Business Model Canvas

The importance of mastering the art and science of business modeling is much like that of a surgeon. Surgeons have a range of tools to address specific needs and jobs. Like surgeons, business people need tools that are fit for purpose and that take into account the complexities of modern businesses as well as the environment in which they operate.

Business modeling is a way to experiment and test your hypothesis for creating and capturing value. When done well, it is a way to experiment and reduce risk. When managers consciously operate with deep understanding of how the entire business system works, they can make better decisions and gain critical feedback on whether or not the intended approach is working.

This 5-week Guided Learning Journey course is designed to teach you the key essentials of how to utilize the Business Model Canvas to effectively model and shape existing and future products.

Who should attend
This course is valuable for those involved in strategic conversations, technology and innovation and cross-functional operations. It’s beneficial for:

- Product Managers
- Marketing and Sales teams focused on improving value propositions
- M&A team members
- Leadership teams

Course objectives
Participants who take the course will be able to:

- Establish a shared language to better discuss existing and new business models and value propositions.
- Learn how to design, test, and build new business models and value propositions in a systematic, efficient, and practical way.
- Align their team and organization around clear stories of how you intend to create, deliver, and capture value.

Intended outcomes
It is designed to help business leaders make themselves and their organizations more effective by:

- Understanding business models, value propositions, their components and their interdependencies.
- Using key tools to describe, improve, and/or invent business models and value propositions.
- Identifying opportunities for enhancing or inventing business models and value propositions.
- Communicating how their business business models and value propositions create value through better stories.

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