

BUSINESS MODEL INNOVATION FOR BUSINESS OWNER

INNOVATE BEYOND PRODUCT INNOVATION

COURSE INTRODUCTION

What are the signs that a business model is running out of gas?

The first clear stage is when your people have trouble thinking of new ways to enhance your offering, that's a sign. Second, you hear customers saying that new alternatives from your competitor are increasingly acceptable to them. And finally, the problem starts to show up in your financial numbers or other performance indicators.

COURSE OBJECTIVES

In this programme, you will have the opportunity to develop a unique skill set that has helped many leading entrepreneurs and enterprises. Business model innovation is at the centre of value creation and many leading companies and social ventures owe much of their success to business model innovation.

Participants will learn to apply Business Model Canvas elements as a business strategy tool. Participants will learn to innovate beyond products and design strategies or tactics in the face of worst case scenarios.

COURSE CONTENTS

1. Business Model Thinking - How organisations create and capture value?.
2. Ten types of innovation:
 - a. Profit Model.
 - b. Network.
 - c. Structure.
 - d. Process.
 - e. Product Performance.
 - f. Product System.
 - g. Service.
 - h. Channel.
 - i. Brand.
 - j. Customer Engagement.
3. Ten faces of innovation:
 - a. The learning personas.
 - b. The organising personas.
 - c. The building personas.
4. Map your existing state using Business Model Canvas.
5. Four (4) actions framework.
6. Map your future state using Business Model Canvas.

LEARNING OUTCOMES

By attending this programme, participants will be able to:

- Explain the importance of business models to value creation and new venture success in today's economy.
- Describe, compare, and critically examine different business model frameworks.

- Construct and present a business model for an innovative and viable new venture using ten types of innovation.
- Design and conduct tests for different business model building blocks, iterating based on simulation among participants.
- Propose a new and feasible business model for an existing company/start-up.

METHODOLOGY

- Lecture.
- Group discussion.
- Board game session.
- Simulation.

WHO SHOULD ATTEND

Entrepreneurs, company directors, business owners, start-ups and anyone who wants to learn to innovate their business.

ABOUT THE TRAINER

Safura Atan is a Certified GrowthWheel Business Advisor, Certified Coach and ICF Member. She has over 20 years of experience within the entrepreneurial development and entrepreneurship industry. As a Certified Professional Trainer and Facilitator, she has accumulated vast exposure and developed expertise in entrepreneurship training programmes over those years. She has completed her Certificate of Coaching and Mentoring Professional and a member of the International Coaching Federation (ICF). Currently, she is the only Certified FORTH Innovation Methodology Facilitator based in Malaysia and is one out of two in Southeast Asia. With an Accounting degree from UKM and MBA specializing in Entrepreneurship from UiTM, Safura has essentially combined exposure in both worlds; entrepreneurship and development of business, from a venture capital perspective to being a team member of a startup company. Hence, she understands and embraces every challenge faced by our SMEs in many aspects of the business. She was also the former Head of Centre for Entrepreneur Development and Research (CEDAR) a subsidiary of SME Bank Malaysia.

Zusuff Kan Zainal Kan is a Certified GrowthWheel Business Advisor and Business Designer with Startlah Innovation PLT. He has experience the corporate world with the likes of NAZA Kia Academy, Petronas, RAM Ratings Services Berhad and KFH Research Limited. Later, he ventured into business as a co-founder of a group of companies venturing into the education, trading and business consulting related services. He is a Business Counsellor with Institut Keusahawanan Negara, mentor with Malaysian Global Innovation and Creativity Centre (MaGIC) and have delivered entrepreneurial related training and seminars in Malaysia, Brunei and Singapore. He is Malaysia's first Certified Fascinate Advisor and a Professional Member of the Chartered Institute in Islamic Finance Professionals (CIIF). He co-authored 2 books on entrepreneurship (Startup 10 Ringgit: Startlah Menggunakan BMC) and leadership (Rocketeer: Leading from the Middle).

DATE	VENUE	EVENT CODE
30 June 2020	Menara SSM@Sentral, Kuala Lumpur CANCELLED	CEP/KL/20/056
23 September 2020	Menara SSM @ Sentral, Kuala Lumpur	CEP/KL/20/161
Time	9.00 am – 5.00 pm	
Training Methodology	As stated above	
Fee	RM500.00 Standard RM400.00 Licensed Secretary Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc. & Advocates Assoc. of Sarawak.	
SSM CPE Points	8	

Fee inclusive of certificate of attendance, seminar materials and refreshment.



