Business growth models pdf

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Progress at your own speedOptional upgrade availableDesigning a new business model is one thing, but how do you actually put it into practice? How do you move from your current model to a new business model? In this business and management course, you will learn how to make a practical action plan to implement your new business model. You will create a business model roadmap that will include practical activities that take into consideration the possible risks associated with moving to a new business model. You will also learn about the practical factors that need to be taken into consideration during the transition process, i.e. the competency of your people and your IT, in order to successfully implement a new business model.Institution: DelftXSubject: Business & ManagementLevel: IntroductoryPrerequisites: Secondary school; basic notions about business and/or practical business experienceLanguage: EnglishVideo Transcripts: Deutsch, English, Español, FrançaisAssociated programs:Professional Certificate in Business Model Innovation How to create a business model roadmap How to plan concrete actions to realize a new business model How to find partners to realize a new business model Week 1 &2: From plan to practice What do I need to do to reach my new BM? What paths for innovating BM are there? Week 3 & 4: Roadmapping How can I come from my current to new BM? What data can I use to come to my new BM? Week 5 & 6: Networking/ matchmaking How can I find partners that I need in realizing the new BM? Week 7 & 8: IT solutions How to make use of Social Media, Cloud computing, platforms or other simple IT solutions in improving my BM "Brainstorming about business models is nice. But I need to know what I have to do tomorrow. This course finally helps me to do this: I can now plan how to move to my next business model"– Interview with a manager in a case study A few key metrics will help you determine whether your business can succeed, says Joanna Rees, managing partner at West Ventures. Joi Ito, the director of the MIT Media Lab, and Jeff Howe wrote a book called Whiplash: How to Survive our Faster Future. The book concerns itself with a set of basic management principles that they believe govern the successful development and evolution of new technology. I think these principles fairly represent current perception and support what are generally accepted in tech today as virtuous practices. The principles are presented in a kind of yin and yang pairing of binary and opposing forces. One of those pairs is emergence over authority. The authors argue in favor of emergence over authority as the source and nutrient of ingenuity and innovation in technology. Their discussion is pretty well restricted to the theoretical plane (they offer little in the way of practical advice for fomenting emergence beyond "if you observe it, encourage it.") Here I want to show how emergence over authority is at work in the business presentation and how emergence can be encouraged with the practical application of the principles of live performance which I advocate. The model must change The traditional model guiding business presentations rests almost entirely on what I call the Authority of Office and category expertise. The voice of authority is presumed in the presenter because in older hierarchical organizations the presenter is very often the boss or team leader. If not the boss, they are presumed to be the category, company or industry expert. The audience pays attention and follows the direction offered in the presentation because it is their job and responsibility to do so. Even the word we use, "presentation," suggests a formal, one-way communication. But tech companies today are less likely to be rigid, formal hierarchies. They tend to be flatter. Most of us now have more colleagues than employees or direct reports. Working groups are increasingly ad hoc. We create teams on an as-needed basis that change dynamically as projects progress and evolve. We have more temporary assignments and work with or under the direction of a quick succession of project managers or business owners. We have more remote employees who work remotely or independently and may be on site only occasionally to attend a meeting or presentation. As a result, contributors to any initiative are less vested in long-term personal relationships (or annual reviews from a single manager they may be working under for only the next two months). Independence of thought, solution and action are encouraged as we all have fewer external imperatives to take direction. Information and expertise are also distributed more broadly. It is increasingly less frequent that any one person has all the knowledge or expertise necessary to understand or accomplish any significant business initiative. There is simply no way any one person can know everything. Individuals may possess a narrow knowledge or skill set that is critical, but only to a single facet of larger overall projects. As a result, most of the audiences you face today are peers, not subordinates, who collectively possess nearly as much if not more than you do. The old authority model for presentations can become a source of anxiety for many presenters. They are less likely to be seen by the audience as the person who has all the answers and that may explain why the top concerns expressed by tech managers continue to include: "that I do not have all the information," "I will not have the information the audience expects," "I will be asked questions I don't know the answer to," etc. The voice of authority seems to have abandoned them, and presenters are at a loss for confidence. An emergence model So that means we require a new way to think about the business presentation; one that is focused more on persuasion and invitation than revelation and directive; a model that is less overtly didactic and that values the knowledge and experience of the audience as much as the knowledge of the presenter. A business presentation is a live performance and the live performance is first and