



Business Strategy: Building a Vision for Growth

Course length: 2 days

Rapidly changing markets fuel the need for continuous improvement, product innovation and a more responsive approach to planning. This two day course will introduce visual tools such as the Business Model Canvas and Lean Business Start-up. These tools will help businesses to develop a live document that will be used to share the companies vision and manage growth.

How can it help?

- Define your value proposition using the Business Model Canvas and Value Proposition Canvas
- Test and articulate your business value proposition
- Prioritise customer segments and specific customer needs and wants
- Identify trends that impact your business
- Identify new marketing and sales channels and potential partners
- Focus on the key assets and resources they need to deliver your value proposition
- Identify partners for business growth

Programme outline

In this interactive masterclass participants will explore management and organisational theories. They will explore tools and approaches to aid transition and pivoting.

Content will include:

Introduction and business modelling

- The benefits of business modelling
- Best practice using the Business Model Canvas
- Application of theory using case studies and business

Strategy development for transition

- Using the Business Model Canvas and development tools for strategy development
- Blue Ocean strategy and four actions framework
- Lean start up and customer development
- Disruptive innovation
- Application of modelling tools on case studies and business

Who should attend?

This masterclass can be delivered at beginner, intermediate or advanced level to businesses of all sizes. It will benefit business owners launching their first startup. As well as established business owners, leaders and senior managers who are launching a new product or service.

Training at RTC

People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.

For more information on this two day course please contact:

T: 0191 516 4400

E: enquiries@inspiringgrowth.co.uk

W: inspiringgrowth.co.uk

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