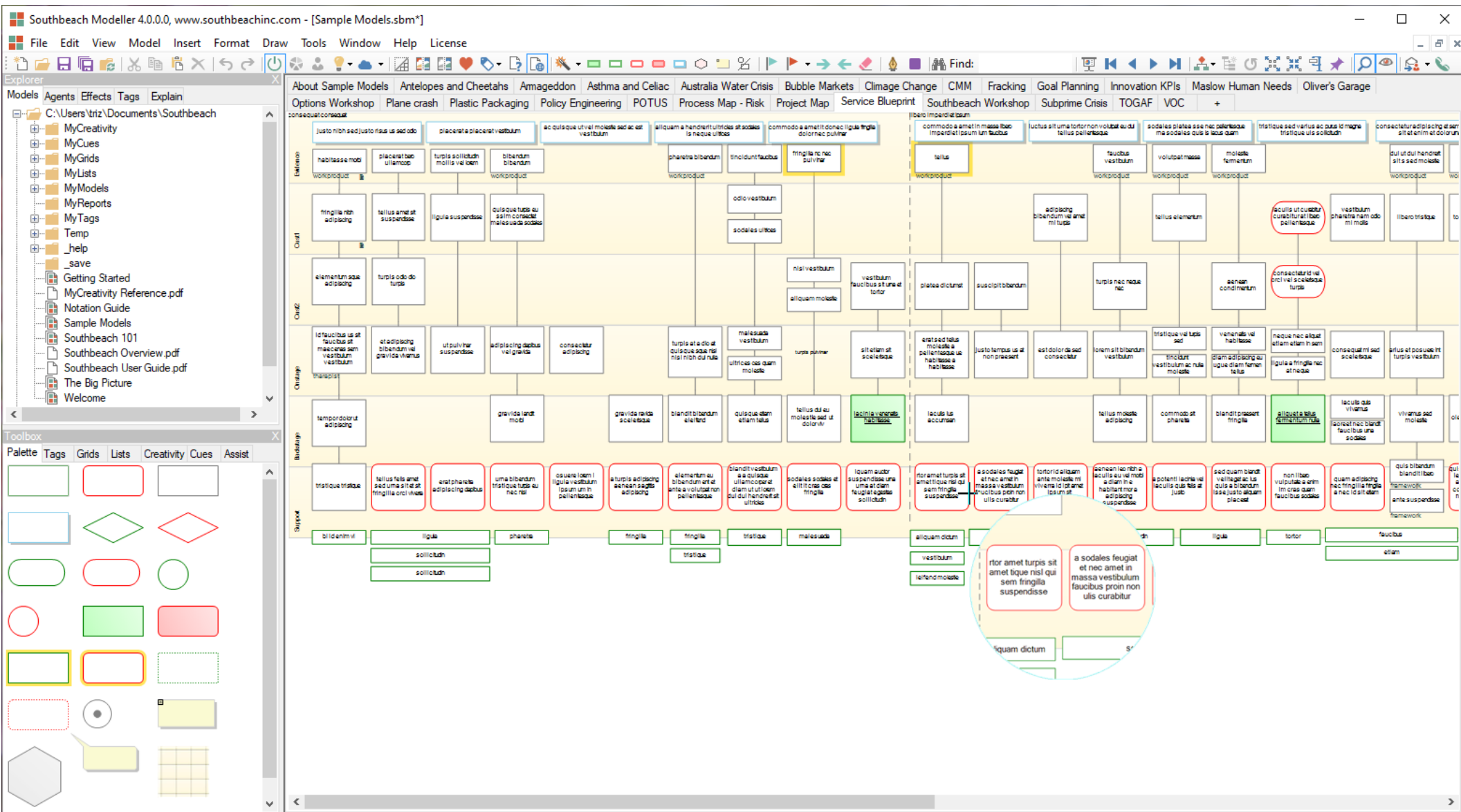
Use Cases (Tree) 60%

68/0/ideality = 100%

Southbeach Modeller is scalable, able to store and manipulate visual models containing 100s or 1000s of elements separated across multiple sub-models, all held in a single file (.sbm file, XML). Pan and Zoom (via tool bar or View menu) is sometimes required when navigating a large model, although use of the mouse wheel (Ctrl+wheel) and panning controls on the keyboard are often sufficient.



