



**CENTRE FOR AFRICA CAPACITY  
BUILDING & DEVELOPMENT**

# **MANAGEMENT & LEADERSHIP FACULTY**

**Building Collaborative Business  
Models for Innovation and  
Competitiveness**



Accreditation # P21/1014/GP545

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# Building Collaborative Business Models for Innovation and Competitiveness

## INTRODUCTION

Innovation and Competitiveness Seminar to be held in Dubai will cover the following:

Business model innovation is the new approach to support complex investment projects that require collaborative strategies. Building competitive advantage through collaboration involves systematic efforts to co-align management and employees with customers, suppliers, investors and the wider stakeholders. In addition, such a multi-stakeholder approach requires robust definitions of the value proposition of each vendor and partner, rather than classical strategic aims and objectives.

Business models are these modern tools that enable managers to develop comprehensive scenarios for product/service development or market development that establish foundations for sustainable growth. This training course will offer an introduction to business model innovation and an extended practice of business model development for managers and executives.

## WHO SHOULD ATTEND?

- Business leaders and innovation managers interested in enhancing their leadership skills
- Innovation leaders and senior managers who are tasked with delivering significant growth to their organization
- Executives and public administrators tasked with strategic development programmes, institutional development, policy development and strategy implementation for enhanced innovation performance
- Members of policy groups tasked with strategic planning, innovation program development and financing
- Members of government responsible for designing open innovation ecosystems and open innovation tasks, or for implementing innovation strategy
- Leaders of academic institutions, universities, and other knowledge providers

## PROGRAMME OBJECTIVES

- Enable delegates to acquire knowledge and skills for business model innovation
- Enlighten participants about best practice in stakeholder engagement for innovation and competitiveness
- Develop frameworks for building collaborative advantage
- Complement management skills with advanced business development techniques

## TRAINING METHODOLOGY

This training course is designed as an intensive training, and knowledge sharing experience, where group work facilitates learning. Through a set of lectures and practice exercises, delegates will be introduced to the advanced knowledge on business models and business model innovation, the transition from competitive to collaborative advantage, and how to manage strategic development programmes. Participants will learn by active participation, discussions, on-line resources and video materials.



## PROGRAM OUTLINE

### Day 1: - What Do We Know About Business Models

- Elements of the business model canvas
- How to make strategic innovation happening
- Strategic choices and negotiation processes
- Strategic co-alignment in supply chains

### Day 2: - The Innovation Process – In and Out

- Levels of creativity
- Models of innovation
- The difference between product, service and process innovation
- Challenges to learning and creativity in open collaboration
- Strengths and weaknesses of the current models for knowledge transfer
- Effective ways to generate and manage ideas and knowledge
- How to develop innovation strategy

### Day 3: - Value Co-Creation and Collaborative Management Practice

- Bi-lateral and multi-lateral inter-firm collaborations
- Value co-creation in inter-firm relationships
- How to share resources
- The benefits of optimisation and sustainability
- Inter-firm partner communication
- Collaborative coordination and control
- Trust and risk aversion
- Managing contingencies with partners

### Day 4: - Organisational Design and Open Innovation

- Open innovation in an ecosystem
- Platforms as an organisational model and a coordination tool
- The benefits of open innovation
- Shared access and facilitated networking
- Control and governance of shared resources

### Day 5: - Competitiveness and Sustainability through Business Model Innovation

- Business models for high performance innovation partnerships
- Balancing across coordination costs and benefits
- Managing complex relationships and overcoming barriers to collaboration
- Measuring the outcomes from business model innovation
- Combining corporate responsibility, philanthropy and shared value
- Learning from the best practice



# WHAT DO YOU GET WHEN YOU ENROL TODAY?

For every delegate that attends, they will either receive a



## PLUS FREE TOURING

An excursion will be done on the last day where delegates will be taken on a tour of Tourist Attractions around Johannesburg and Pretoria.

