

BUSINESS MODEL INNOVATION FOR ORGANIZATIONAL TRANSFORMATION



WHEN

Jul 16-17, 2024

Nov 19-20, 2024

PRICE

\$4,500

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

Taught by innovation pioneer and MIT Sloan Senior Lecturer Bill Fischer, Business Model Innovation for Organizational Transformation takes a deep dive into how organizations can enhance their competitive advantage and benefits to the customer. As a participant, you'll learn how to look under the hood of your organization to better understand the business models, corporate culture, and coordinating mechanisms that power it—in other words, its “operating system,” and then explore ways to competitive differentiation by innovating with your organization’s value proposition reimagining the logic of the underlying operating model.

Upon completing this course, you will be able to build a coherent and compelling business model narrative to describe and guide your operational managerial choices. You will also understand what is required to ensure a scalable learning culture that both inspires workers to take chances and provides the structural elements to make it possible for them to do so.

Please visit our website for the most current information.

executive.mit.edu/mod

MIT
MANAGEMENT
EXECUTIVE EDUCATION

FACULTY*



Bill Fischer

*Please note, faculty may be subject to change.

TAKEAWAYS

As a participant in this course, you will become an astute business model developer. In doing so, you will learn how to:

- Identify changing customer experiences and how your organization can help meet these needs in a competitive environment
- Think about innovation more broadly than just technology
- Articulate your organization's value proposition in terms that your customer would understand and appreciate, and which capture the true voice of the customer
- Use business model canvases as a means to prototype innovative "what ifs?" for your company
- Synchronize business models with corporate culture to be mutually reinforcing and aligned to create value for your customer
- Appreciate how ecosystem development can add new ideas to your portfolio of offerings, in ways that traditional value-chains could never achieve

WHO SHOULD ATTEND

This course is ideal for:

- Business professionals who are responsible for products or services in a market, such as Senior Project Managers and Product Development Managers
- Chief Innovation Officers
- Executives involved in setting and delivering overall strategy for the company
- Leaders of customer experience
- General Managers and Vice Presidents who want to learn how to work more effectively within in an ecosystem environment.

CONTACT INFORMATION

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