

THINKERS

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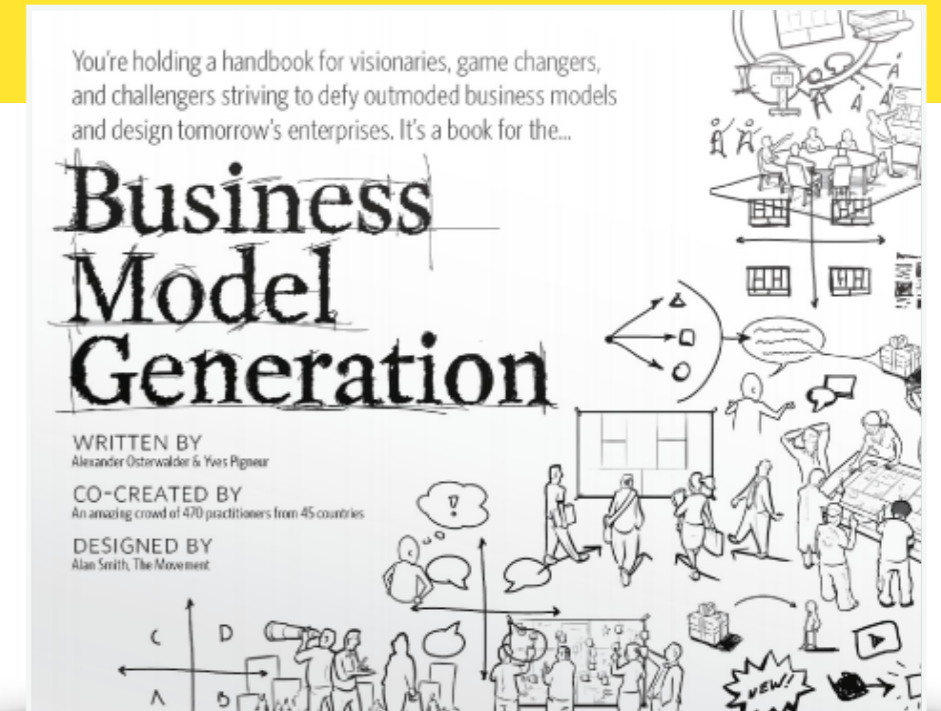
THE METHOD THAT IS DISRUPTING THE “STRATEGIC PLAN”

Utilise the strategic management method employed by **Fortune 500** companies to understand, challenge, and reshape themselves. Voted “**Top Strategy Tool**” by **Thinkers50**.

BUSINESS MODEL GENERATION

This powerful Strategic Management method is based on Alexander Osterwalder’s and Yves Pigneur’s ground-breaking work and best-selling books, Business Model Generation and Value Proposition Design.

The dynamic methodology helps you innovate within your organization, by teaching you how to design, test, validate, and communicate strategy. It is particularly useful to Innovation and Strategy teams focussed on product /service development.



IF YOU CURRENTLY...

- ▶ Focus too much on products and features instead of creating value for customers
- ▶ Adopt a “decision only” attitude and fail to explore more profitable alternatives
- ▶ Lack a methodology to track your progress and adapt to market changes
- ▶ Waste resources on great ideas that fail
- ▶ Underestimate the importance of listening to the Voice of Customer
- ▶ Fail at communicating strategy between decision makers and department heads
- ▶ Jump to conclusions and convert assumptions to facts

USE BMG To...

- ▶ Diversify, grow and scale your operations
- ▶ Achieve alignment on strategy
- ▶ Differentiate your position in the market
- ▶ Create, Deliver, and Capture more value
- ▶ Understand opportunities and mitigate risks
- ▶ Explore higher margin investments and opportunities
- ▶ Rapidly test ideas and receive early validation

“Once you understand business models you can then start prototyping business models just like you prototype products.”

- Alexander Osterwalder, Founder, Strategyzer

WORK WITH THE EXPERTS

We at Open Box are proud to be affiliated with Strategyzer, the Swiss-based company of Alexander Osterwalder. As one of thirty Globally Certified BMG Experts and a contributor in the sequel book “Value Proposition Design”, Paris Thomas and the team of consultants at Open Box offer targeted workshops and in-house consulting to help their clients adopt the method and revolutionise their approach to strategy.

Open Box is a Change Agency focussing on People and Strategy

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COMMUNICATION



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