



## TRAINER PROFILE

<b>NAME</b>	:	<b>WOON FOO WEN</b>
<b>PROFESSIONAL QUALIFICATION</b>	:	<b>MIA (Malaysian Institute of Accountants) [2000]</b>
<b>ACADEMIC QUALIFICATION</b>	:	<b>ACCA (Association of Chartered Certified Accountants) [1995]</b>
<b>EXPERIENCE</b>	:	<b>28 YEARS CORPORATE EXPERIENCE IN:</b> <b>1) Business Strategy &amp; Modelling</b> <b>2) Financial Strategy &amp; Management</b> <b>3) Financing &amp; Funding</b> <b>4) Mergers &amp; Acquisitions</b> <b>5) Corporate Exercises &amp; Restructuring</b> <b>6) Sustainability Consulting</b> <b>7) Project Evaluation and Risk Advisory</b>

**TRAINING COURSE**

<b>COURSE TITLE</b>	<b>:</b>	<b>UNLEASHING INNOVATIVE GROWTH AND VALUE CREATION THROUGH BUSINESS MODELS</b>
<b>TYPE OF COURSE</b>	<b>:</b>	<b>Training and Workshop on Business Models, Business Model Canvas, Business Model tools, Strategy, Business Development,</b>
<b>TYPE OF TRAINING</b>	<b>:</b>	<b>Practical Classroom Activities Case Studies Coaching Personal Development Online Learning &amp; Assessment (Optional)</b>
<b>SKILL FOCUS AREA</b>	<b>:</b>	<b>Basic Business Model knowledge Basic Business Model tools skillset</b>
<b>DURATION</b>	<b>:</b>	<b>2 Days</b>
<b>LEVEL OF CERTIFICATION</b>	<b>:</b>	<b>Certification of Completion</b>
<b>CERTIFICATION BODY</b>	<b>:</b>	<b>N/A</b>

## COURSE OVERVIEW

"Unleashing Innovative Growth and Value Creation through Business Model" course designed exclusively for business owners, C-suites, managers, and business development professionals. This engaging program empowers participants to gain a comprehensive understanding of their own businesses and equips them with the tools and knowledge to drive innovation and achieve remarkable growth.

Throughout this course, participants will delve into five key areas, each carefully curated to provide them with essential insights and practical strategies for business success:

### 1) Business Models Fundamentals:

- Explore the concept and relevance of a business model.
- Discover different types of business models and their applications.
- Master essential business model development tools.

### 2) Business Model Canvas:

- Dive into the dynamics of the Business Model Canvas (BMC).
- Gain a deep understanding of the nine components of the BMC.
- Learn how these components interact and integrate to form a cohesive business model.
- Apply your knowledge through real-world case studies and interactive workshops.

### 3) Strategic Innovation & Value Creation:

- Unleash the power of your business model as a strategic tool.
- Explore innovative approaches to value creation through business models.
- Embrace futuristic business models that drive sustainable competitive advantage.

### 4) Business Growth Tools:

- Align your sales and marketing strategies for maximum impact.
- Harness the potential of the Value Proposition Canvas to captivate your target audience.
- Evaluate and leverage your business ecosystem to unlock growth opportunities.

### 5) Sustainability Business Model:

- Understand the impact of Environmental, Social, and Governance (ESG) factors on businesses.
- Discover how to adapt ESG principles within your business model.
- Navigate the realm of sustainable finance and its profound influence on funding opportunities.

Upon completing this course, participants should emerge equipped with the knowledge, insights, and practical tools to enhance, restructure, or even reinvent their business.

Proposed Training Outline

**UNLEASHING INNOVATIVE GROWTH AND VALUE CREATION THROUGH BUSINESS MODELS**

<b>Target Audience</b>	<b>:</b>	<b>Business Owners, Leaders, Managers, Business Development Professionals</b>
<b>Course Title</b>	<b>:</b>	<b>Unleashing Innovative Growth and Value Creation Through Business Models</b>
<b>Duration</b>	<b>:</b>	<b>2 days of training and workshop</b>
<b>Course Design &amp; Development</b>	<b>:</b>	<b>WOON FOO WEN</b>

**PARTICIPANT PROFILE**

<b>No. of Participants per Session</b>	<b>:</b>	<b>Minimum = 10 Maximum = 35</b>
<b>Years of Experience</b>	<b>:</b>	<b>2+</b>
<b>Qualification</b>	<b>:</b>	<b>Business Owners, Leaders, Managers, Business Development Professionals</b>
<b>Participants' Learning Needs</b>	<b>:</b>	<b>Basic understanding of Business Models, strategic tools, business development and business growth tools</b>

## UNLEASHING INNOVATIVE GROWTH AND VALUE CREATION THROUGH BUSINESS MODELS

Experience the power of Business Model, where you'll uncover a world of transformative frameworks and methodologies. Our program equips participants with the strategic and creative tools needed to invent and reinvent business models, setting them apart in today's ever-evolving landscape.

