

September 29th 2015, Marriott Hotel, Toronto

ONE WORKSHOP



BUSINESS MODELS INC

DESIGNING BETTER BUSINESSES



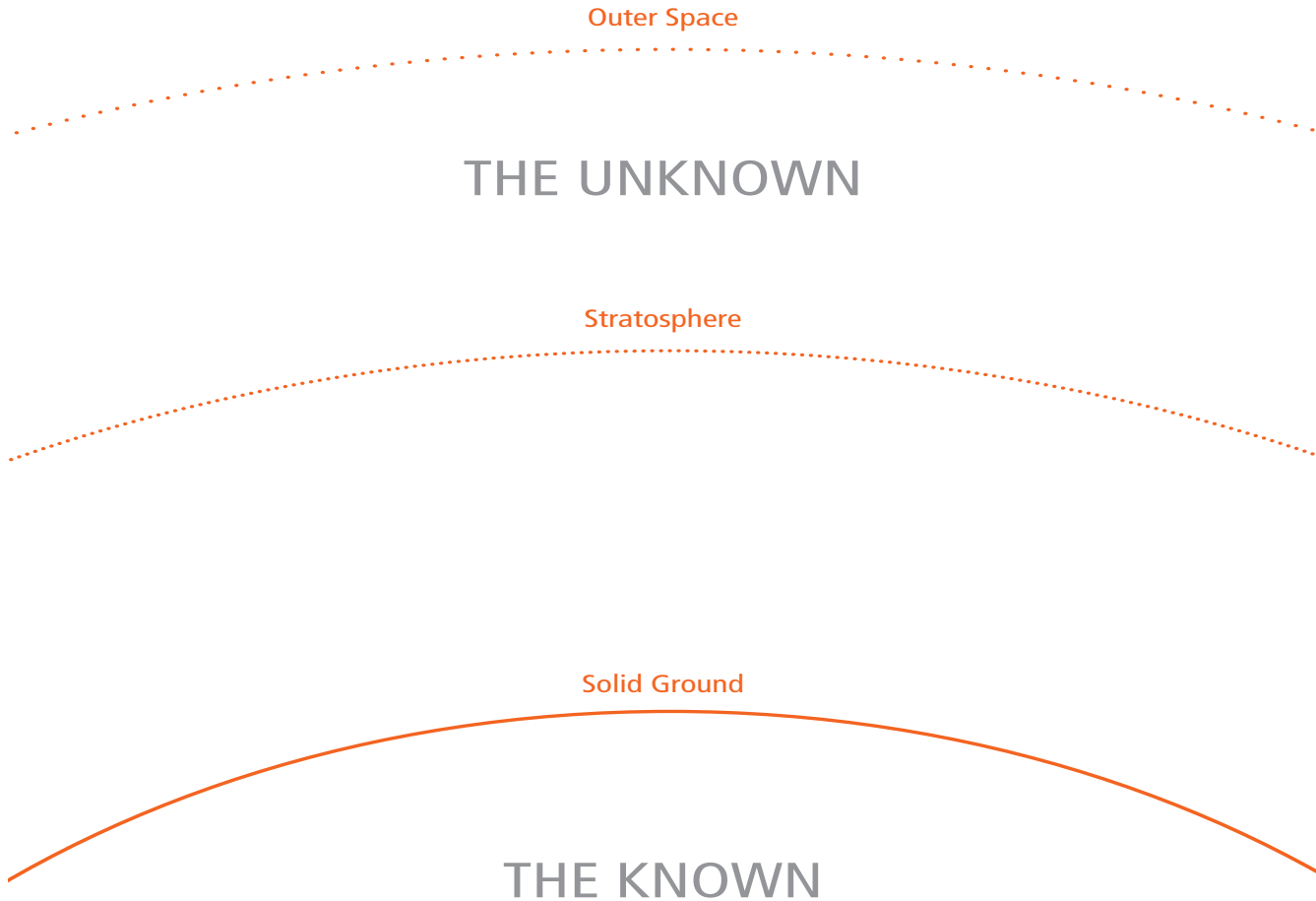
STEP 1

GET INSPIRED



STEP 2

DEFINE KNOWN & UNKNOWN



STEP 2

DEFINE KNOWNNS & UNKNOWNNS

Instructions



15 min

1



get inspiration

2



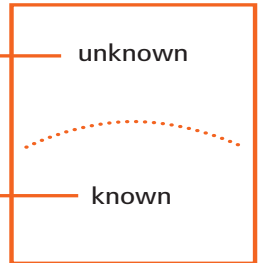
write down your idea

3



classify your idea

4



1

Use the inspiration wall to generate ideas.

2

Classify them as 'knowns' or 'unknowns'.

3

Discuss your findings with your team members.

