

Create more value from your business model.

Generating value from a product, service or enterprise - for both the company and the customer - needs a regular injection of change to keep ahead of the competition.

Successful companies innovate not just **what** they trade, but also **how**.

- *Amazon has become the biggest bookseller in the world without opening even one bricks-and-mortar book shop.*
- *Skype is largest telecommunications provider in the world but doesn't own any network infrastructure.*
- *Starbucks has become the world's largest coffee chain selling standardised coffee products at premium prices.*

It's the business model, not the product or service, that's made these companies global brands and success stories.

When did you last really energise your business with new ways to generate value and stand out from the crowd?

It's time to stop tweaking and creeping towards change if you want to stay competitive or take the lead.

Need help to fire up the innovation engine?

Impact Innovation Group can help you redesign your business model to create new or more value from it.

Over the past decade as a specialist innovation consultancy, we've helped many clients from all types of enterprises change the outcomes from their innovation efforts.

With our collective 100+ years of experience of taking ideas to market, we know what works and what happens when elements of a business model are reconsidered and reconfigured.

Book your strategy session by calling

QLD, SA, TAS, NT & WA (07) 3041 1128

NSW & ACT (02) 8078 6934 • VIC (03) 8618 6998

or emailing info@impactinnovationgroup.com

Start with a half-day strategy session for senior leaders – CEOs, board members and executive managers.

You'll be challenged to rethink whether the current dominant industry model is the most logical; if new business models have more value potential than new products or services; and how easy it is to identify and assess new business model opportunities.

Maybe you'll become the disruptive Uber, Netflix or Lawpath that will transform your industry.

The **Business Model Innovation Strategy Session** draws on the Lean Start-up mindset to help established companies rediscover the wealth inside their own operations, looking at:

- ⇒ your **customer** (more of the same or new?)
- ⇒ your **value proposition** (what could you offer and how would it be better?)
- ⇒ the **value chain** (how do you produce and deliver value for others?)
- ⇒ the **profit mechanism** (could it be boosted to create more value for you?)

If you want to create value from an innovative business model, invest \$2,000* + four hours for:

- ✓ *Dedicated focus on your company's business model status and potential for change*
- ✓ *Hands-on learning that will challenge you to rethink how your business could be making money (or saving it)*
- ✓ *8-10 key people in your organisation to share their ideas in a constructive forum*
- ✓ *Clear guidance from innovation experts to help senior decision makers assess new business model options*

* Plus GST. Travel expenses charged at cost. Does not include venue and catering but these can be arranged and charged back to you.