

SYSTEMATIC BUSINESS MODEL INNOVATION

Hands-on Training Course

Total course length: 8 hours

Certificate: Business Model Innovation Practitioner

This training workshop provides a unique chance to learn how business models can be innovatively improved with the use of a systematic knowledge-based approach.

Either at a startup or a large organization, we often face problems or challenges related to different business development issues which can not be easily solved. Sometimes we might know a solution but limitations and constraints do not allow us using it. Or we might totally miss a proper problem solving strategy. In most cases it happens due to a conflict of demands which we call a "blocking contradiction": we want to improve something or reach a certain goal but something else prevents us from obtaining the result desired.

Such contradictions often may not be easily resolved within the business model given. As a result we come up with trade-offs that can be costly or which still do not bring the expected result. In such situations we have to engage to the creative thinking to "get out of the box" to resolve contradictions in the best possible way. The key advantage of using TRIZ is that instead of trying to randomly jump to a solution we use techniques which provide structured analysis of a situation, discovery and structuring of problems, and organize guided search among patterns of the best innovative ideas.

This workshop is based on the integration of Business Model Canvas and TRIZ for Business and Management. It introduces a number of case studies and presents how several techniques based on combination of TRIZ and business modeling can be used to discover challenges, improve strategic decision making, and generate new innovative ideas to radically improve your business model within a short time.

TARGET AUDIENCE

Everyone who is interested in business innovation: business professionals, business managers, team leaders, management consultants, change managers, productivity and quality professionals, executives, students of business and management disciplines, problem solvers.

GOALS

- Understanding systematic approach to developing creative imagination.
- Mastering practical skills: The participants acquire and master practical skills with the problem solving by working with educational cases during the course.

OUTCOME

- Understanding a systematic approach to deal with innovation.
- Learning Business Model Canvas how to model a business.

Creative Imagination Development (CID) Training

- Learning how to identify critical business model bottlenecks.
- Learning patterns of innovative business model solutions.
- Ability to use the techniques learned by the participants independently in their everyday activities.

THE COURSE CONTENTS

Systematic Business Model Innovation

- Introduction to Business Modeling approach.
- Business Model Canvas.
- Value-Conflict Mapping (VCM) to identify and structure contradictions in a business model.
- Selection of critical contradictions in a business model.
- Finding a way to resolve the most critical contradiction among existing innovative solution patterns.
- Practice with cases to identify and solve contradictions to innovate a business model.
- Summary and discussions.

The program and contents might slightly deviate according to latest changes.

TRAINING COURSEWARE AND PACKAGE:

- Course slides
- A booklet with techniques
- After-course questions/answers support
- After-course free updates
- Certificate

All course materials are supplied in electronic form (PDF) and partly in paper form for working in a class.

CERTIFICATE

Upon successful completion of the course, each student receives a uniquely numbered certificate from the TRIZ Training International Centre.

TRAINER



The course is performed by Valeri V. Souchkov, certified TRIZ Master, is internationally acknowledged innovation and TRIZ expert, developer and trainer. He pioneered professional TRIZ and systematic innovation activities in Western Europe and USA and authored several TRIZ techniques. He has experience with delivery of TRIZ and Systematic Innovation services worldwide since 1989 to over 200 customer organizations including ABN AMRO, Capgemini, DuPont, ING Group, LG Electronics, Orange, Reckitt Benckiser, Philips, Posco, Sekisui, Shell, Siemens, Thales, TNT Post, Unilever; as well as universities and major government agencies. In total, he trained more than 4.000 people in TRIZ and Systematic Innovation. He is a founder and head of ICG Training & Consulting as well as teaches TRIZ at the University of Twente and TIAS Business School (The Netherlands). In 2000 he originated and co-founded the European TRIZ Association (ETRIA) and is head of Global TRIZ Development Coordination Group of the International TRIZ Association (MATRIZ).

CONTACT AND FURTHER INFORMATION

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European Union VAT (BTW) number: NL-212643599B01

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