

BUSINESS MODEL INNOVATION

DATE: 11-12 June / 15-16 October 2025
25-26 February 2026

FEE: RM1,250

DURATION: 2 Days
HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

In this fast changing and competitive world, everywhere, products are being commoditized, services are being imitated, and traditional barriers to entry are collapsing. As your market share is shrinking and competition intensifies, product/service differentiation has become more challenging. It is imperative that you develop alternative methods of doing business--different from that of your competitors in order to break from the pack.

Under such circumstances, you have been constantly challenged to run your operations faster, cheaper and better to meet external and internal customer needs and expectations. If you have been doing the same things every day, definitely, you cannot expect anything different. In other words, you need to innovate your business model at business/operational level to achieve a quantum leap in performance.

This unique workshop provides you with the "How" to find ideas, insights and opportunities that will help you transform your business/operations and break from the pack for a profitable growth.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Describe generic business model
- Visualize your business's current competitive position or operational status in terms of its business model
- Create new business opportunities or improve operations using business model innovation tools and techniques
- Improve a new business/operational model that is differentiated
- Translate business/operational model into actions
- Plan for implementation of identified initiatives

METHODOLOGY

- Expert Facilitation
- Interactive discussions and sharing of real-life issues
- Reflection on experiences
- Video presentations
- In-class exercises
- Live case studies
- Level 1 Assessment

WHO SHOULD ATTEND

- Mid/Senior Level Manager
- First Level Manager
- Executive/ Supervisory

FACILITATOR

Dr Lai Chong Teng

He has established himself as a successful professional in a career period spanning over 38 years. Uniquely knowledgeable and skilled at working with multicultural workforces, Dr. Lai has worked in various senior management positions, such as Chief Executive Officer, Senior Management Consultant, expatriate, trainer and educator in several established local and overseas corporations. Over the years, he has provided training and consultancy services in various much sought-after management fields.

PROGRAM CONTENT

Module 1

Introduction

- Types of Innovation
- Generic Business Mode
- Potentials of Business Model Innovation
- Application of Business Model
- Success Stories

Module 2

“As Is” Business Model Assessment

- “As Is” Business Model Mapping
- Organizational Capability Analysis (Strengths and Weaknesses)

Module 3

“To Be” Business Creation

- Strategic Differentiation
- Value and Cost Concept
- Value Creation
- Value and Cost Concept
- Value Creation

Module 4

Business Model Alignment

- Translating Innovation Into Actions
- Initiative Identification
- Initiative Road Mapping
- Plan for Implementation

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 1 (<i>Continue</i>)
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 2
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 2 (<i>Continue</i>)
		End of the day

Day 2

9:00am - 10:30am	:	Module 3
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 3 (<i>Continue</i>)
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 4
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 4 (<i>Continue</i>)
		End of the day