From the View menu or toolbar icon (Eye) a fisheye magnifier is provided. This has proved useful for scanning detailed models and small font text, as well as during presentations. Ctrl+mouse wheel changes the degree of magnification.



It is often convenient to capture information interactively during a working session. We call this 'Live Capture'. The names of objects are simply typed into the dialog and can be added to the model at will. Two versions of 'Live Capture' is provided: useful/harmful/neutral and sufficient/insufficient/potential/dysfunctional. This has proved 'good enough' for most workshop practices. Once the information has been captured as objects, they can be moved around and effects or relationships added.

The screenshot shows the Southbeach Modeller 4.0.0.0 interface. The main workspace contains a network diagram with various nodes and connections. A 'Tools' menu is open, highlighting the 'Live Capture' option. The 'Live Capture' dialog box is displayed in the foreground, featuring three columns for capturing information: 'Useful', 'Harmful', and 'Neutral'. Each column has a table with 'Name', 'G', and 'P' (or 'R') columns. The 'Useful' column has rows 'a' through 'f'. The 'Harmful' column has rows 'h' through 'l'. The 'Neutral' column has rows 'x' through 'z'. The 'Add to Model' button is highlighted at the bottom of the dialog.

Live Capture Dialog Data:

Useful	Harmful	Neutral
Name	Name	Name
G	R	G
P	P	P
a	h	x
b	i	y
c	j	z
d	k	•
e	l	•
f	•	•
•	•	•

The multi-edit dialog (Tools menu) is a convenient way to edit or clean up the names of selected objects in the model, in one operation. The dialog lists all objects in the model. Once edits are made, changes are applied to the visual model.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main window shows a TOGAF diagram with several components: A. Architecture Vision, B. Business Architecture, C. Information Systems Architectures, D. Technology Architecture, E. Opportunities and Solutions, F. Migration Planning, G. Implementation Governance, and H. Architecture Change Management. A 'Multi Edit' dialog is open, listing all objects in the model with checkboxes for selection. The dialog has columns for 'Name' and 'G' (Group). The 'Name' column lists various objects, including 'A. Architecture Vision', 'B. Business Architecture', 'C. Information Systems Architectures', 'D. Technology Architecture', 'E. Opportunities and Solutions', 'F. Migration Planning', 'G. Implementation Governance', 'H. Architecture Change Management', 'Requirements Management', and various sub-objects like '* Establish the Architecture Project', '* Identify Stakeholders, Concerns, and Business Requirements', etc. The 'G' column has checkboxes, many of which are checked. The dialog has 'OK' and 'Cancel' buttons at the bottom.

Name	G
A. Architecture Vision	<input checked="" type="checkbox"/>
B. Business Architecture	<input checked="" type="checkbox"/>
C. Information Systems Architectures	<input checked="" type="checkbox"/>
D. Technology Architecture	<input checked="" type="checkbox"/>
E. Opportunities and Solutions	<input checked="" type="checkbox"/>
F. Migration Planning	<input checked="" type="checkbox"/>
G. Implementation Governance	<input checked="" type="checkbox"/>
H. Architecture Change Management	<input checked="" type="checkbox"/>
Requirements Management	<input checked="" type="checkbox"/>
* Scope of organizations impacted	<input type="checkbox"/>
* Maturity assessment, gaps, and resolution approach	<input type="checkbox"/>
* Roles and responsibilities for architecture team(s)	<input type="checkbox"/>
* Constraints on architecture work	<input type="checkbox"/>
* Re-use requirements	<input type="checkbox"/>
* Budget requirements	<input type="checkbox"/>
* Requests for change	<input type="checkbox"/>
* Governance and support strategy	<input type="checkbox"/>
* Establish the Architecture Project	<input type="checkbox"/>
* Identify Stakeholders, Concerns, and Business Requirements	<input type="checkbox"/>
* Confirm and Elaborate Business Goals, Business Drivers, and Constraints	<input type="checkbox"/>
* Evaluate Business Capabilities	<input type="checkbox"/>
* Assess Readiness for Business Transformation	<input type="checkbox"/>
* Confirm and Elaborate Architecture Principles, including Business Principles	<input type="checkbox"/>
* Develop Architecture Vision	<input type="checkbox"/>
* Define the Target Architecture Value Propositions and KPIs	<input type="checkbox"/>
* Identify the Business Transformation Risks and Mitigation Activities	<input type="checkbox"/>
* Develop Enterprise Architecture Plans and Statement of Architecture Work: Secure Approval	<input type="checkbox"/>
* Define Scope	<input type="checkbox"/>

