

## Business Modelling Workshops

Our workshops are designed for executives and business strategy professionals who wish to understand how to create high-growth businesses, find out how to innovate their business models and disrupt competitors. Typically run over one or two days, our workshops can be adapted to suit the needs of attendees.

### **STANDARD 1-DAY OR 2-DAY WORKSHOP - Winning Business Models**

This introduction to business modelling enables people to understand how a business model is formulated, have practical experience mapping their company's business model which will enable them to communicate it as well as gain an understanding of how to improve it.

Through a combination of presentations and exercises, participants will be able to understand why business modelling is so important today, how to formulate and innovate a business model, and gain an understanding of some different types. The session gives managers a new way to assess the business they work in, review competitors, and see how value is captured and created within the business system. The knowledge learnt has wider implications for business development whatever the industry sector or business size.

### **METHODOLOGY**

This workshop uses a nine-block model for business model mapping, and in particular we look at the jobs-to-be-done and value proposition for different types of business model and stakeholders. The emphasis is on showing practical case studies of fast growth companies that have achieved success with business model innovation or companies that have proactively changed their business model allowing them to stand out from the competition and/or offer a different revenue model to customers. Participants will learn how value is created from different activities in the business and how this value is channelled to customers. This workshop aims to introduce business modelling theory and give practical examples and tools that can be applied by any business.

### **OBJECTIVES**

Upon completion of the workshop you will be able to:

- Understand why business modelling is increasingly important today
- Map the business model of your company and competitors
- Understand the interrelationship between the nine business model elements
- See how different revenue models relate to the business model
- Understand how jobs-to-be-done is key to the creation of fast-growth companies and business model design
- Understand how other companies have achieved success through business model innovation (value capture and creation)

### **CONTENT**

#### **The Importance of the Business Model Approach**

- Our changing world
- Academic research
- Winning case studies
- Disruptive business models

#### **Business Model Innovation**

- Mapping a business model
- The system approach
- Revenue models
- Jobs-to-be-done
- Value proposition for all stakeholders

## **WORKSHOP - Business Models for a Specific Industry Sector**

### **For Example: Business Models for the Luxury Hotel Sector**

These workshops follow a similar process used in our standard workshops but the case studies used, tools and discussion are all focused towards innovation in that sector. Attendees will learn about leading business model innovators in their industry sector and how to transform their own business.

- Automotive
- Food & Beverage
- IT & Technology
- Media / Entertainment
- Real Estate / Construction
- Utilities
- Agriculture
- Financial Services
- Leisure & Hospitality
- NGO
- Retail
- Waste / Recycling
- Education
- Gaming / Social Networking
- Manufacturing
- Professional Services
- Telecom / Networking
- Energy
- Healthcare
- Marketing
- Public Administration
- Travel

## **WORKSHOP - Business Models by Type**

### **For Example: Crowdsourcing Business Models**

Firms looking to set up new spin out ventures or firms looking at how they can innovate may be interested in one of our workshops that are focused on business model 'type'. These workshops follow a similar process used in our standard workshops but the case studies used, tools and discussion are all focused towards innovation of that business model type. Attendees will learn how this form of business model is being applied in practice across different industries and how to set about transforming their own business.

- Ethical
- Community
- Social Responsibility
- eRetail
- Freemium
- Subscription
- Auction
- Bait & Hook
- Unauthodox partnerships
- Supply chain
- Open innovation
- Low carbon
- Mobile phone
- Advertising
- Transparency
- Cost reduction
- Buy1Give1
- Charity
- Platform
- GPS

IIG is an international research-led niche consulting firm specialising in business modelling. For more information on our workshops and consulting processes for business model transformation and Innovation Leaders Institute programmes please contact:

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