



## Design Thinking For Business Model Generation

Many organizations have had a stable model for a number of years, the dynamics of the market and environment have shifted significantly making their current business model unsuitable if not obsolete. The financial crisis, globalisation, digitisation, information access and changing customer behavior have exacerbated market forces and created a different playing field. It is with a sense of urgency and resolve that many organisations are seeking new, innovative business models. During this practical workshop, ShiftIN makes use of the “Business Model Canvas”, a systematic and practical tool to think about strategy and business model innovation. Breaking with existing models and design new business models that can open up new markets and reach different audiences is the theme. ShiftIN will explain how to use the canvas to innovate and start developing new business models for the future.

### 5 BENEFITS

- Learn a practical visual language to describe, challenge and design business models.
- Practice how to describe and disrupt business models.
- Learn from multiple examples around the world, from Fortune 500 companies to social entrepreneurship start-ups.
- Prototype innovative business models using design thinking tools.
- Learn how to question/ come up with new business models within your strategy process.

25-27

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Cairo

#### PRICE

4,000 L.E

3 Days

**Global Terminology** : was established in the year 2011 by a dedicated team of Subject Matter Experts & Certified trainers across different industries, with immense experience and the aim to provide a complete training package which would be effective & cost efficient, and enable our clients to concentrate on their mainstream activities. We specialize in developing the full potential of two of the most valuable assets any organization possesses – People and Knowledge.

## Business Model Generation

Day 1

### Module 1

#### Introduction to Business Model Thinking

1. Understanding business models and why they are important today.
2. Death of business plans.
3. Writing about business model innovation with an innovative business model.

### Module 2

#### The Business Model Canvas

1. A common language to describe a business model.
2. The nine blocks of the business model canvas.
3. A quick/ fun hands-on exercise.

### Module 3

#### Business Model Samples

1. A large, old multinational creates a whole new industry.
2. I have the technology, how do I make money from it?
3. Business model innovation in social entrepreneurship.

### Module 4

#### Design Your Own Business Model

1. Start sketching your own business model – Group/ Individual Work.

Day 2

### Module 5

#### Business Model Challenge

1. Design an innovative business model – Group Work

### Module 6

#### Business Model Patterns

1. Patterns that inspire: Free, Long-Tail, Multiple platforms, etc.
2. How can we improve our business model inspired by those patterns?

### Module 7

#### Design Thinking and Business Modeling

1. Design mindset.
2. Test your value proposition with the Value Proposition Canvas.
3. Story telling – pitching your business model. Business Model Fair.

### Module 8

#### Business Model at the Office

1. Sketch. Hypothesis. Test. Manage.
2. 3-day business model innovation workshop.

Day 3

### Module 9

#### BMG Canvas and Strategy

1. From the BMG Canvas to the Strategy Plan
2. How to identify the strategic challenges of your business model
3. Linking your canvas with your Strategy Plan

### Module 10

#### BMG and Risk

1. Innovation, Strategy and Risk
2. How to map the main risk elements of your business model
3. How to mitigate and control those risks

#### Recap of the 3 days

### WHO SHOULD ATTEND

This course is designed for anyone looking for hands on tools to apply to their business model, regardless if you are in the public or private sector. You could be a business owner, senior executive, strategy manager, innovation manager, entrepreneur, business coach, freelance or a student. This course will provide you with the knowledge needed to defy outmoded business practices of your organisation and define new ones that will give you a competitive advantage.

### CONTACT DETAILS

To register yourself or a member of your organisation, please send us an email or give us a call .

[info@globalterminology.com](mailto:info@globalterminology.com)

Moataz Elezaby

[m.elezaby@globalterminology.com](mailto:m.elezaby@globalterminology.com)

+2 012 205 05 009

+2 012 232 34 443

