Training Course on Advanced Business Model Canvas for Strategic Redesign

Professional Development Training Course Outline

Category	CEOs and Directors	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

This intensive training course delves into the **Advanced Business Model Canvas (BMC)**, a powerful strategic framework for **innovative business design** and **organizational transformation**. In today's rapidly evolving market, traditional business plans often fall short. The BMC provides a **dynamic, visual, and agile tool** to critically assess existing **value creation**, identify **untapped opportunities**, and **strategically redesign** your enterprise for sustainable competitive advantage. Participants will master the art of leveraging the BMC not just as a descriptive tool, but as a proactive engine for **disruptive innovation** and **market leadership**.

Training Course on Advanced Business Model Canvas for Strategic Redesign is meticulously crafted for forward-thinking professionals seeking to navigate complex business landscapes and drive impactful change. We will move beyond the fundamentals, exploring **advanced BMC applications** such as **ecosystem mapping, multi-sided platforms, lean startup integration, and social impact modeling**. Through immersive case studies and hands-on exercises, you will gain the practical skills to **diagnose organizational inefficiencies**, **prototype novel business concepts**, and **align strategic initiatives** across all key stakeholders. This course is your gateway to becoming a **strategic architect**, capable of **future-proofing your business model** in an era of constant disruption.

Programme Curriculum

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Course Objectives

1. Develop expertise in applying the Advanced BMC for radical and incremental business model innovation.
2. Acquire practical skills to strategically redesign existing business models for enhanced performance and resilience.
3. Learn to craft compelling and differentiated value propositions aligned with evolving customer needs and market trends.
4. Understand how to identify, analyze, and orchestrate complex business ecosystems for competitive advantage and collaboration.
5. Utilize the BMC to map and guide digital transformation initiatives within organizations.
6. Seamlessly integrate Lean Startup principles and agile methodologies with the Advanced BMC for rapid iteration and validation.
7. Apply design thinking methodologies to the BMC for deeply customer-centric business model development.
8. Explore advanced strategies for identifying and implementing new, sustainable revenue streams.
9. Develop capabilities to critically analyze and optimize cost structures for increased profitability and efficiency.
10. Employ the BMC for robust risk assessment and scenario planning in dynamic market environments.
11. Design and evaluate business models with a focus on long-term sustainability and social impact.
12. Leverage the BMC to conduct in-depth competitive analysis and identify strategic positioning opportunities.
13. Facilitate effective cross-functional collaboration and communicate complex business models with clarity.

Organizational Benefits

- Foster a culture of continuous innovation and rapid prototyping.
- Improve organizational responsiveness to market shifts and emerging opportunities.

- Optimize resource deployment by aligning it directly with value creation and strategic objectives.
- Develop a shared understanding of the business model across all departments, leading to better alignment.
- Identify and exploit unique market positions and disruptive opportunities.
- Empower teams with a structured framework for analyzing business model components and making informed decisions.
- Develop more refined value propositions that resonate deeply with target customer segments.
- Identify new growth engines and diversify revenue streams for long-term viability.
- Pinpoint and address areas of waste and sub-optimal processes within the business model.

Target Audience

1. Innovation Leads & Managers.
2. Strategy Directors & Analysts.
3. Entrepreneurs & Startup Founders
4. Product Managers & Owners.
5. Business Development Managers.
6. Senior Leadership & C-Suite Executives.
7. Consultants & Advisors.
8. Anyone driving organizational change or seeking to future-proof their business.

Course Outline

Module 1: Re-imagining the Business Model Canvas: Beyond the Basics

- Deep dive into the 9 building blocks with advanced considerations.
- Understanding interdependencies and systemic thinking.
- **Case Study:** Disruption of traditional retail by Amazon's ecosystem.
- Introduction to the "Living Business Model" concept.
- Workshop: Deconstructing a complex business model (e.g., Tesla).

Module 2: Advanced Value Proposition Design & Customer-Centricity

- Leveraging Empathy Maps and Jobs-to-Be-Done for profound insights.
- Crafting compelling and segment-specific value propositions.
- **Case Study:** Spotify's personalized value proposition evolution.
- Measuring value proposition effectiveness and iteration.
- Workshop: Redesigning a value proposition for a mature industry player.

Module 3: Channels & Customer Relationships: Multi-Channel & Omni-Channel Strategies

- Optimizing channel integration for seamless customer experience.
- Building diverse and scalable customer relationship models.
- **Case Study:** Nike's direct-to-consumer and community-building channels.
- Digital vs. Physical channel interplay and future trends.
- Workshop: Mapping multi-channel strategy for a B2B service.

