

# Management Brief

www.theron.com

September 10<sup>th</sup>, 2018

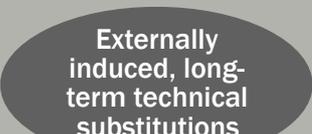
## Is your current business model still up to date?

Your business is challenged by new ventures, requires adjustments or rejuvenation? A newly started business lacks traction or is to be designed completely from scratch? You or your team are not sure about relevant options to take your business forward or you are entering unfamiliar areas of expertise? You are challenged by digitalization, transforming your operations to 100% renewable energy sources, or just in general increasing competition and ever faster Innovation cycles? Instead of threats you see opportunities and you want to think about how to leverage them to your favor in the best way?

Most companies are faced with changes in their current business environment posing challenges with high levels of uncertainty. More often than not, these changes are induced by third parties through technical developments, new regulation or competitive moves instead of created by the companies own initiatives and active development. Moreover, most companies are stuck in their exclusive focus on their core business, size hubris and daily „business-as-usual“, to recognize arising opportunities. Disregarding which of the following matrix fields matches your current position: You want to rise to these challenges, leverage the opportunities available to you, manage your risks and implementation of new ventures better? Then you will most likely need a new approach to think about your business, focussing your attention on those topics, which really make a difference. The Theron approach on business model design will foster new perspectives and insights for you.

### Typical Business Model Pitfalls

- ➔ Changes stealthily creeping into the market
- ➔ Trends systematically ignored or not even recognized
- ➔ Speed of change faster than the capability to adapt
- ➔ Total misjudgment of changing market behaviors induced by technological developments
- ➔ Short-term investment logic preventing mission critical mid-to longterm business renewal
- ➔ Startup best-practices (e.g. business model canvas) ignoring key factors of success such as transaction costs, physical realities and timing
- ➔ Isolated activisms replacing thoughtful approaches

Changes		Transparency of changes	
		Clear	Uncertainty
Origin of Change	Active / intended		
	Passive / forced		

A transparent business model builds the foundation to...

- ...check the **plausibility of your business**
- ...**communicate your business to stakeholders**, e.g. colleagues or investors,
- ...strategically plan and successfully manage the **implementation**.

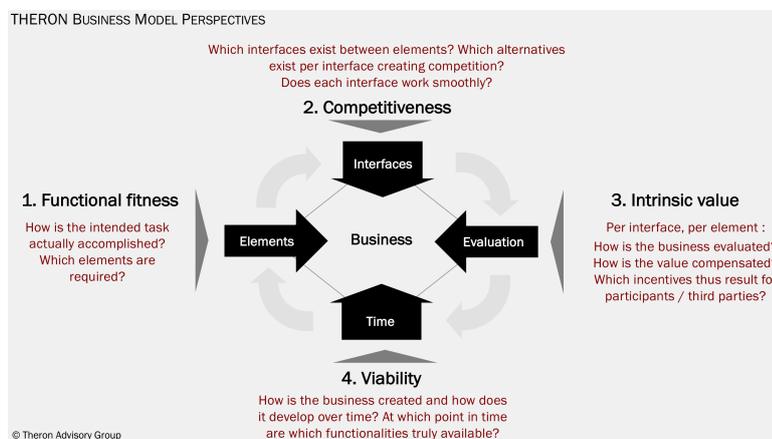
It's essential for your business success that you will recognize new trends and developments earlier than the general public. It provides the crucial time for implementation. Your advantage in understanding in contrast to the lack of understanding by others turns into the most important path towards a superior return in the knowledge society and even might be your only weapon in competing for the future. Backlashes and surprises are a daily reality for the innovator. Only those building the capability to deal with these occurrences will prevail in developing and implementing new business models successfully.

### *The Theron business analysis*

Definition: „A business model describes a business with the goal to evaluate its functional fitness, competitiveness, intrinsic value and viability.“

In this context it is irrelevant whether you are looking at an existing business or the idea of a new one. The analysis of the business model based on the Theron approach enforces the systematical focus on different perspectives enabling the recognition of opportunities and implementation risks.

Our workshop will introduce you to the conceptual foundation of the systematic development of new business models. Concepts are introduced based on real world examples and cases.



### Business model workshops

- ➔ Gain new perspectives on the challenges being posed to old and new businesses alike
- ➔ Innovative analytical approach to develop, structure, systematically evaluate and implement new businesses
- ➔ Practical applications and examples
- ➔ Exclusively developed by Theron and proven in practical applications
- ➔ Workshops moderated by practitioners with a wide array of international experience in the renewal of business models and creation of new ones
- ➔ Small, exclusive groups with maximum 4-6 participants per workshop
- ➔ Workshop fee 2.000 € per participant
- ➔ Duration: 1 day
- ➔ Available dates on contact

Understanding of the concepts and their application will then be developed building upon individual questions of participants.

Participants will gain new perspectives on problems and solutions for their strategic and daily management tasks in existing or new businesses, directly transferable to your future individual success.

***To take part, please contact us!***

#### Theron Innovation Excellence:

**Stephan Witt**  
 Partner  
 Tel: +49 30 889 221-0  
[stephan.witt@theron.com](mailto:stephan.witt@theron.com)

**Frank Olschewski**  
 Partner  
[frank.olschewski@theron.com](mailto:frank.olschewski@theron.com)

**Henner Schmidt**  
 Partner  
[henner.schmidt@theron.com](mailto:henner.schmidt@theron.com)