The TOGAF diagram shows a central 'Requirements Management' box connected to 'A. Architecture Vision', 'B. Business Architecture', 'C. Information Systems Architectures', 'D. Technology Architecture', 'E. Opportunities and Solutions', 'F. Migration Planning', and 'G. Implementation Governance'. 'A. Architecture Vision' is further connected to 'Approved Statement of Architecture Work', '# Refined statements of Business Principles, Business Goals, and Business Drivers', '# Architecture Principles', '# Capability Assessment', '# Tailored Architecture Framework (for the engagement)', 'Architecture Vision', '# Communications Plan', and '# Additional content populating the Architecture Repository'. 'B. Business Architecture' is connected to 'Organizational Model for Enterprise Architecture', 'Tailored Architecture Framework', '# Approved Statement of Architecture Work, when pre-existing', '# Enterprise Continuum', '# Architecture Repository', and 'Architecture Vision'. The diagram also shows 'Enterprise Architecture', 'Architecture Framework', and 'Architecture Repository' connected to 'A. Architecture Vision'.

72/0/ideality = 100%

Lists are a major new function in v4. Over 200 lists are provided, covering a wide range of topics, giving access to 10000s of modelling elements. The role of these lists is to inspire modelling and creativity. Elements can be reused in models individually (just drag to the canvas) or as complete lists. A list can be converted to objects or used to paint over the names of existing objects. Lists are held in .txt files and the user can add their own preferred lists of resources to Modeller. They will appear in the Lists panel tree according to the hierarchy of folders used.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. On the left, the Explorer panel shows a tree structure with folders like 'useful' and 'future'. The Toolbox panel is open, showing a context menu with options such as 'Open', 'Create Agents', 'Paint Agents', and 'Jackson Pollack'. The main canvas area is titled 'paint agents' and contains a complex network diagram. The diagram consists of numerous rectangular nodes connected by green lines. Key nodes include 'Cyborgs', 'Dream recorder', 'Dyson sphere', 'E-M drive', 'Emulated minds', 'Fields manipulation', 'Floating city', 'Floating farms', 'Underground city', 'Universal translator', 'Video holograms', 'Virtual environments', 'Warp drive', 'Weather control system', 'What-if machine', 'Flying cars and taxis', 'Folding space', 'Forcefield', 'Generation ship', 'Hive mind', 'Hover car', 'Human clones', 'Human metamorphosis', 'Humanoid robots', 'Hyperdrive', 'Immortality', 'Interstellar travel', 'Invisibility', 'Life extension', 'Lightsaber', 'Living robots', 'Metropolis', 'Mind swap', 'Miniturisation beam', 'Tricorder', 'Transporter', 'Replicator', 'Self-replicating machines', 'Sentient ships', 'Shadow square wire', 'Teleportation', 'Anti gravity', 'Cloaking device', 'Antimatter drive', 'Brain upload', 'Colonisation of Mars', and 'Asteroid mining'. The 'Anti gravity' node is highlighted in green, and it is connected to a large number of other nodes, including 'Flying cars and taxis', 'Folding space', 'Forcefield', 'Generation ship', 'Hive mind', 'Hover car', 'Human clones', 'Human metamorphosis', 'Humanoid robots', 'Hyperdrive', 'Immortality', 'Interstellar travel', 'Invisibility', 'Life extension', 'Lightsaber', 'Living robots', 'Metropolis', 'Mind swap', 'Miniturisation beam', 'Tricorder', 'Transporter', 'Replicator', 'Self-replicating machines', 'Sentient ships', 'Shadow square wire', and 'Teleportation'. The 'Antimatter drive' node is also highlighted in green and is connected to 'Interstellar travel', 'Invisibility', 'Life extension', 