Business Model Innovation

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Tunis (Tunisia)



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Why This Course

In a rapidly evolving global economy, organizations that innovate their business models gain a decisive competitive advantage. Business Model Innovation equips leaders, strategists, and entrepreneurs with the frameworks, tools, and creativity to rethink how value is created, delivered, and captured in a changing marketplace.

This program blends strategic design, customer insight, and digital transformation principles to help participants reinvent business models for growth and resilience. It focuses on reimagining products, services, and ecosystems — turning innovation into a core capability that drives long-term success.

What You'll Learn and Practice

By joining this program, you will:

- Understand the principles and frameworks of modern business model innovation.
- Analyze existing business models and identify opportunities for transformation.
- Learn to design, test, and scale new business model concepts.
- Integrate customer needs, technology, and market dynamics into business design.
- Explore disruptive innovation and digital platform models.
- Build strategies for sustainable and scalable innovation.

The Program Flow

Day 1: The Foundations of Business Model Innovation

- What makes a business model innovative?
- Key components: value proposition, value creation, and value capture.
- The difference between product innovation and business model innovation.
- Case study: how leading companies reinvented their business models for growth.

Day 2: Analyzing and Deconstructing Existing Models

- Tools for mapping and analyzing business models Business Model Canvas, Value Proposition Canvas.
- Assessing strengths, weaknesses, and opportunities in current models.
- Understanding value chains and revenue architecture.
- Workshop: mapping and analyzing your organization's current business model.



Day 3: Designing New Business Model Concepts

- Design thinking for business model creation.
- Exploring alternative value propositions and customer segments.
- Prototyping and testing business model hypotheses.
- Group project: developing a new business model for a real or simulated company.

Day 4: Scaling and Implementing Innovative Models

- Aligning innovation with corporate strategy and execution capability.
- Building partnerships, ecosystems, and platforms to expand innovation.
- Managing risk and financial modeling for new business ventures.
- Practical exercise: designing a go-to-market strategy for a new business model.

Day 5: Sustaining Innovation and Future Readiness

- Building a culture and governance framework for continuous innovation.
- Leveraging digital technologies and data for scalable transformation.
- Monitoring performance, customer adoption, and ecosystem evolution.
- Action workshop: developing a Business Model Innovation Blueprint for your organization.

Individual Impact

- Develop the mindset and skills to lead innovation across functions.
- Strengthen analytical, creative, and strategic design capabilities.
- Gain the ability to conceptualize and validate new business opportunities.
- Build confidence in driving organizational transformation and renewal.

Work Impact

- Enable organizational agility and competitive differentiation.
- Improve strategic alignment between innovation and business objectives.
- Accelerate growth through new value creation and scalable models.
- Foster a culture of experimentation, collaboration, and continuous improvement.

Training Methodology

This program combines strategic frameworks, design thinking, and experiential learning to ensure creative yet practical outcomes. Learning methods include:

- Interactive workshops using the Business Model Canvas and innovation tools.
- Case studies from global disruptors and industry leaders.
- Group projects developing innovative model concepts.
- Real-world simulations for testing and evaluating new business designs.
- Toolkits and templates for ongoing innovation initiatives.



Beyond the Course

Upon completion, participants will be equipped to rethink and redesign business models that drive sustainable growth and differentiation. They will leave ready to lead innovation across products, services, and ecosystems — transforming creative ideas into strategic, high-impact business realities.