foremost a shared experience between the presenter and the audience. The intent of the presentation is to transform the audience's thinking, not command their obedience. The live performance model recognizes that the audience plays a role in that experience. The live performance model invites questions from the audience. It allows for contributions to be made by the audience and for ideas to emerge from the audience. If members of the audience possess key knowledge that is essential to the shared experience and the goals we are trying to achieve, and if they are to become actors in the implementation of decisions and realization of those goals, then it is important for the presenter to describe active roles for those audience members in a project narrative which invites and allows the audience to make those contributions: that make meaningful response on the part of the audience possible. That is the way we move audiences to action. The new voice of authority comes from skillful management of the presentation experience. The presenter serves as the catalyst between the audience and the content of the presentation. The goal of the presenter is to reach their audience, transform their thinking and move them to action. That is how great presentations are allowed to emerge. The Advantages of Internal Sources... How to Develop a Business Strategy Advantages & Disadvantages of Limited... What Is Debt Financing? Business Survival Strategies What Causes Organizational Decline? How to Start a Startup The Types of Orchards Factors Affecting Entrepreneurial... The Advantages and Disadvantages... How to Set Up an Enterprise Sources of Finance Available to... Advantages & Disadvantages of Bank... Definition of Enterprise Development Viable Business: Meaning, Elements,... Advantages and Disadvantages of... What is the Gordon Growth Model? The Advantages & Disadvantages... It's almost impossible to make a purchase these days without being asked to contribute to a charitable cause. Whether it's saving the rain forests, helping to find a cure for a disease or providing relief for a natural disaster, businesses are in lockstep with charities. And why not? In 2009, Americans donated more than $300 billion to philanthropic efforts, according to the Giving USA Foundation and its research partner, the Center on Philanthropy at Indiana University.But while this strategy has proven to work for big businesses -- just look at high-profile examples like the Gap's "INSPI(RED)" campaign -- does it make sense for your small business to partner with a charitable organization?Case study: Dancing Deer Baking Co.For Boston-based "Cool Runnings"enterprise Dancing Deer Baking Co., Karter realized that her small company couldn't say yes to everyone and still make a profit. So she set out to find ways to take Dancing Deer's success to the next level -- and share the wealth, so to speak."I thought that we could be more focused in our philanthropy," said Karter. "We could make a bigger impact."Making a local impactHaving local involvement and being invested in the community are often critical components for a company's success. "Businesses should be thinking of building their community," said Barbara Findlay Schenck, a Business on Main contributor and author of "Small Business Marketing for Dummies." "When you support your community, your business is healthier."For Dancing Deer, this meant partnering with nonprofit organization One Family to create the Sweet Home Project. Dancing Deer donates 35 percent of the retail price of all Sweet Home goodies and gifts toward One Family's goal of helping homeless families move out of poverty. Specifically, the money supports scholarships that help homeless women complete their education."At the end of the day, we were selling cakes and cookies to wealthy people," Karter said. "I felt there was a lovely artistic karmic balance in paying attention to the other side of that equation and to people that didn't have those privileges."Beyond baked goodsDancing Deer's philanthropic efforts also provided an outlet for employees and consumers to connect with the company beyond just cakes and cookies. "At a basic business profitability level," said Karter, "you're going to create a better brand and a better company if you give people something higher to aspire to than just turning a positive cash flow."A byproduct of Dancing Deer's charitable giving has been improved marketing that pays dividends in customer loyalty. "The relationships with our customers are enhanced because they understand that we care about something more than just making money off the cookies we sell them," Karter said. "There's nothing wrong with making money. But it's nice to add something else bigger and better to it."Once involved in philanthropic endeavors, businesses shouldn't be shy about their efforts. "The true definition of public relations is to do good things and broadcast it," said Schenck. "You have the right to have some publicity, because that way you're helping the charity again."Any company is capable of creating a culture of philanthropy. The key is incorporating it into the DNA of an organization. For Dancing Deer, this means creating a filter that says, "I'm doing the best thing that I can for my employees, for my shareholders and for the community I live in," Karter said. "If you put all of your behaviors through that filter, you'll make different choices, and they won't necessarily be harder choices." The Day After 9/11, This Family-Owned Jam Company Lost All of Its Airline Business. But One Son's Strategic Rebrand Has Brought Lasting Success. The Art of Active Listening Requires Leaving Your Ego Behind Using This Color in Your Facebook Ads Could Increase Your Click-Through Rate Almost 3 Decades Ago, I Wrote Myself a Check for $1 Million, When I Had Nothing. Here's Why. This Entrepreneur's Wellness Tech Platform Was Inspired By His Grandma's Garden Here Are the 7 Traits You Need to Get Rich in the Restaurant Industry Yankee Candle Founder's $23 Million Estate Comes With an Indoor Water Park and Two 'Car Barns'

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