'Lightsaber', 'Living robots', 'Metropolis', 'Mind swap', 'Miniturisation beam', 'Tricorder', 'Transporter', 'Replicator', 'Self-replicating machines', 'Sentient ships', 'Shadow square wire', and 'Teleportation'. The 'Brain upload' node is highlighted in green and is connected to 'Colonisation of Mars' and 'Asteroid mining'. The 'Colonisation of Mars' node is highlighted in green and is connected to 'Brain upload', 'Asteroid mining', 'Anti gravity', 'Cloaking device', and 'Antimatter drive'. The 'Asteroid mining' node is highlighted in green and is connected to 'Colonisation of Mars' and 'Antimatter drive'. The 'Cloaking device' node is highlighted in green and is connected to 'Anti gravity' and 'Antimatter drive'. The 'Antimatter drive' node is highlighted in green and is connected to 'Anti gravity' and 'Antimatter drive'. The 'Anti gravity' node is highlighted in green and is connected to 'Anti gravity'. The 'Interstellar travel' node is highlighted in green and is connected to 'Interstellar travel'. The 'Invisibility' node is highlighted in green and is connected to 'Interstellar travel'. The 'Life extension' node is highlighted in green and is connected to 'Interstellar travel'. The 'Lightsaber' node is highlighted in green and is connected to 'Interstellar travel'. The 'Living robots' node is highlighted in green and is connected to 'Interstellar travel'. The 'Metropolis' node is highlighted in green and is connected to 'Interstellar travel'. The 'Mind swap' node is highlighted in green and is connected to 'Interstellar travel'. The 'Miniturisation beam' node is highlighted in green and is connected to 'Interstellar travel'. The 'Tricorder' node is highlighted in green and is connected to 'Interstellar travel'. The 'Transporter' node is highlighted in green and is connected to 'Interstellar travel'. The 'Replicator' node is highlighted in green and is connected to 'Interstellar travel'. The 'Self-replicating machines' node is highlighted in green and is connected to 'Interstellar travel'. The 'Sentient ships' node is highlighted in green and is connected to 'Interstellar travel'. The 'Shadow square wire' node is highlighted in green and is connected to 'Interstellar travel'. The 'Teleportation' node is highlighted in green and is connected to 'Interstellar travel'. The status bar at the bottom indicates 'paint agents (Freeform) 76%' and '72/0/ideality = 100%'.

As the user clicks around a model, and if the ideation engine is on (power icon in toolbar), ideas (sentences) are generated and displayed in the creativity panel (right). Sentences are output depending upon which rules match patterns in the model. The user has control of which parts of the model are used. This is called 'scope'. For example 'laser' instructs the engine only to fire on individual objects. 'Narrow' extends this to adjacent effects. 'Wide' includes adjacent objects, etc. 'Widest' applies the rules to the entire model.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. On the left is a 'Toolbox' with various modeling tools. The main workspace shows a flowchart model with nodes like 'Manufacturing goods', 'Using transportation', 'Powering buildings', 'Consumer and business consumption', 'Producing food', 'Fossil fuel combustion', 'Deforestation', 'CO2', 'Nitrous oxide', 'Methane', 'Greenhouse effect', and 'Global war'. A context menu is open over the 'Laser' scope option, listing 'Narrow', 'Extended', 'Wide', 'Wider', and 'Widest'. On the right, the 'Creativity (Laser)' panel shows 47 generated ideas, such as 'Apply to [Manufacturer of fertilizers]: Replace a physical solution with a sensory or field-based one'. The status bar at the bottom indicates '47 new directions generated 106%' and '7/30/ideality = 19%'.

