



Business Model Innovation Training: *understand, create and communicate innovative new business models*

Course Overview

Business Models are changing and disrupting entire industries. This Business Model Innovation Training is a highly interactive 2 day program. During the training you will develop skills and competences to recognise new business model trends and to transfer these trends to your own domain. Next to this, you will learn how you can map out and communicate new business models.

Date & Time of Course

The 11th-12th of April 2016

Time: 8:30 am – 2:30 PM

Location Kuwait

Millennium Hotel & Convention Centre

Registration

Contact Information

Website: <http://oe.kfas.org.kw/>

Email: training@kfas.org.kw

Tel: 22278100 Ex. 1853 or 1888



Business Model Innovation Training

Program Objectives & Benefits

- Understanding how business models function
- Being able to rapidly construct new business models
- Evaluation of business model concepts
- Combining theory with interactive exercises and group discussions
- Getting inspired by examples and insights
- Using tools, which can be used the next day in your working practice
- Learning on how to communicate your new business model

Who should attend?

- Anyone interested in or managing innovation and new business models
- Functions: Marketeers / Product Managers / Business development / General management / Engineers / Innovation / Sales / Finance
- English speaking



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Course Outline: 2 day program

What & Why of business model innovation	<ul style="list-style-type: none"> - Inspiring warming-up examples of successful startups and corporates - How complete sectors are changing - What is a business model? - How is it relevant to us? - Eye-opener: business model examples to learn from
How-to: Business model creativity tools	<ul style="list-style-type: none"> - Starting with an innovative mindset! - Overview of different techniques - The 16 Business Model Blocks (intro) - Business Model Canvas / Business Model Blocks in subgroups
Business model patterns	<ul style="list-style-type: none"> - Which patterns can we learn from? - Business Model Trends (e.g. B2B2C, shift intermediary,...) - New Revenue options: Freemium, broker, ad-based... models - Business model cases to copy from - In-depth analysis of cases - Technique: Analogy thinking (smart copying from other industries)
Interactive workshop and pitching session	<ul style="list-style-type: none"> - Designing new business models - evaluation of concepts - Pitching of the results - How to present your new business concept - How to give constructive feedback - Round-up session



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Our references: Fortune 500 and global innovation leaders



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