

One of The Institute's **worksheets** series, to help you improve your leadership skills and capability, making you a better leader

This worksheet will help you focus on concepts associated with Business Models and the Business Model Canvas

You should take approximately **two hours** to complete this worksheet and read the accompanying Spotlight

1. The Business Model in Context

a. Use the graphic below to describe in your own words:

1. Your understanding of each business tool
2. The key components of each business tool

Business Plan	
Strategic Plan	
Business Model	
Operating Model	

b. Now use the graphic below to set out the sequence they would be developed in an organisation:



c. Use the space below to explain why you have selected that sequence:

2. Business Model Concepts

Rearrange the letters below to identify eight concepts associated with Business Models:

builds mercurial scones	into manned obliviousness
earpieces nostril	bunnies massed vocals
menu saver trees	assemble idling studio
popular toes vision	acre fruits turn



Worksheet

Leading in Different Contexts: Business Models

3. The Business Model Canvas

a. Complete the Business Model Canvas (below) for your organisation:

Key Partners	Key activities	Value propositions	Customer relationships	Customer segments
	Key resources		Channels	
Cost structure			Revenue streams	

Osterwalder, A. (2004). The Business Model Ontology – A Proposition in a Design Science Approach PhD Thesis, University of Lausanne, Switzerland

b. How would you communicate your business model to your organisation's stakeholders?

Use the space below for your answer:

4. Review

How would you start a conversation with a Senior Manager to explain the advantages of a Business Model?

All references are cited in The Institute of Leadership (2020) 'Business Models'

Ownership – Leading in Different Contexts – Business Models

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