Discover how leading corporations have pioneered disruptive business models through our course. Gain insights into vital topics such as value proposition, strategic innovation, value creation, evaluate ecosystem, sustainable finance and the seamless alignment of internal and external stakeholders for successful innovation projects.

Here, we believe that disruptive Business Model is the key to unlocking your business's potential. As you embark on the journey of growth and adaptation, our practical approach empowers you to analyze, design, and test business models. Join the ranks of successful entrepreneurs and enterprises who owe their achievements to the power of innovative business model and value creation.

### Who should attend?

This training is ideal for :

- ✓ Business owners seeking to expand their businesses by gaining fresh perspectives and insights;
- ✓ C-suites, managers and business development personnel responsible to refresh and revolutionize existing business models or create new ones in their organizations;
- ✓ Entrepreneurs who are new to the business world and seeking to gain a deeper understanding of their business model and how to optimize it; and
- ✓ Anyone who wants to understand business model.

Whether you're targeting existing markets or venturing into new territories, this program will equip you with the skills and mindset needed for success.

### Unlock the outcomes you desire:

- ✓ Master the art of designing new business models, drawing inspiration from numerous real-world examples that will elevate your performance.
- ✓ Innovate with the most effective tools for business model, enabling you to generate fresh and impactful ideas. By applying these tools to real business challenges, you'll ensure seamless integration into your ongoing operations.
- ✓ Incorporate sustainability elements into your business models

Unleash the full potential of your business model and embark on a transformative journey towards innovation, growth, and sustainable value creation.

## UNLEASHING INNOVATIVE GROWTH AND VALUE CREATION THROUGH BUSINESS MODELS

COURSE ITINERARY				
UNLEASHING INNOVATIVE GROWTH AND VALUE CREATION THROUGH BUSINESS MODELS				
DAY 1				
	Module Title	Goals	Instructional Strategy	Duration
1.0		Introduction and Ice-Breaking	Ice-breaking	9.00-9.30am
1.1	Business Model Fundamentals	What is Business Model? How is it relevant? Types of Business Models	Slides / Flipchart Video Discussion Case Studies	9.30-10.30am
Tea Break				10.30-10.45am
1.2	Developing A Business Model	Types of Business Model Creation Tools	Slides / Flipchart Discussion Q&A	10.45-11.15am
1.3	Business Model Canvas	Introduction to Business Model Canvas Understanding the Dynamics of BMC	Slides / Flipchart Video Discussion	11.15-11.30am
1.4	Business Model Canvas (Detail)	The 9 Components of BMC	Slides / Flipchart Video Discussion Activities Case Studies Q&A	11.30-12.30pm
Lunch Break				12.30-1.30pm
1.4	Business Model Canvas	The 9 Components of BMC (continued)	As above	1.30-2.30pm
1.5	Business Model Development Workshop	Workshop session for hands-on experience to develop a full Business Model Canvas	Slides / Flipchart Video Discussion Case Studies Assignment Presentation Evaluation Q&A	2.30-3.15pm
Tea Break				3.15-3.30pm

1.5	Business Model Development Workshop	Workshop session for hands-on experience to develop a full Business Model Canvas (continued)	As above	3.30-5.00pm
End of Day 1				



<b>COURSE ITINERARY</b>				
<b>UNLEASHING INNOVATIVE GROWTH AND VALUE CREATION THROUGH BUSINESS MODELS</b>				
<b>DAY 2</b>				
	<b>Module Title</b>	<b>Goals</b>	<b>Instructional Strategy</b>	<b>Duration</b>
2.0		Recap of Day 1	Group Presentation Assignment	9.00-9.30am
2.1	Strategic Innovation and Value Creation	Business Model as a Strategic Tool Value Creation Through Business Models	Slides / Flipchart Video Discussion Case Studies Q&A	9.30-10.45am
<b>Tea Break</b>				<b>10.45-11.00am</b>
2.2	Business Growth through Business Model	Sales & Marketing Alignment Value Proposition Canvas Evaluate the Business Ecosystem to unlock growth	Slides / Flipchart Discussion Case Studies Q&A	11.00-12.30pm
<b>Lunch Break</b>				<b>12.30-1.30pm</b>
2.3	Sustainability Business Model	Impact of ESG on businesses Incorporate ESG principles in Business Models Sustainable Finance and Funding impact	Slides / Flipchart Discussion Case Studies Q&A	1.30-3.15pm
<b>Tea Break</b>				<b>3.15-3.30pm</b>
2.4	Futuristic Business Models & Artificial Intelligence	Futuristic Business Models Application of Generative AI	Slides Video Discussion Case Studies	3.30-4.30pm
2.5	Course Wrap-up	Q&A Conclusion Statement	Q&A Slides	4.30-5.00pm
<b>End of Day 2</b>				