

Business Model Innovation

Best For

This program is ideal for:

Early to mid-career professionals

Individual contributors

Consultants and subject-matter experts

Professionals involved in strategy, innovation, product development, growth, and transformation initiatives

Delivery Style

The learning experience is highly practical, insight-driven, and focused on understanding, designing, and innovating business models in real workplace and market environments.

Outcome Level

Participants develop stronger business model thinking capability, improved innovation judgment, and the ability to analyze, design, and communicate business models that create sustainable value.

Program Positioning

In modern organizations, competitive advantage is increasingly driven by how businesses create, deliver, and capture value, not just by products or services. Professionals across functions are expected to understand business models, identify innovation opportunities, and contribute meaningfully to strategic growth decisions.

However, many professionals lack clarity on how business models actually work and how innovation happens beyond incremental product or feature changes.

This intermediate-level program is designed to help professionals develop practical business model innovation skills and apply them directly to real organizational and market contexts. It focuses on understanding value logic, recognizing disruption, and designing adaptable business models.

The program reflects current workplace realities across the USA, Australia, Canada, and global markets—where agility, scalability, and innovation capability are critical for long-term success.

✓ Ideal for professionals with 0–8 years of experience

✓ Ideal for those transitioning into strategy, innovation, product, or business-facing roles

LEARNING STRUCTURE (8 HOURS)

Block 1 – Foundations of Business Models

This session builds a strong foundation by explaining what business models mean in modern business environments and why they matter beyond products, services, or operational efficiency. Participants develop a clear understanding of how organizations create value for customers and convert that value into sustainable business outcomes.

It covers:

What a business model is and what it is not

The relationship between products, services, and business models

Value creation, value delivery, and value capture

Why strong products fail with weak business models

✔ Outcome: Clear understanding of business model fundamentals and value logic.

Block 2 – Understanding Market, Customer & Industry Context

This session focuses on understanding the external environment that shapes business models. Participants learn how customer needs, industry structures, and competitive dynamics influence how businesses design and evolve their models.

It covers:

Customer needs, problems, and value drivers

Industry structures and value chains

Market dynamics and competitive forces

Identifying gaps and unmet opportunities

✔ Outcome: Improved ability to analyze markets and customers through a business model lens.

Block 3 – Business Model Components & Design Logic

This session strengthens participants' ability to understand and structure complete business models by examining how different components work together as a system rather than in isolation.

It covers:

Value propositions and target customers

Revenue streams and pricing logic

Cost structures and key resources

Key activities, partners, and channels

✔ Outcome: Stronger clarity on how different business model components fit together.

Block 4 – Business Model Innovation Patterns

This session focuses on how organizations innovate business models to gain competitive advantage, respond to disruption, and unlock new growth opportunities beyond traditional approaches.

It covers:

Business model innovation vs product innovation

Common innovation patterns (platforms, subscriptions, ecosystems, servitization)

How startups and incumbents innovate differently

Identifying leverage points for innovation

✓ Outcome: Improved ability to recognize and apply proven business model innovation approaches.

Block 5 – Evaluating & Stress-Testing Business Models

This session addresses the need to critically evaluate business models before scaling, investment, or execution. Participants learn how to assess viability, sustainability, and risk.

It covers:

Analyzing strengths and weaknesses of business models

Assessing revenue sustainability and cost viability

Understanding scalability and risk

Comparing competing business models

✓ Outcome: Stronger analytical judgment in evaluating business models.

Block 6 – Designing & Experimenting with New Business Models

This session focuses on translating insights and ideas into practical business model designs. Participants learn how to explore alternatives, test assumptions, and refine models through structured experimentation.

It covers:

Generating alternative business model options

Assumption-based thinking and hypothesis testing

Experimentation and learning with minimal risk

Iterating based on feedback and results

✓ Outcome: Improved confidence in designing and refining innovative business models.

Block 7 – Aligning Business Model Innovation with Strategy & Execution

This session strengthens the ability to connect business model innovation with organizational strategy and execution realities. Participants learn how to communicate ideas clearly and ensure feasibility.

It covers:

- Aligning business models with strategy and capabilities
- Communicating business model ideas to stakeholders
- Managing internal resistance and uncertainty
- Ensuring execution feasibility

✔ Outcome: Better alignment between innovation ideas and organizational execution.

Block 8 – Personal Business Model Innovation Action Plan

This final session focuses on long-term application and personal capability building. Participants reflect on how to apply business model thinking consistently in their professional roles.

It covers:

- Identifying personal strengths and gaps in business model thinking
- Applying business model thinking to daily work
- Building habits for continuous innovation awareness
- Creating a personal business model innovation action plan

✔ Outcome: Clear personal framework for applying business model innovation in professional roles.

✔ What You Will Walk Away With

Participants complete the program with:

- Stronger understanding of how business models function
- Improved ability to analyze and design business models
- Better innovation and strategic thinking capability
- Reduced product-only or operational-only thinking
- A structured approach to business model innovation
- A Knowledge Que Course Completion Certificate (8 PDUs)

✔ Certification (Delivery-Neutral & Legally Safe)

On successful completion of the program, learners receive:

- Knowledge Que – Course Completion Certificate

Recognition of 8 Professional Development Units (PDUs)

A digital certificate suitable for:

LinkedIn

Resume & Portfolio

Professional Profiles

Issued by Knowledge Que – Powered by Experts

✓ Why Knowledge Que

Expert-led, practical professional skills training

Real-world business and innovation scenarios

Skill-focused learning with immediate application

Programs designed specifically for modern professionals

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