



CORPORATE BUSINESS MODEL INNOVATION | Program

Topics

The Corporate Business Model Innovation program curriculum covers the following topics:

Topic 1 | Open Innovation and Business Model Innovation

- Differentiating between an open and closed innovation system
- The business model improvement continuum
- The differences between a startup vs a big corporation

Topic 2 | Business Model Canvas and Customer Development

- The value and use of the Business Model Canvas
- Identifying customer discovery practices
- Customer interview best practices

Topic 3 | Your Business Model and Internal Customers: Aligning Power and Politics

- The role power plays in impeding or supporting innovation
- Assessing where power sits in your company
- Identifying strategies to build power for innovation

Topic 4 | Refining the Business Model Canvas

- The three categories of metrics important to innovation efforts
- Methodologies for each of the three metrics

Topic 5 | How to Design an Effective Integration Plan for Your Venture

- Strategies for successful business model innovation
- Creating new venture business model canvases

Topic 6 | Synthesis and Barriers to Overcome

- Integrating program learnings and planning for success
- Implementing new methodologies in your organization