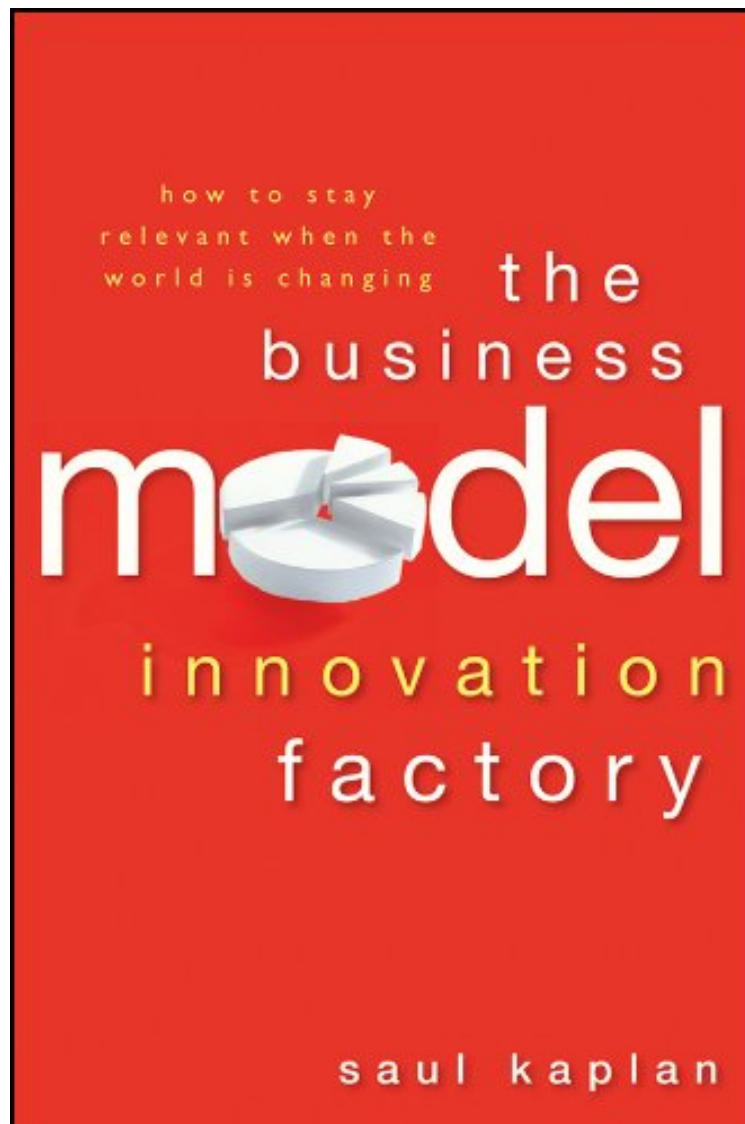


[DOWNLOAD] The Business Model Innovation Factory: How to Stay Relevant When The World is Changing

## The Business Model Innovation Factory: How to Stay Relevant When The World is Changing

*Saul Kaplan*

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**Saul Kaplan : The Business Model Innovation Factory: How to Stay Relevant When The World is Changing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Business Model Innovation Factory: How to Stay Relevant When The World is Changing:

0 of 0 people found the following review helpful. Repetitive but does have good points By Warca The book is not a easy casual read, it can get repetitive and downright boring at times, but don't let this discredit the information within

the book. this book's value is not its entertainment but its value, and many of the concepts within the book are important. Once you read it you might think to yourself, "this is all common sense!" but before you read it you might not think too much on the importance of the values that the book is trying to address. this is a good wake up call for you when you are headed towards a stump, and makes you think and reevaluate, no one model is perfect so keep on thinking about it!

0 of 0 people found the following review helpful. Inspirational and challenging  
By Mike D. great book - definitely inspiring through a blend of stories and facts. Challenged to not only continue in the natural innovation of myself...but to work to include those around me, to discover fellow innovators everywhere, and to see how we might collaborate to make a difference.

0 of 1 people found the following review helpful. Tweaking is not enough  
By Ron Immink Tweaking is not enough Struggling with innovation At the moment we are working with a number of clients that are struggling with innovation. The programmes they introduced don't work, the idea box stays barren and the cynics have taken over the asylum.

Lessons The Business Model Innovation Factory (BMIF) is currently the book we use to explain and show why innovation does not work. Why this book and what can you learn from it?

Fundamental innovation First of all it takes a fundamental approach to innovation, using the business model at its core. The story of how value is created, delivered and captured. The problem your client is trying to solve, the network of capabilities in your company and how you capture that value. You will be Netflixed The premise of the book is that every business model can and will be "Netflixed". Blockbuster, HMV, Sony, Kodak have all seen their business model destroyed. All business models are vulnerable. Your business model will be destroyed too.

Tweaking is not enough Tweaking is not enough. Incremental change is not enough. Innovation in the context of your current business model is not enough. You have to go radical. Straight from "The innovators dilemma". You need to "Netflix" (as a verb) your own business model.

Why does innovation not work for most companies? BMIF gives a few reasons why innovation does not work. Starting with the word "innovation" itself. The word is polluted and means to many things to too many people.

- \* It is the death by 1000 initiatives.
- \* It is because the CEO is not really behind it.
- \* It is because the IT legacy systems.
- \* It is because cannibalisation is not allowed (which is what being "Netflixed" is all about).
- \* It is about shooting the mavericks and renegades.
- \* It is because the ROI on innovation is assessed based on the current business model.
- \* It is because design thinking is not part of the approach.
- \* It is because experimenting in the real world is not allowed.

Refurbishing your house The analogy used is the one of builders refurbishing your house. People who have done that and decided to stay in the house with the builders, know it is near impossible. You are camping in the kitchen, the heat does not work, the internet is down, and it is full disruption. The same goes for innovation.

Making innovation work in your organisation To make innovation work it needs the full and unequivocal support from the CEO and the senior management team. It needs to be kept independent from line managers. It needs to be a separate business unit (the Kindle as a shining example on how that can work), reporting directly into the CEO. The unit will need to ignore the current business model, ignore the legacy systems and hang out and collaborate on the edges of the silos, disciplines and sectors. Staffed by designers, external people as well as internal staff. With passion and with a narrative that is compelling. Willing to experiment and learn in the real world. Operating as a lean start up.

Be like Tarzan In between this very solid advice the book has a pop at the education system, business planning and the need to look at the your own individual business model. The same way business life cycles are speeding up, so are career life cycles. During your career, you will need to reinvent yourself regularly. Jumping as a Tarzan from learning curve to learning curve.

All loin cloth jokes welcome.

Business model innovation is the new strategic imperative for all leaders Blockbuster's executives saw Netflix coming. Yet they stuck with their bricks and mortar business model, losing billions in shareholder value. They were "netflixed." Business models don't last as long as they used to. Historically CEO's have managed a single business model over their entire careers. Today, all organizations must be capable of designing, prototyping, and experimenting with new business models. The Business Model Innovation Factory provides leaders with the survival skills to create a pipeline of new business models in the face of disruptive markets and competition. Avoid being netflixed. Your organization must be a business model innovator to stay competitive in today's turbulent world. Author Saul Kaplan is the founder and chief catalyst of the Business Innovation Factory (BIF), a real world laboratory for exploring and testing new business models and social systems. BIF has attracted a global community of over five thousand innovators and organizes the internationally renowned BIF Collaborative Innovation Summit