# Corporate Business Model Innovation

## Sample Program Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-8:30</td>
<td>Breakfast</td>
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<tr>
<td>8:30-10:00</td>
<td>The Innovation Imperative: Lessons from Xerox</td>
<td>Case Examples of Corporate Business Model Innovation</td>
<td>Testing and Iterating Business Models with Strategic Alignment and Metrics</td>
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<tr>
<td>10:00 – 10:30</td>
<td>Break</td>
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<td>Break</td>
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<tr>
<td>10:30-12:00</td>
<td>Open Innovation and Business Model Innovation</td>
<td>Scaling Agile Innovation Inside Large Organizations</td>
<td>How to Design an Effective Integration Plan for Your Venture</td>
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<tr>
<td>12:00 -1:30</td>
<td>Lunch</td>
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<tr>
<td>3:00 -3:30</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
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<tr>
<td>3:30- 5:00</td>
<td>Tools for Business Model Design and Testing</td>
<td>First Revision of Business Model Design – 2 Minute Report-Outs</td>
<td>Closing Thoughts and Barriers to Overcome</td>
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<tr>
<td>5:15 - 6:30</td>
<td>Networking Reception</td>
<td>Adjourn</td>
<td>Adjourn</td>
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Please note that schedule is subject to change

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Corporate Business Model Innovation – Program Topics

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

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