

Workshop in Designing Collaborative Business Models for Innovation and Competitiveness

Management & Leadership
Amsterdam (Netherlands)
03 - 07 Feb 2025

UK Traininig

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Workshop in Designing Collaborative Business Models for Innovation and Competitiveness

Ref: 321421_134870 **Date:** 03 - 07 Feb 2025 **Location:** Amsterdam (Netherlands) **Fees:** 4200 Euro

Workshop Introduction

The main goal of this training course is to provide participants with an intensive five-day training experience and exposure to the best practice in business model innovation.

The key competencies built through this training are to develop a comprehensive picture of the drivers of business success, to evaluate the potential of new value propositions, and to develop strategic pathways for business development. Business model innovation is introduced as a concept and as practice, building on existing knowledge and skills.

This training course will demonstrate how business model innovation is enabling new approaches to complex investment projects that require collaborative strategies. Achieving competitive advantage through collaboration involves systematic efforts to align management and employees with customers, suppliers, investors, and other stakeholders. This multi-stakeholder approach requires robust definitions of the value proposition of each vendor and partner, rather than classical strategic aims and objectives.

Business models are modern tools that enable managers to develop comprehensive scenarios for product, service, and market development, to establish the foundations for achieving an increased and sustainable return on investment. This training course will offer a thorough, practical introduction to business model innovation and related topics including knowledge management and creative thinking with the extended practice of business model development for managers and executives.

Workshop Objectives

- Enable delegates to acquire knowledge and skills for business model innovation
- Enlighten participants about good practice in stakeholder engagement for innovation and competitiveness
- Develop frameworks for building collaborative advantage
- Complement management skills with advanced business development techniques

Workshop Outlines

Day 1

What Do We Know About Business Models

- Introduction to business models
- The relationship between a business model and strategy
- Elements of the business model canvas
- How to make strategic innovation happen
- Strategic choices and negotiation processes
- Strategic co-alignment in supply chains

Day 2

The Innovation Process - In and Out

- Levels of creativity
- Models of innovation
- The difference between product, service, and process innovation
- Challenges to learning and creativity in open collaboration
- Strengths and weaknesses of the current models for knowledge transfer
- Effective ways to generate and manage ideas and knowledge
- How to develop an innovation strategy

Day 3

Value Co-Creation and Collaborative Management Practice

- Bi-lateral and multi-lateral inter-firm collaborations
- Value co-creation in inter-firm relationships
- The benefits of optimisation and sustainability
- Inter-firm partner communication
- Collaborative coordination and control
- Trust and risk aversion
- Managing contingencies with partners

Day 4

Organisational Design and Open Innovation

- Removing or reducing organisational barriers to open innovation
- Open innovation in an ecosystem
- Platforms as an organisational model and a coordination tool
- The benefits of open innovation
- Shared access and facilitated networking
- Control and governance of shared resources

Day 5

Competitiveness and Sustainability through Business Model Innovation

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- Business models for high-performance innovation partnerships
- Balancing coordination costs and benefits
- Managing complex relationships and overcoming barriers to collaboration
- Measuring outcomes of business model innovation
- Combining corporate responsibility, philanthropy, and shared value
- Learning from the good practice

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+44 7480 775526 / +44 7401 177335