Use one form for each participant. Print or type clearly. This form can be downloaded from SSM's website at www.ssm.com.my. Kindly make copies if more forms are needed. Please register me for the below programme:

DATE	EVENT CODE	PROGRAMME

PARTICIPANT DETAILS: *(All details must be completed)*

Name _____ I/C No. _____

Licensed Secretary No. _____ SSM PC No: _____

Professional Body Name & Membership No. _____

Designation _____

Company _____

Address _____

Office Tel. No. _____ Fax No. _____ Mobile No. _____

Email Address _____
(Please provide your e-mail address as registration confirmation is sent to you via e-mail.)

Tax Invoice to be issued in the name of _____

Name of HR personnel _____ Tel. No. _____

Vegetarian Meal Other Diet _____

Payment by cheque no. _____ amount RM _____

PAYMENT TERMS

- Fee is payable to **SURUHANJAYA SYARIKAT MALAYSIA**.
- Payment can be made in cash, cheque, bank draft, credit card, postal order or money order.
- Each programme fee must be paid separately.
- Only cheque issued by company/firm can be accepted. Companies/Firms that issue a non-valid cheque will be blacklisted.
- Personal cheque will not be accepted.
- On the reverse of each instrument of payment, please indicate the participant(s) name (maximum 5), License Secretary no./Professional Body name (if any), programme date and event code.
- Attach with a copy of the Registration Form (if payment made before the programme date) or Invoice (if payment made after the programme date) when submitting payment.
- Payment can be made at SSM, Level 17, Menara SSM @ Sentral, Kuala Lumpur and at all SSM branches in Malaysia.

PROGRAMME FEE

Fee is inclusive of certificate of attendance issued by the Companies Commission of Malaysia (SSM), training materials, refreshments and lunch (where applicable).

FAX OR EMAIL YOUR REGISTRATION FORM WITH PAYMENT RECEIPT TO:

COMTRAC & Knowledge Management Division, Level 12, Menara SSM @ Sentral, 7 Jalan Stesen Sentral 5, Kuala Lumpur Sentral, 50623 Kuala Lumpur
Tel: +(603) 2299 4440 (Zakhir) / 4441 (Priya) / 5308 (Fuza) Fax: +(603) 2299 4451 / 4452 Email: comtrac@ssm.com.my

TERMS & CONDITIONS

Registration is on a first-come-first-served-basis. No walk-in accepted. All registrations MUST be submitted to SSM accompanied with the full payment five (5) working days before the programme. Admittance will not be permitted unless payment or letter of guarantee is received. Participant will be issued a Certificate of Attendance upon full attendance of the programme and payment is received.

Cancellation

No refund is entertained if participant decide to cancel their registration but a substitute is welcome. Written notification of substitute's name must be received by COMTRAC at least three (3) working days prior to programme. Any difference in fee will be charged accordingly. In cases of cancellation/postponement of programme by COMTRAC, the registration fee will be refunded.

Transfer

No refund is entertained if participant fails to attend a programme. Transfer of registration fee to another programme is not allowed.

Replacement Of Certificate

SSM will charge an administrative fee of RM30.00 per copy for any replacement of certificate due to errors in name or identification card number wrongly filled by participant/representative during registration or loss of certificate, etc.

DISCLAIMER

SSM reserves the right to cancel programme, change date(s), venue(s), speaker(s) or any other changes due to any unforeseen circumstances that may arise without prior notice to participants. Upon submitting the registration form, you are deemed to have read and accepted the terms and conditions.

PSMB

Suruhanjaya Syarikat Malaysia is registered as a training provider with PSMB under KERAJAAN1846.

PERSONAL DATA PROTECTION NOTICE

Your personal data and other information provided in this application and including any additional information you may subsequently provide, may be used and processed by COMTRAC/SSM as a reference in future to communicate with you on our training programmes/events. In line with the Personal Data Protection Act 2010, we wish to get your agreement and consent for using your personal data. If you do not consent to the processing and disclosure of your personal data, you should send an e-mail to us at comtrac@ssm.com.my.