

## Workshops

Workshops are tailored to your needs and audience. The 2 workshops outlined here represent examples.

### Inspiration Showers

**Not sure what strategic innovation is or whether it is right for your organization? This half-day session on strategic innovation and business model innovation gives you a good overview.**

This ½ day session provides an introduction to strategic business model innovation. The following questions will be answered:

- > What is innovation?
- > What are different types of innovation?
- > What is strategic innovation?
- > What is business model innovation?
- > What are the outcomes of strategic innovation?
- > How to describe your business model?
- > What is the content of strategic innovation?
- > What does the process look like?
- > What context does favor strategic innovation?
- > What can management do to foster strategic innovation?
- > How have other companies reinventing their business?
- > What tools and strategies can we apply to reinvent our business?

### Typical Outline

Topic	Duration	Description
What is Strategic / Business Model Innovation?	60'	Introduction
Deep Dive Walking Gallery	120'	Individual & small group work on selected topics, including guided discussion
Questions & Answers	60'	Open space for questions

## Creating New Markets

**How do you transform existing markets? How do you identify and create new markets? This two-day workshop for your team will teach you vital tools for sensing and seizing opportunities for new growth.**

“Creating New Markets” is about learning the theory and practice of identifying and creating new demand. These white spaces and blue oceans are out there. Learn how to conquer them.

### Participants will learn:

- > A framework for thinking about market innovation.
- > How to analyze existing business models, markets and value propositions.
- > A process for identifying and seizing new opportunities.
- > More than 25 tools and techniques for developing new markets, new value propositions and new business models.
- > A structured approach to market and value innovation.
- > Tools will be applied to develop new ideas for your business.

### Methodologies:

- > Experiential learning
- > Inspirational inputs
- > Group discussions
- > Individual and group exercises

### Who is it for?

This workshop has been created for employees from all functions, particularly teams and employees working in:

- > Marketing departments
- > Business development
- > Product development
- > Strategy departments
- > Business Unit management

## Typical Outline

<b>Topic</b>	<b>Duration</b>	<b>Description</b>
<b>Creating New Markets</b>	¼ day	Introduction
<b>Examples of Market and Business Model Innovations that lead to superior differentiation, financial performance and new growth.</b>	¼ day	Input, individual & small group work, including guided discussion.
<b>Your Business: Describing your business, markets and offer in a comprehensive way.</b>	½ day	Input, individual & small group work, including guided discussion.
<b>Creating New Markets Approach and Tools.</b>	¾ day	Introduction to a structured approach and 25 tools to create ideas for new markets and new demand.  Application of the tools resulting in first ideas and concepts.
<b>What's next?</b>	¼ day	Open space for questions. How to test and implement new ideas.

## Reinventing Your Business

**You want to get started with business model innovation, but don't really know how? This two day workshop for your team will tell you everything you need to know.**

Reinventing Your Business is about learning the theory of business reinvention and the application of tools and thinking to develop ideas for new business models.

### Participants will learn:

- > A framework for thinking about innovation.
- > A typology of innovation.
- > What it takes to be an innovative company.
- > A definition of strategic & business model innovation.
- > Tools for describing your current business.
- > Tools for reinventing your business.
- > What they can instantly do to be more innovative.
- > How to lead for innovation.
- > Plus examples and 25 ways to reinvent your business.
- > Tools will be applied to develop new ideas for business reinvention.

### Methodologies:

- > Experiential learning
- > Inspirational inputs
- > Group discussions
- > Individual and group exercises

### Other workshops:

- > Jamming workshops
- > Business Model Innovation workshops
- > Large group events for idea generation
- > Workshops on specific innovation topics: business model innovation, strategic innovation, value innovation, blue ocean strategy,...

**For more information visit [www.sniukas.com](http://www.sniukas.com)  
or email us at [marc@sniukas.com](mailto:marc@sniukas.com).**