As well as the extensive library of creativity rulesets provided in the Toolbox panel, Southbeach also provides the concept of 'model creativity'. These are rules held in the model itself. Look at the panel on the right. It is split in two. The upper part are the model rules and the lower part the output. If 'model creativity' is enabled (icon in Toolbar) these local rules are combined with any library rules enabled. Thus, it is possible to develop a model or template containing all the rules necessary for its operation. The person who has the model does not need a corresponding library. In this example, the model rules are simply a copy from the library. But there is nothing to stop users modifying these or adding rules of their own creativity. Note, the upper panel can be hidden when not needed, thereby hiding the rules. A full manual (Creativity Reference) describing the powerful rules language is available separately.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a complex flowchart titled "Water Crisis in Australia". The central node is "Water supply", which is highlighted in yellow. It branches into several categories: "Agriculture" (including Wine, Drip irrigation on selective crops, and Efficient and affordable Delivery System), "Irrigation", "Crops", "Animal stock", "Household use" (including Use sea water to flush toilets in coastal cities, Recycle grey water for second use, and Desalination ships), "Drinking water", "Industry (operation)", "Industry (product)", "Swimming Pools", and "Murray-Darling River". The "Murray-Darling River" node is highlighted in green and has a red arrow pointing to it from a "12 year drought" node. A dashed box on the left contains nodes like "We are taking more out than nature can sustain" (red), "Loss of Murray-Darling basin" (red), "Only take out as much water as nature can sustain" (green), "Impact on industry & agriculture" (red), and "hold the 2010 World Water Event in the Murray-Darling Basin" (green). A text box above the diagram explains: "If its red, its harmful. If its green, its useful. The blue boxes are actions we could take to improve the situation. Each action also has useful and harmful side effects. The red funnels coming out of the water supply indicate the harmful consumption of water by agents such as irrigation, household use, industry, all useful to us, yet with a devastating harmful side effect".

The left sidebar shows the "Toolbox" with various creativity rulesets like "100 ways", "15 techniques", "forced conflict", "inner vision", "intuition", "oblique", "whack on the head", "elaborate", "governance", "innovate", "lateral thinking", "Ghats", "black", "blue", "green", "red", "white", "yellow", "thinkpak", "TOLOPOSOGO", "what if", "lean", "living", "marketing", "observe", "people", "process", "requirements", "root cause", "sales", "services", "solve", "strategy", "technology", and "TRIZ".

The right panel, titled "Creativity (Widest)", shows a list of generated questions based on the model rules. The first question is: "1. Will [Drip irrigation on selective crops] work for us?". Other questions include: "2. Why can't we do [Drip irrigation on selective crops] now? What should we in preparation?", "3. What is wrong with [Drip irrigation on selective crops]? What might cause this to break?", "4. What are the risks around [Drip irrigation on selective crops]? Is this safe?", "5. What is [Drip irrigation on selective crops] in conflict with? Think about ideals, standards and conventions", "6. How will [Drip irrigation on selective crops] impact on other activities?", "7. What distractions does [Drip irrigation on selective crops] create?", "8. Who will prevent, stop or derail [Drip irrigation on selective crops]?", "9. Will [Drip irrigation on selective crops counteracts Uses 80% of water extracted from the basin] work for us?", "10. Why can't we do [Drip irrigation on selective crops counteracts Uses 80% of water extracted from the basin] now? What should we in preparation?", "11. What is wrong with [Drip irrigation on selective crops counteracts Uses 80% of water extracted from the basin]? What might cause this to break?".

The bottom status bar shows "Australia Water Crisis (Freeform) 60%" and "36/12/ideality = 75%".

The upper and lower parts of the Creativity panel have right mouse (context) menus. The upper panel (rules editor) has a 'Hide editor' option and the lower panel (ideation output) has a 'Show editor' option. Note, function key F2 in either panel hides or shows the editor.

