

# Business Motivation Model standard

The Business Motivation Model (BMM) is a standard created by the Object Management Group (OMG). This standard is designed to develop, communicate, and manage business plans. The model identifies and defines the elements of business plans, the motivating factors to establish the business plans, and how all these factors and elements are interconnected.

You can find full details about BMM at [http://www.omg.org/technology/documents/br\\_pm\\_spec\\_catalog.htm](http://www.omg.org/technology/documents/br_pm_spec_catalog.htm)

The following diagrams are supported:

- [Business Motivation Diagram](#)