

## BUSINESS MODEL INNOVATION

### 1 DAY WORKSHOP

## OVERVIEW

Business Model Innovation is a Tool to create analyze and optimize business models. It is an important strategic tool because it leads to insights about the customers, the value propositions that are offered through which channel, and how your company makes money.

It allows to pinpoint how an organization, creates delivers and captures value by being clear, simple and by connecting the dots whether it is used to analyze your business or a competitor's one.

Put into practice, it can keep your organization ahead of the innovation curve by:

- Reviewing your business model in line with context
- Identifying opportunities of innovation and redesigning your business around them.



## OUTLINE

The Highly strategic training will give your organization a common level of understanding of the Tool and key steps and it will be divided as follows:

- 1- The Business model innovation definition and aim followed by the BMI canvas tool building blocks and examples**
- 2- The 5 types of Patterns with examples**
- 3- The Ideation process: the Power of "What ifs" and their implications.**
- 4- The Process implementation key steps**
- 5- The BMI metrics and the Blue ocean strategy and model examples**

## WHAT MAKES IT DIFFERENT?



The methodology this session follows is a hand-on “**learning by doing**” technique.

It allows participants to engage in high level discussions on a particular challenge. The Process is highly interactive and yields knowledge assimilation and inspiration.

## WHAT WILL YOU LEARN?

- A new way to think about your business
- How to rethink your Strategy
- How to design new strategies and new model
- How to uncover opportunities of innovation



## WHAT WILL YOU LEAVE WITH?



- Framework and Tools that you can practice with your team
- A copy of the presentation document
- The potential of the team or organization unlocked!

## WHO SHOULD ATTEND?

Senior people with a curious mind and a desire to innovate and learn new ways of overcoming business challenges, including CEOs, Managers, supervisors of their teams in all departments of the organization; especially operations, marketing, customer care, business development, sales and HR.

## Number of Participants

This module is designed for a team of 10-15 participants.

READY TO IMMERSE IN BUSINESS MODEL INNOVATION?