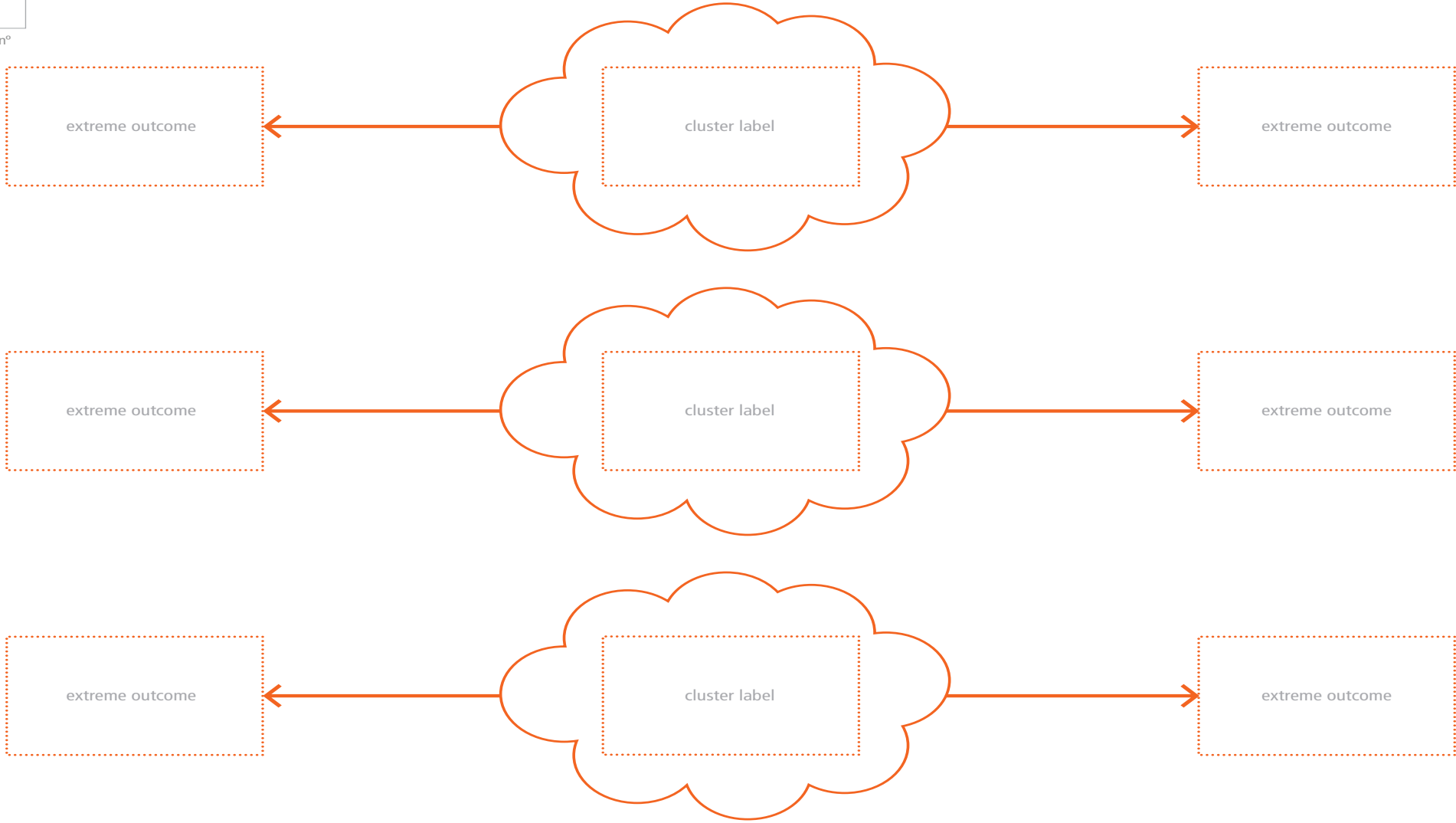
4

Continue until you have at least 3 'knowns' and 5 'unknowns'.

STEP 3

DEFINE DRIVING FORCES & EXTREMES

n°



STEP 3

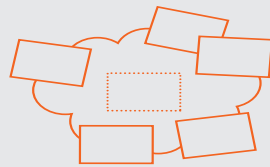
DEFINE DRIVING FORCES & EXTREMES

Instructions



15 min

1



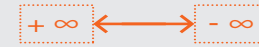
cluster unknowns

2



label cluster

3



define extremes

4

1... 5
low high

rate the impact

1

Cluster the 'unknowns' from the previous exercise.

2

Label your cluster. Try to be high-level and specific.