Note that the Creativity panel has a tab to add [+] more output tabs. Each maintains its content across sessions and each serves the purpose of collecting content for each sub-model in the model (if any). The relationship between sub-model and output panel is automatic. Just click on the sub-model and output panel to see the associated ideation content.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a flowchart illustrating the relationship between economic activity and climate change. The flowchart starts with 'Economic activity' (green box) leading to 'Generating power', 'Manufacturing goods', 'Using transportation', 'Powering buildings', 'Consumer and business consumption', and 'Producing food'. These activities lead to 'Fossil fuel combustion', 'Manufacturer of fertilizers', and 'Agriculture, livestock'. 'Fossil fuel combustion' and 'Agriculture, livestock' lead to 'CO2', 'Nitrous oxide', and 'Methane'. 'CO2', 'Nitrous oxide', and 'Methane' lead to 'Greenhouse effect', which leads to 'Global warming'. 'Global warming' leads to 'Climate change'. 'Climate change' leads to 'Extreme weather event intensification', 'Melting of ice caps, glacier, ice sheets', 'Disease carrier and pest propagation', 'Habitat destruction and desertification', 'Coral bleaching and reef degradation', 'Atmospheric warming', 'Permafrost melting', 'Snow cover reduction', and 'Reduced reflection of solar energy'. 'Atmospheric warming' leads to 'Water vapour increase', which leads to 'Methane release into atmosphere'. 'Methane release into atmosphere' leads to 'Methane'. 'Methane' leads to 'Greenhouse effect'. 'Greenhouse effect' leads to 'Ocean acidification', which leads to 'Marine organisms cannot form shells'. 'Ocean acidification' leads to 'Climate change'. 'Climate change' leads to 'Climate change'.

The Creativity (Widest) panel on the right shows a list of ideation prompts:

- * "Will {this} work for us?"
- * "Why can't we do {this} now? What should we in preparation?"
- * "What is wrong with {this}? What might cause this to break?"
- * "What are the risks around {this}? Is this safe?"
- * "What is {this} in conflict with? Think about ideals, standards and conventions"
- * "How will {this} impact on other activities?"
- * "What distractions does {this} create?"
- * "Who will prevent, stop or derail {this}?"
- * (.) "Will {this} work for us?"
- * (.) "Why can't we do {this} now? What should we in preparation?"
- * (.) "What is wrong with {this}? What might cause this to break?"
- * (.) "What are the risks around {this}? Is this safe?"
- * (.) "What is {this} in conflict with? Think about ideals, standards and conventions"
- * (.) "How will {this} impact on other activities?"
- * (.) "What distractions does {this} create?"
- * (.) "Who will prevent, stop or derail {this}?"

A context menu is open over the Creativity panel, showing options: Undo (Ctrl+Z), Redo (Ctrl+Y), Default Formatting, Add as..., Cut (Ctrl+X), Copy (Ctrl+C), Paste (Ctrl+V), Select All (Ctrl+A), and Hide editor (F2).

At the bottom of the window, the status bar shows: Climate Change (Freeform) 65% and 7/30/ideality = 19%.

The lower (ideation output) part of the Creativity panel has a context menu for specifying the operation and format of generated ideation. The panel can be set to append or replace new content as the user clicks around the model and new ideas are generated. Numbering, line spacing and style can be set. Style refers to different types of quotes marks or brackets placed around the names of objects inserted into the generated sentences.

A 'trace' option appends the name of the ruleset that generated the sentence.

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main workspace shows a process map titled "Policy Engineering" with several interconnected boxes: Assess, Execute, Plan, Analyze, Monitor, Control, Overlap of concerns, Overlap of solutions, Limited resources, Claims, Questions, Options, Evaluation of relative cost effectiveness, Prioritisation, Highlighting key differences of perspective, Analysing conflicting arguments, Evidence base, and Cost benefits analysis. A left-hand palette lists various tools and models, including "model", "cues", "experimental", "legacy", "agile", "analyze", "business", "creativity", "elaborate", "governance", "innovate", "32 questions", "angles", "challenge thinking", "Kipling method", "learn look ask try", "pause", "SCAMPER", "adapt", "combine", "eliminate", "magnify", "put to other use", "rearrange", "SCAMPER+", "substitute", "STEP", "external environment", "internal environment", "leadership", "people", "process", "stakeholders", "support", "task", "top25", "lateral thinking", "6hats", "black", "blue", "green", "red", "white", "yellow".