Module 4: Revenue Streams: Unlocking New Monetization Models

- Exploring subscription, freemium, platform, and data-driven revenue models.
- Dynamic pricing strategies and value-based pricing.
- **Case Study:** Adobe's shift from perpetual licenses to SaaS subscription.

- Identifying untapped revenue opportunities within existing assets.
- Workshop: Brainstorming novel revenue streams for a given business.

Module 5: Cost Structure & Profitability: Driving Efficiency & Value

- Analyzing fixed vs. variable costs in complex business models.
- Cost optimization strategies without compromising value.
- **Case Study:** Ryanair's ultra-low-cost model and its cost structure.
- Activity-based costing and its application to BMC.
- Workshop: Identifying cost-saving opportunities through BMC analysis.

Module 6: Key Resources: Beyond Tangibles

- Identifying intellectual property, brand equity, and data as key resources.
- Leveraging human capital and organizational culture.
- **Case Study:** Google's algorithms and data as core key resources.
- Resource acquisition, development, and protection strategies.
- Workshop: Auditing and valuing intangible key resources.

Module 7: Key Activities: Core Operations & Innovation Drivers

- Distinguishing core activities from supporting activities.
- Automating and outsourcing key activities for efficiency.
- **Case Study:** Netflix's content creation and recommendation algorithms as key activities.
- Integrating innovation processes into key activities.
- Workshop: Streamlining key activities for a service-based business.

Module 8: Key Partnerships: Building Strategic Alliances & Ecosystems

- Types of partnerships: strategic alliances, joint ventures, coopetition.
- Managing partnership ecosystems for mutual value creation.
- **Case Study:** Starbucks' partnerships with music and technology companies.
- Evaluating partnership risks and rewards.
- Workshop: Identifying potential strategic partners for a growth strategy.

Module 9: Strategic Redesign Methodologies

- Applying the "Business Model Patterns" framework.
- Utilizing the "Blue Ocean Strategy" alongside BMC.
- **Case Study:** Nintendo Wii's blue ocean strategy and its BMC.
- Iterative redesign process: experimentation and validation.
- Workshop: Group exercise on redesigning a challenged business model.

Module 10: Business Model Stress Testing & Risk Mitigation

- Scenario planning and "what-if" analysis using the BMC.
- Identifying vulnerabilities and developing contingency plans.
- **Case Study:** Blockbuster's failure to adapt its business model.
- Competitive intelligence and its role in stress testing.
- Workshop: Stress testing a new business model against market disruptions.

Module 11: Business Model Innovation for Digital Transformation

- Leveraging emerging technologies (AI, IoT, Blockchain) for new BMCs.

- Platform business models and network effects.
- **Case Study:** Uber's platform business model and its impact.
- Data monetization strategies and ethical considerations.
- Workshop: Designing a digital-first business model.

Module 12: Measuring Business Model Performance & KPIs

- Key performance indicators (KPIs) relevant to each BMC block.
- Dashboard design for business model monitoring.
- **Case Study:** Airbnb's metrics for community engagement and host success.
- Agile metrics for business model experimentation.
- Workshop: Developing a BMC performance dashboard.

Module 13: Leading Business Model Transformation

- Overcoming organizational inertia and resistance to change.
- Building a culture of innovation and continuous learning.
- **Case Study:** IBM's transformation from hardware to services.
- Communicating the redesigned business model to stakeholders.
- Workshop: Developing a change management plan for business model redesign.

Module 14: Social Impact & Sustainable Business Models

- Integrating environmental, social, and governance (ESG) factors into BMC.
- Creating shared value and purpose-driven business models.
- **Case Study:** Patagonia's sustainable supply chain and business model.
- Measuring social and environmental impact.
- Workshop: Designing a business model with a strong social purpose.

Module 15: Advanced BMC Masterclass & Capstone Project

- Synthesizing all learned concepts for comprehensive BMC application.
- Individual or group strategic redesign project on a real-world challenge.
- **Case Study:** Participants present their own strategic redesign projects.
- Peer feedback and expert critique.
- Action planning for immediate implementation.

Training Methodology

This training course employs a highly interactive and practical methodology, combining:

- **Instructor-Led Presentations:** Concise theoretical foundations and advanced concepts.
- **Interactive Workshops:** Hands-on exercises, group activities, and collaborative problem-solving using real-world scenarios.
- **Case Studies Analysis:** In-depth examination of successful and unsuccessful business models to extract key learnings.
- **Peer-to-Peer Learning:** Group discussions, brainstorming sessions, and constructive feedback.
- **Practical Tools & Templates:** Provision of customizable BMC templates and supplementary tools for ongoing application.
- **Q&A and Discussion Forums:** Encouraging active participation and addressing specific organizational challenges.

- **Capstone Project:** A culminating project where participants apply learned concepts to a real-world business model redesign challenge.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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