



# DIGITAL BUSINESS MODELS WORKSHOP

We are living in the digital age. The Internet has created new businesses and new business models. If companies want to be successful now and in the future, they need to update not just their tools, but how they think and strategize. In this workshop, we show you how to develop these skills.

## Contents of the workshop

- First, we learn the theory of digital business models. We share the most important must-know concepts of the Digital Economy including Platform Business Models, Network Effects, Aggregation, and especially User Experience.
- We'll show you the tools and skills you need and dare you to look into the future.
- We'll show you which current technological developments are the probable next wave of business model transformation.

## At the end of the workshop

- you will have a sound understanding of the digital influence on business models and strategy.
- you will have seen and tested tools that will help you to develop digital business models in the future.
- you will see the real challenges your day-to-day business faces and learn about new tools to solve them.

## Procedure

1. Introduction and framing
2. Impulse: The theory of digitization
3. Practice Session: Identification of structural changes that concern companies most
4. Impulse: Tools of the Business Model Designer
5. Practice Session: Use new tools to work on your company's important issues.
6. Impulse: What does the future hold? More technology-driven changes for business models
7. Ideation Session: New Technologies and Opportunities for your Business

## 8. Reflection, next steps & feedback

### Basic information

- **Location:** The workshop is designed as an in-house workshop. By request, we are happy to provide an off-site location. Just contact us.
- **Number of participants:** The workshop format is designed for small groups between 5 and 12 participants.
- **Duration:** Our workshops are one-day sessions. We also offer two-day sessions where we go even deeper on issues your company faces.
- **Languages:** We offer workshops in German and English.
- **Workshop support:** To ensure a constructive, result-oriented daytime session, we provide two on-site consultants, one expert and one moderator or facilitator. All workshops are documented for you.
- **Costs:** 499 Euro / per participant

### You want to know more about our workshops?

Talk to us about the specific dates and contents.

**Contact:** Marc Frey (marc@simplify-innovators.com or 0151-24181860)