

BUSINESS MODEL INNOVATION (CORPORATE) MASTERCLASS



For CEOs, Senior Managers and Middle Managers

Learn how to become a Unicorn like Uber & Airbnb?

Learn how Steve Jobs (1955 – 2011) created Pixar, iPod, iPad, iPhone, etc.

Learn how to apply Mencius (372 – 289 BC) philosophy in Business Model Innovation strategies.

Learn what the Business Model Innovation proven strategies are for Singapore companies.



WHAT IS BUSINESS MODEL INNOVATION?

Business Model Innovation, or BMI, is defined as an innovative way to capture, create, develop and deliver value to the customer and market. Many companies in Singapore need to transform their business models which are becoming irrelevant. What we are witnessing today is an explosion of business model innovation that is not only changing the rules of the game but the entire game itself.

PROBLEMS FACED BY SINGAPORE COMPANIES

The middleman roles played by many local manufacturing companies (stockists, agents, distributors, etc) are being marginalized due to the prevalence of the Internet, making it easy for buyers to find the sellers and vice versa.

Globalization has resulted in open markets in international trade. With increasing Trade Agreements, more and more trade barriers have been removed. Companies will face a global competition.

Traditional markets are being affected by disruptive technologies and innovative business models. Companies with the 'business-as-usual' mentality are not able to adapt to these disruptions.

Intense competition not only from developed economies but now also from emerging countries. Singapore companies must now also focus on value creation to stay relevant and retain their competitiveness.

JOIN THE BUSINESS MODEL INNOVATION MASTERCLASS PROGRAMME

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BUSINESS MODEL INNOVATION (CORPORATE) MASTERCLASS FRAMEWORK

PROGRAMME OUTLINES

Duration: 2 days of coaching

Outcomes:

- Understand different components of business models using visual tools
- Map out current business model using Business Model Canvas (BMC)
- Identify potential growth strategies
- Gain exposure to different business model platforms
- Prioritise business model innovations
- Apply tools for charting out growth plans
- Complete the implementation-readiness checklists
- Identify current stand within 3 phases of turnaround (Plan, Manage Strategies and Tactics)
- Learn from success stories of companies who have innovated their business models