



Strategyzer Masterclass

Detailed Program



Day 1

Business Model
Innovation

Value
Proposition
Design

Design Thinking
& Innovation

Evaluating
Business Model
Mechanics

Time	Topic	Details
9:00AM	Business Model Innovation	<ul style="list-style-type: none">• The Corporate Innovation Landscape• The Leadership Challenge & Ambidextrous Organizations• Types of Innovation• The Business Model Canvas• Business Model Innovation Best Practices
11:00AM	Coffee Break	
11:30AM	Value Proposition Design	<ul style="list-style-type: none">• Creating Value for Customers• The Value Proposition Canvas• Value Proposition Design Best Practices
12:30PM	Lunch Break	
1:30PM	Design Thinking & Innovation	<ul style="list-style-type: none">• Design Thinking• Ideation Techniques• Prototyping Techniques
3:30PM	Coffee Break	
4:00PM	Evaluating Business Model Mechanics	<ul style="list-style-type: none">• Design Improvement with Business Model Mechanics• Pitching: how to impact your audience?• Day 1 wrap-up
5:00PM	End of Day	

Day 2

Testing and
de-risking
Innovation

Innovation
Metrics

Business
Model
Evolution

Managing
Innovation &
Portfolios

Time	Topic	Details
9:00AM	Testing and de-risking Innovation	<ul style="list-style-type: none">• Why do Innovations fail?• Customer Development and LEAN startup• Testing Library
11:00AM	Coffee Break	
11:30AM	Innovation Metrics	<ul style="list-style-type: none">• Innovation Metrics & Innovation Accounting• Prototyping Profit• Innovation Process & Sprints
12:30PM	Lunch Break	
1:30PM	Business Model Evolution	<ul style="list-style-type: none">• Business Model Disruption• Business Model Shifts• Blue Ocean Strategies
3:30PM	Coffee Break	
4:00PM	Re-inventing Business Models	<ul style="list-style-type: none">• Innovation Culture• Innovation Portfolios• Organizational Structures• Masterclass wrap-up
5:00PM	End of Day	