MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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BUSINESS MODEL INNOVATION

"Learn to Design, Transform, and Innovate Business Models for Sustainable Growth and Competitive Advantage."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In a rapidly evolving business environment, innovation in business models is essential for sustaining growth, staying competitive, and creating new value for customers. Organizations that continuously innovate their business models are better equipped to adapt to market changes, leverage emerging technologies, and identify new revenue streams.

The Business Model Innovation course equips participants with frameworks, tools, and strategies to analyze, design, and transform business models. Participants will learn how to rethink value creation, delivery, and capture, enabling their organizations to respond effectively to changing market dynamics.

Objectives

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

- Understand the fundamentals of business models and their strategic importance.
- Analyze existing business models for strengths, weaknesses, and opportunities.
- Identify opportunities for innovation in products, services, and operations.
- Design and develop innovative business models using proven frameworks.
- Evaluate the financial and strategic impact of business model changes.
- Integrate customer-centric approaches into business model design.
- Test, validate, and refine business model innovations.
- Implement business model changes to achieve sustainable growth.

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Why Attend

This course is essential for business leaders, managers, entrepreneurs, and strategists seeking to innovate, differentiate, and create value in their organizations. Participants will gain practical skills to rethink their business approach, adapt to disruption, and drive growth through innovative business models.

Target Audience

This course is suitable for:

- Business Leaders, Executives, and Entrepreneurs
- Strategy and Innovation Managers
- Product and Service Managers
- Business Consultants and Analysts
- Professionals responsible for business transformation initiatives
- Professionals seeking to develop innovative thinking and problem-solving skills

Individual Benefits

- Gain expertise in analyzing and innovating business models.
- Learn practical frameworks and tools for business model design.
- Enhance strategic thinking and creativity in business problem-solving.
- Improve ability to identify new market opportunities and revenue streams.
- Increase professional credibility and influence in organizational strategy.
- Develop confidence in implementing innovative solutions for sustainable growth.

Organizational Benefits

- Foster a culture of innovation and adaptability.
- Identify and capture new growth opportunities.
- Improve competitiveness and differentiation in the market.
- Enhance organizational agility and response to market changes.
- Support effective resource allocation and value creation strategies.
- Drive long-term sustainability and profitability through innovative business models.

Instructional Methodology

The training employs a practical, hands-on approach through:

- Interactive lectures on business model principles and innovation strategies
- Case studies of innovative and disruptive business models
- Workshops and exercises using business model canvas and other frameworks
- Group discussions and brainstorming sessions for creative problem-solving
- Simulation exercises to test, validate, and refine business model concepts
- Continuous feedback, coaching, and Q&A sessions to reinforce learning

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Course Outline

Module 1: Introduction to Business Models and Innovation

Module 2: Analyzing Existing Business Models – Strengths and Weaknesses

Module 3: Identifying Opportunities for Business Model Innovation

Module 4: Frameworks for Business Model Design – Business Model Canvas, Value Proposition Canvas

Module 5: Customer-Centric Approaches to Innovation

Module 6: Financial Modeling and Impact Analysis of Business Model Changes

Module 7: Testing, Validating, and Refining Innovative Business Models

Module 8: Implementation Strategies for Business Model Transformation

Module 9: Case Studies of Successful Business Model Innovations

Module 10: Capstone Exercise – Designing an Innovative Business Model for a Real-World Challenge

Certification

Upon successful completion, participants will receive a Certificate in Business Model Innovation, validating their ability to analyze, design, and implement innovative business models for sustainable organizational growth and competitive advantage.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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