

“Every organization needs an approach to systematically rejuvenate its **business model. What is yours?”**



Please note that these are two generic workshop outlines for a 1-day or 2-day event on business model innovation. The workshop structure is continuously upgraded based on our newest findings, and includes the latest, most popular, and most relevant case studies and examples.

Both workshop options consist of a conceptual part (learning) and a practical part (applied in breakout sessions). The workshops are interactive throughout the conceptual and practical part and include numerous small exercises and discussions.

The workshops are based on our book *Business Model Generation*, but include our newest findings, knowledge and experience.

Goals and Benefits of a 1-Day or 2-Day Workshop on Business Models

One-day workshop

The workshop shall:

- Convey ***a business model development methodology*** to participants during the first half of the day. This approach is based on our thought leadership and our methods and tools that are applied by leading global organizations such as 3M, Ericsson, Telenor, Deloitte, Capgemini, Public Works and Government Services Canada, and many others.
- Allow participants to ***start “practicing” the design of a business model*** during the second half of the day in several breakout sessions. Participants may work on their own examples in groups of at least 4 persons if the workshop setting allows for this.

After the workshop participants will:

- Understand ***why business model thinking is important*** today and how it goes beyond mere product innovation.
- Fully understand and have applied ***a systematic approach to business model development***.
- Have discussed ***a multitude of examples*** including a more in-depth look at the particularities of Skype, Nespresso, and Hilti.

Two-day workshop

In addition to the above elements of the one-day event, this workshop shall:

- ***Help participants develop a deep understanding of business model patterns*** in the afternoon session of the first day. This includes understanding new business models such as Freemium, Long Tail Business Models, Multi-Sided Platforms, Open Business Models and more.
- ***Show participants how to evaluate and differentiate business models*** with a qualitative, business model base approach that goes beyond the financial evaluation of a business plan.

After the workshop participants will (in addition to the above elements of the one-day event):

- ***Understand the dynamics of different business models***.
- Have received ***in-depth coaching and accompanying*** for their particular business model problems.
- Have discussed ***business model design techniques***, such as visual thinking, prototyping of business models, story telling and more.

Workshop Outlines

One-day workshop

Activity	days	description
Why business model thinking is so important today	1/4	<ul style="list-style-type: none"> The context Business model innovation and value creation today A multitude of warm-up examples (quiz)
A systematic approach to business model development	1/4	<ul style="list-style-type: none"> The Business Model Canvas approach Analyzing the particularities of Skype and how it compares to a traditional Telco. Analyzing Nespresso and other case studies
Practising the design of a business model	1/2	<ul style="list-style-type: none"> Simple Customer Profiler Storyboards Ideation Business Model Development

Two-day workshop

Activity	days	description
Why business model thinking is so important today	1/4	<ul style="list-style-type: none"> The context Business model innovation and value creation today A multitude of warm-up examples (quiz)
A systematic approach to business model development	1/4	<ul style="list-style-type: none"> The Business Model Canvas approach Analyzing the particularities of Skype and how it compares to a traditional Telco. Analyzing Nespresso and other case studies.
Understanding business model patterns	1/2	<ul style="list-style-type: none"> FREE/Freemium (Flickr, Open Source) Long Tail Business Models Multi-Sided Platforms (e.g. software, markets, ...) Open Business Models
Business model evaluation & differentiation strategies	1/2	<ul style="list-style-type: none"> Evaluating business models Business models and the competitive environment A Blue Ocean Strategy perspective on business models
Practising the design of a business model	1/2	<ul style="list-style-type: none"> Simple Customer Profiler Storyboards Ideation Business Model Development

Selected Private Business Model Workshops with Corporations 2008/2009

- Two day workshop with the innovation institute of a top ten Spanish industrial group (16'770 million Euros income in 2008, 80'000 employees)
- Two day workshop with a leading Columbian telecom provider (1'200 million USD income 2008)
- Full day workshop with a top 4 consulting firm
- Two half day workshops with two of the top 5 Swiss private banks
- Half day workshop for the business model group of a top 10 global mobile phone network operator (10'856 million Euros income in 2008, 40'000 employees)

Selected Talks 2008/2009

- Keynote talk at Buch Digitale '09, Berlin, Germany
- Keynote talk at Innovate to Compete, Waterford, Ireland
- Keynote talk at 2009 Business Model Day of Dutch National Heritage Network, Delft, Netherlands
- Special invitation lecture at UC Berkeley, Haas Business School, Berkeley, U.S.A.
- Special lecture series, Innovation Institute, Imperial College, London, U.K.
- Keynote at 2008 ann. conference the European Network of National Innovation Agencies (TAFTIE), Dublin, Ireland
- Keynote talk at 2008 East African Business Summit, Kampala, Uganda
- Keynote talk for innovation series of INI, Invest Northern Ireland, Belfast, Northern Ireland

Public Enrollment Workshops 2008/2009

- Amsterdam, The Netherlands
- Bangalore, India
- Belfast, Northern Ireland
- Berlin, Germany
- Dublin, Ireland
- Geneva, Switzerland
- Guadlajara, Mexico
- Ikerlan, Basque Country
- London, UK
- Madrid, Spain
- Medellin, Columbia
- Mexico, D.F.
- Munich, Germany
- New York, USA
- Oslo, Norway
- Paernu, Estonia
- Toronto, Canada
- Utrecht, The Netherlands
- Zurich, Switzerland

Testimonials

"Alex's business model framework has proved exceptionally applicable in my investment work of recent years. I have used it to analyse and help build business models in industries varying from media and finance to construction and politics. I can wholeheartedly recommend his work."

Gert Steens, President and Investment Analyst, Oblonski BV, Netherlands

"Alexander's work in applying business models is true thought leadership. He has replaced this poorly defined yet widely discussed concept with a sharply defined framework and tools for executives to use in understanding and improving their businesses - a genuinely useful contribution to business leaders in every industry."

Richard Hunter, GVP and Gartner Fellow at Gartner, Inc., USA

"Alex can help you to change your point of view."

Hans Suter, Partner, STZ Advertising Agency, Italy

"I had the privilege of attending Alex's workshop in New York and found the experience very helpful in progressing with my knowledge of business modeling using the canvas. Thanks Alex!"

Norbert Herman, Senior Business and IT Strategy Consultant, IBM, USA

"His workshop was fabulous. It was just not theory, but an action oriented plan to approach Business Model innovation. That is what sets Alex from others. While others can talk about what should be and what should not be, Alex provides a toolkit which can be used."

Hridaysh Deshpande, Director Elepantiversity Institute of Innovation, India

"Alex has the potential to become a worldwide guru on business modeling."

Thomas Beerepoot, Managing Director, Bolster, Netherlands

Further information

We have published a groundbreaking book on business model innovation on October 1st, 2009. The book is now available on our website and on Amazon.com on January 1st.

Speaker's Website

<http://www.alexosterwalder.com>

Blog on Business Model Thinking

<http://www.businessmodelalchemist.com>

Book Website *Business Model Generation*

<http://www.businessmodelgeneration.com>

Business Model Innovation Hub (upcoming)

<http://www.businessmodelhub.com>