Business Modeling Masterclass

Why Attend

- A business model is, in many ways, the blueprint for business success. Getting this blueprint right is a key step to success and a basis for greater returns. Considering the turbulent markets businesses operate in and the stiff competition they face, even successful organizations need to revisit and reevaluate their market approach. This course is an excellent platform for business executives and entrepreneurs to determine how their business is performing. It also helps uncover new ways to get products and services to the market. In addition, this course provides participants with essential skills to identify problems, how to solve them, how to stay competitive, and how to continue creating customer value.

Course Methodology

- This course is very much hands-on. At every step and in every module, participants will be exposed to methodologies and techniques to address and resolve issues with an existing business model or to create a new business from scratch.

Course Objectives

By the end of the course, participants will be able to:

- Identify and articulate the different elements of a business model
- Examine a variety of business model designs and evaluate best fit with business requirements
- Present a value proposition that caters to customer needs and concerns
- Design and assess business models based on identified gaps and business remedies
- Test and implement business models that are innovative and viable

Target Audience

- Business executives, entrepreneurs, department heads, marketing managers, and sales managers who are keen on exploring new ways to improve business results, customer reach, market coverage, and overall business performance.

Target Competencies

- Business analysis
- Strategic thinking
- Innovation and creativity
- Process design and management
- Facilitation and communication skills
- Problem solving
- Design thinking
- Risk management
- Coping with uncertainty

Business models – An introduction

- What is a business model? A definition
- Understanding business models
- Business models, innovation, and market disruptions
- The business model card game
- Strategy versus business models
- Improving a business model – Case study I
- Getting started with your business model

Creating a business model

- What makes a successful business model?
- Business modeling and transformation
- A look at business modeling tools: The Omega business model
- Business model metrics
- The Omega business model questionnaire
- The Omega business model business case
- Business models paths and tooling - Ensuring outcome clarity and deliverables
- Improving a business model – Case study II

Exploring customer value

- Concepts behind customer value and value proposition
- Customer discovery and the pivot
- Business models and value
- Customer discovery process
- Customer segmentation and the target market
- The value proposition canvas
- Delivering value
- Improving a business model – Case study III

Designing complex business models

- Viewpoints on business modeling
- The partner value matrix
- The value network
- Multi-sided business modeling
- Understanding customers through personas
- Connecting with your customer
- Capturing customers' needs, experiences, behaviors and goals
- The four different perspectives on personas
- Improving a business model – Case study IV

Business modeling implementation and testing

- Road mapping the business model: Why it matters?
- Innovation as a cornerstone of the business ecosystem
- The importance of platforms for business modeling
- The value of operating models
- Stress testing the business model
- Checking the financial soundness of the business model
- A quick look into agile business model development
- Integrating agility into business model designs