Design Thinking + Business Models + Strategic Execution
The Business Innovation Program challenges you to create a better future for your organisation and function. It explores the possibilities to innovate every aspect of business, driven by smarter thinking, better design and effective implementation.

### Design thinking

**Smarter Thinking**
- Making sense of the real world
- Framing problems in better ways
- Asking the right questions
- The design thinking process

**Customer Insight**
- Immersion in customer’s world
- Exploring what matters to them
- Redefining context on their terms
- Focusing and framing objectives

**Creative Ideas**
- Divergent ideation processes
- Considering new possibilities
- Learning from parallel worlds
- Exploring extreme users

### Business models

**Business Innovation**
- Business strategy, models, plans
- Creating and capturing value
- The business model canvas
- Mapping and innovating business

**Customer Propositions**
- Existing and potential customers
- Framing value, jobs to be done
- Relieving pain, creating gains
- Value propositions and pricing

**Profitable Solutions**
- Products and services
- Channels, service and pricing
- Resources, suppliers, partners
- Costs and revenue streams

**Business Models**
- Connecting and testing
- Defining and optimising
- Storytelling and communicating
- Transitioning and Implementing

### Strategic execution

**Strategic Horizons**
- Future back plans and priorities
- Defining horizons for delivery
- Now forward critical paths
- Milestones for market impact

**Making it Happen**
- Organisation, process and culture
- Aligning people and resources
- Engaging all stakeholders
- Migrating from old to new world

**Managing Delivery**
- Delivering value propositions
- Engaging the target customers
- Delivering a better experience
- Testing and evolving over time

**Leading Performance**
- Leading, not just managing
- Measuring and rewarding people
- Pivoting as markets change
- Balancing today and tomorrow
Objective: Thinking like a designer, fusing the potential of people, technology and business to solve the right problems and develop better solutions.

Duration: 2 days

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Shaping Designs
- Convergent design process
- Exploring emerging concepts
- Testing, evaluating and shaping
- Defining a better solution
Objective: Designing a better business model, driven by target customers, delivering superior profitability.

Duration: 2 days.

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Business Models

- Connecting and testing
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- Transitioning and Implementing
Objective: Preparing to implement the new business model through future-back planning that defines priorities and horizons, to deliver change and market impact

Duration: 2 days.

Strategic execution

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The program is customized to the challenges and opportunities of you and your business, and can be held at the location of your choice, or hosted by GeniusWorks at our leaders retreat on the banks of the River Thames, just outside London.
Peter Fisk leads the program
He is a bestselling author, inspirational keynote speaker and expert consultant in helping leaders to develop innovative strategies for business and brands.

He is a Professor of Strategy, Innovation and Marketing at IE Business School, one of the world’s top ranked business schools, and leads his own company, GeniusWorks, a boutique consulting firm, helping clients around the world to develop more innovative business and brand strategies. He features on the Thinkers 50 “Guru Radar” as one of the best new business thinkers.

Having trained as a nuclear physicist, Peter moved to managing brands like Concorde at British Airways, helping Microsoft to adopt a value-based marketing model, and Virgin to launch into new markets. He has worked in every sector and region of the world. As CEO of the world’s largest marketing organisation, the Chartered Institute of Marketing, he became a global authority on what’s best and next in business and markets.

Finding his own space, he founded GeniusWorks, with offices in London and Istanbul. He now works with the leaders of businesses - as diverse as Aeroflot and Coca Cola, DSM and Mars, Philosophy and Red Bull, Sabre and Santander, Tata and Virgin, Visa and Vodafone - to think bigger and smarter, develop innovative strategies, bolder brands, and accelerate growth.

Peter’s best-selling book "Marketing Genius" explores the left and right-brain challenges of success, and is translated into 35 languages. It was followed by five others – “Business Genius” on leadership and strategy, “Customer Genius” on customers and experiences, “People Planet Profit” on sustainable innovation - and most recently "Creative Genius" defining what it takes to be Leonardo da Vinci in the 21 Century.

His new book "Gamechangers ... Are you ready to change the world?" is published in late 2014, based on extensive research into the 120 companies who are shaking up markets, and making sense of how they innovate and win. It explores the challenges of new markets, changing customers, brand building, digital media, new business models, inspiring leadership and positive impact.

Peter was described by Business Strategy Journal as "one of the best new business thinkers". He is thoughtful and practical, combining high-energy keynotes with high-impact workshops. Each one is uniquely designed for the specific audience, their issues and aspirations. Helping people to find their own space, to be leaders of change - to be bold, brave and brilliant.
business INNOVATION program

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