The solution describes a tangible method to communicate product strategy information. Physical systems models are proposed to create an overview of projects, express abstract terms, and involve people. The physical systems modeling is not a stand-alone solution, it needs to synergize with other activities within the company. Other activities include vision statements, roadmaps, and market analyses.

The physical systems models can be developed in meetings dealing with product strategy. The results are saved at the end of the meeting by storing the obtained systems model on a wall. Doing so enables the sharing of project overviews to the rest of the company.

**Alignment & Product Strategy**

- Designers love to communicate with tangible items to create clarity and engagement.
- Strategy components support the structuring of product strategy by categorizing different aspects.

**Physical Systems Modeling**

- **Nodes**: The nodes represent strategy components. The components offer tangible visualization of a summarized context.
- **Links**: The links are created by applying a structured template. The template supports the system of building blocks within the specific topic. Creating an overview of a project.