3

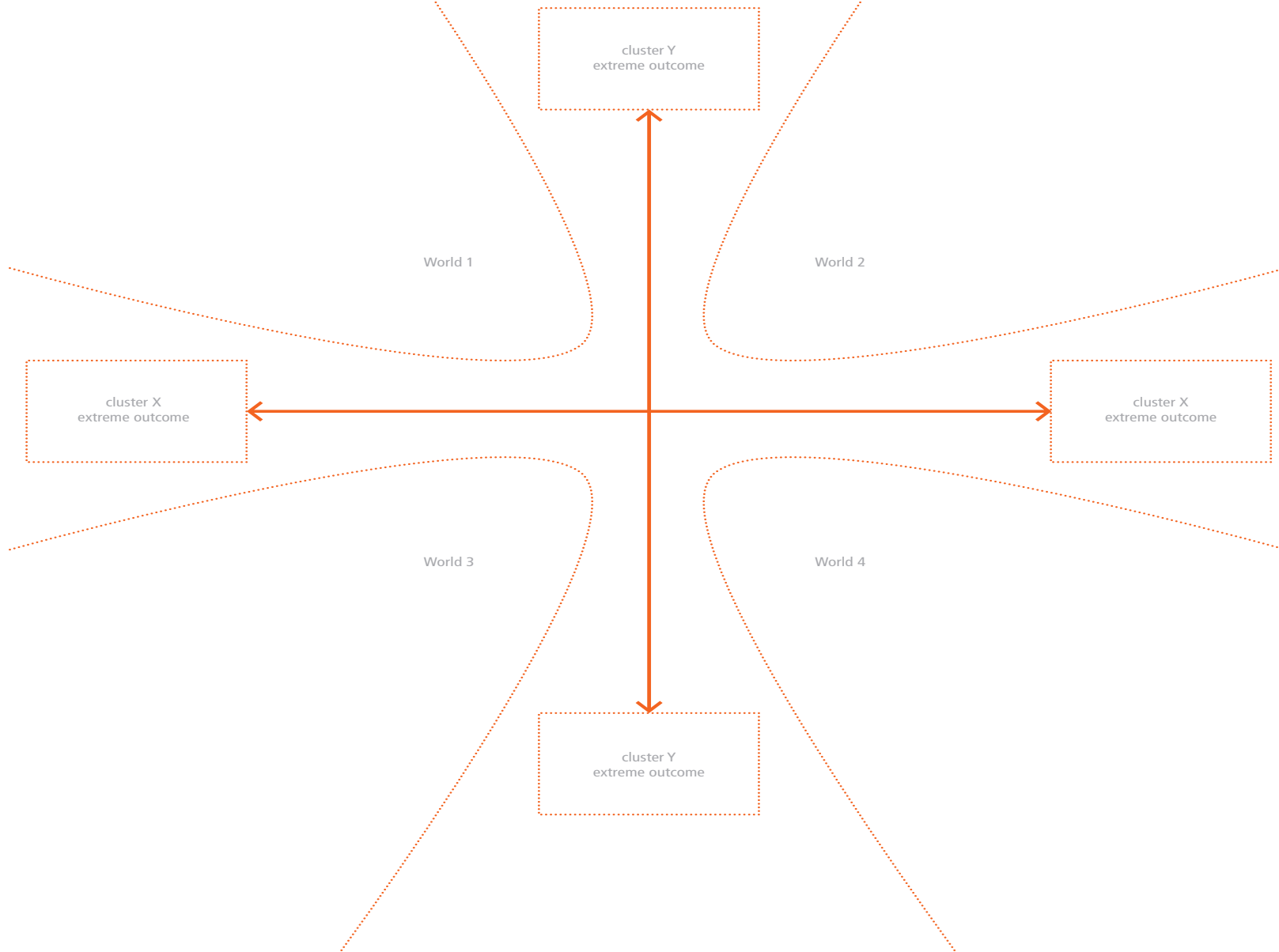
Find interesting extreme outcomes for your cluster.

4

Rate each cluster's impact on your Business Model .

STEP 4

DEFINE 4 VUCA WORLDS



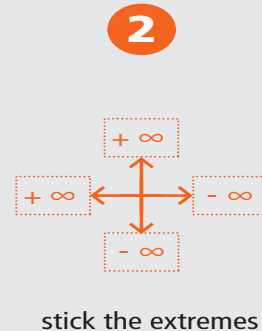
STEP 4

DEFINE 4 VUCA WORLDS

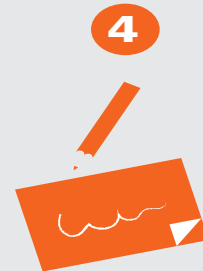
Instructions



15 min



brainstorm about worlds



name the worlds

- 1** Select the two top rated clusters from the previous exercise.
- 2** Stick their extremes on the X and Y axes of the template.
- 3** Brainstorm about each world (each quadrant). Use post-its.
- 4** Give each world a name that describes it.

STEP 5

DESCRIBE ONE VUCA WORLD IN DETAIL



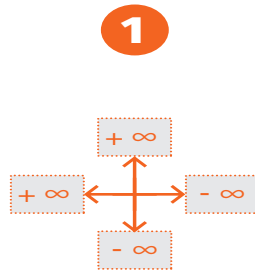
STEP 5

DESCRIBE ONE VUCA WORLD IN DETAIL

Instructions



15 min



reference your world

2



brainstorm ideas

3



write them on post-its

4



tell the story

- 1** Find examples from your world and make them specific.
- 2** Brainstorm ideas for each of the areas of the template.
- 3** Write down your ideas and stick them to the template.
- 4** Build a compelling story. What will happen to the customer?

THANK YOU!

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