

Are you looking for a way, which helps you turning your business ideas into first revenue streams? Do you want to know, which of your ideas should be the ones you invest in before you waste money? Would you love to know how to take better business decisions for your future of the business? Are you looking for ways to deliver projects, that your employees are excited about and really believe in plus add value to your existing or even new customers? Then this course is for you! The Methodology and Framework of Business Design helps you to think business not product and puts an emphasis on doing instead of endless discussions. For a good explanation on what Business Design really is have a look on this page. We will teach you everything it takes. So do not loose time and book your slot!

## Course Details



### Business Design Course BD-2411

Start Date: November 18<sup>th</sup>, 2024

End Date: November 22<sup>nd</sup>, 2024



Feldkirchen, Austria



German/English

## Description

The Business Design Course is a 4-day extensive course spread across 5 days which delivers about 32 hours of education on Business Design. Never heard of it? In a few words Business design combines different frameworks, methods and tools to one efficient Innovation process which is leading a fixed group of people with a fixed timeline to get from an idea to a first revenue stream. The framework is public domain and available for everyone. This course will teach you how to use the framework

and its many tools to get results. In order to do this properly you are going to run through all the phases of the framework and apply it yourself together with other motivated participants. This is hard work, but also a lot of fun as it shows you how fast relevant information can be collected and how to validate business ideas before wasting money. The trainers will have a real-life case ready, which you are going to work on. This course is offered by DIPA Academy, GMG GmbH & Co. KG and Orange Hills GmbH.

## What is the Target Audience?

Business Design is a discipline relevant for any company in today's world of volatility, uncertainty, complexity, and ambiguity. As the printing industry or companies incorporating printing in its value chain are facing multiple challenges (i.e. lack of qualified personnel, margin erosion, more demanding legislations, competitive business environment including digital offerings and more) the DIPA Academy finds it essential to make a further education offering targeting employees working in a business development role, in a leadership or management position, in a product management, in a corporate development role or in any other role which is playing in the field of innovation. Establishing a structured approach to innovation helps taking better decisions, creates results faster, avoids doing the wrong things and motivates your employees to pull together and drive the creation of the future rather than being driven by the competition.

## End of the registration period

Course DPA-BD-2411: October 18<sup>th</sup>, 2024

## Duration and total hours of training

- This course has a total training time of approx. 32 hours, excluding breaks and is spread into 5 days (2 half, 3 full days).
- The course will start on a Monday at 2 p.m. and will finish on Friday around lunch time.
- Getting to the course location is the responsibility of the participants, but we are happy to support you.

## Course content

- ✓ Introduction to Business Design framework and its guiding principles
- ✓ Business Design process
- ✓ Methods & tools
- ✓ Hands-on business modelling
- ✓ Discovering markets & customer needs
- ✓ Prepare prototypes to validate with customers
- ✓ Hands-on customer interviews
- ✓ Validate business ideas
- ✓ Lean offering generation
- ✓ Fact-based decision making
- ✓ Ways to implement an innovation framework into your organization



## Course price

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- Euro **4.900** incl. food and drinks during course days
- Dinner on 2 days included
- Accommodation not included
- DIPA members receive a **20% discount**

## DIPA Academy Management Team

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Steffen Orth



Peter Schöffler

## Participants benefits

- Launch new products or offerings successful
- Make fact-based and conscious decisions on investments
- Reduce flop-costs on ideas which are not accepted by the market
- Learn framework, methods and tools for hands-on use in a compact course with physical presence
- Talk to the founder of the business design framework & methodology
- Learn from experts applying the Business Design framework in their daily work already and receive useful inputs for proper implementation
- Excellent networking opportunities in the field of innovation with a strong connection to the printing industry
- Learning experience in small groups as places are limited
- A participation certificate will be provided

## Employer benefits

- Obtained knowledge can be applied immediately leading to better more fact-based decisions
- Excellent overview of Orange Hills Business Design framework including all the required steps for an adequate application of the tools (templates, etc.)
- Business Design Starter Kit Box with all Tools to start right away
- Access to DIPA and DIPA Academy network covering the whole value chain of digital and analog surface decoration
- Employees will learn from experts applying the Business Design framework in their daily work already