The "Creativity (Widest)" panel on the right shows a list of generated ideas, each starting with a question mark and a set of brackets, such as:

- * "Will {this} work for us?"
- * "Why can't we do {this} now? What should we in preparation?"
- * "What is wrong with {this}? What might cause this to break?"
- * "What are the risks around {this}? Is this safe?"
- * "What is {this} in conflict with? Think about ideals, standards and conventions"
- * "How will {this} impact on other activities?"
- * "What distractions does {this} create?"
- * "Who will prevent, stop or derail {this}?"

 A context menu is open over the list, showing options: Copy All to Clipboard (Ctrl+C), Create Agents, Clear, Append, Numbered, Trace, **Style**, Line Spacing, Extent, Show/Hide editor (F2). The "Style" submenu is also visible, showing options: <none>, [], ' ', " ", <>, and 0.

At the bottom of the window, the status bar indicates "488 new directions generated 98%" on the left and "27/2/ideality = 93%" on the right.

Southbeach v4 now provides a search box in the toolbar, also available in the Edit menu – Find. This allows for searching by substring, exact string or notation pattern. All objects matching the text or pattern are selected in the model. To specify a notation pattern start with the ^ character, e.g. ^harmful+risk+@priority, would select all harmful risks tagged as priority. Note that if the model has a grid, the pattern can include the values of the row and column or labelled boxes tags. In addition, all derived keywords in the creativity engine are supported. For example, the pattern ^contradiction+increasing would find all contradictions in the model (objects that are simultaneously improving and harming the system) and that are increasing in severity as a result of an increasing effect on them from another agent. (This new search functionality complements the existing (in v3) search by key letter. Type any key and the next object starting with that letter is selected on the canvas.)

The screenshot displays the Southbeach Modeller 4.0.0.0 interface. The main canvas shows a process map for 'Asthma and Celiac' with several interconnected nodes and arrows. A search box in the toolbar is active, showing the search criteria: 'substring "exact string" ^<notation pattern>'. The search results are displayed in the Explorer panel on the left, categorized by 'Usefulness' (useful, harmful, neutral). The 'harmful' category is expanded, showing several objects related to the patient's condition and diet. A red box highlights a specific node: 'GP ascertains that patient's diet lacks vegetables, fruit and tends to be mainly 'processed' food', which is labeled as a 'risk factor'. Other nodes include 'Monthly review with the practice nurse', 'Consultation with the GP to discuss the test results', 'Change of diet', and 'GP advises the patient will need to have a gluten-free balanced diet'. The interface also includes a 'Toolbox' with a search bar and a list of keywords, a 'Notes' panel on the right, and a 'Creativity (Extended)' panel at the bottom right.

Endorsement

<https://www.southbeachinc.com/customers.html>

- ✓ "I really like your software. It is an easy to use visual tool for working with all kinds of thinking methods." -- Creativity Consultant
- ✓ "A practical tool that guides where effort should be focused as problem-solving proceeds." -- Mind Mapping.Org
- ✓ "Southbeach has an important plus - the models are readily understood by non-technical employees" -- Business Manager
- ✓ "Southbeach is a superb notation for organizing your thoughts. An hour's Southbeach reduces task completion by days." -- Strategy Lead
- ✓ "A very neat tool for almost anything! I keep it open in the background all the time" -- Business Improvement Manager
- ✓ "The creativity manual is well written. The rules language is wonderfully simple yet powerful. It will be interesting to see what people do with this." -- Lead IT Strategy & Transformation
- ✓ "Remarkable. I learnt more from my models in ten minutes than weeks of previous looking." -- Innovation Consultant
- ✓ "I am very enamored with Southbeach. I use it in group situations. A telling indication (for me) is that most if not all of my "project" folders now contain a Southbeach sub-folder!" -- Business Analyst, ITIL and Six Sigma Black Belt

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