

The background of the slide is a collage of business-related images. It includes a close-up of a person in a suit and tie, a hand pointing at a screen, and various data visualizations like bar charts and line graphs. Overlaid on these images are large, semi-transparent text elements: 'PREDICTION', 'BUSINESS', 'STATISTICS', 'ANALYTICS', and 'INSIGHT'. The design is modern and professional, using a color palette of blue, red, and white.

PREDICTION  
BUSINESS  
STATISTICS  
ANALYTICS  
INSIGHT

**Open Training Programme**

## **Value Propositions in New Digital Times**

*Design & Test Relevant Product  
Value with more Digital to the  
Core*



# Value Propositions in New Digital Times

In times of extreme competition and noise, designing innovative products and solutions that appeal to well identified audiences concerns and wishes is more important than ever. While it is a prerequisite for success it might be nevertheless far from sufficient to sustain your business.

Indeed, success belongs always more to those who go far beyond products: services, packaged value into subscription models, cloud based value, platform and ecosystem based models, are new ways to go for most industries, even the most traditional ones.

Further, while customer experience and appealing stories should come first, more digital technologies to the core of offerings, and now more data, might translate into breakthrough advantage for those who pioneer bold moves.

So, managers need nowadays to master a very broad set of views and skills to balance decisions and design relevant sustainable offerings.

Further, to cope with the speed of markets, to mitigate risks in VUCA times, managers need to embrace the new agile ways of product development and experimentation, get early validations on prototypes and beta versions before making major investments.

continued



## Who Should Attend?

This programme is relevant for business owners, business lines and product managers, business strategists, who want to:

- develop impactful, relevant, customer-centric offerings for new digital times
- explore new possibilities, scan the potentials of more digital technologies to the core
- get inspirations from multiple industries and digital champions
- update practices, learn new methods and tools to be more efficient
- get frameworks to develop value in systematic ways as teams
- gain insights into new models and strategies to make a difference
- embrace agile ways to test value fast before making major investments

## How will you benefit?

The key benefits for you:

- Acquire thinking and design tools, methodologies to articulate innovative offerings
- Get the tools and guidance to design new value offerings and stories around
- Scan technology trends to apply more to the core of your value propositions
- Get inspiration from business cases across multiple industries
- Develop agile development and testing habits, learn related tools
- Apply the learnings to your own organisation, leave with new plans
- Benefit from interactive exercises and immediate feedback

## Why is this programme different?

- This programme bridges the gap between the worlds of business and academics. With business cases across multiple industries and models, it connects strategic and pragmatic views to support in your decisions and transformation design.
- You benefit from intensive feedback and cross-industry practice.
- A mix of speaking, interactions and cases makes it a lively session into new inspirations for your business.



continued

# What will you learn and practise?

## **Develop customer-centric and meaningful value**

- Design relevant value with those frameworks
- From customer-centricity to customer experience
- Add more purpose, go beyond customers needs

## **From products to packaged services to platforms**

- Moving from products to packaged services
- Services into subscription, design principles
- Platforms win big today, design principles

## **Enhance value with more digital to the core**

- How technologies change the product game
- Leveraging SMACIT technologies
- Case studies across multiple industries

## **Develop and test value in new agile ways**

- Exploration with design thinking
- Agile development and testing
- From POC into MVP into scaling

## **About stories and branding first**

- Elevator pitch and story telling
- Product branding and the new rules
- Alignment with your overall identity

## **Apply learnings to your business case**

- Stretch your existing value proposition
- Design your attractive elevator pitch
- Disrupt your value, design for tomorrow

## **Your new value: plan your next steps**

- Prioritise development milestones
- Your portfolio for today and tomorrow
- Internal vs. external developments



The MCE Faculty delivering this programme are **experienced business people** with extensive recent international senior management experience

## Practical Details

This programme for Senior Managers is available in 2 formats: Face-to-Face and Live Online (delivered in ENGLISH)



### Value Propositions in New Digital Times:



**Classroom**



**2 Days**



**€2,950**



**Live Online**



**4 X 3 hours**



**€2,450**

**To register or find the latest dates:**

**[www.mce.eu](http://www.mce.eu)**

**[info@mce.eu](mailto:info@mce.eu)**

**+32 2 543 2120**



# → Key Facts About MCE



**500,000**

*Participants on MCE  
training programmes since  
1961*



**59 years**

*Providing Learning &  
Development (L&D) services in  
the EMEA region*



**1,700**

*Client companies which we have  
worked with delivering  
customized & in company  
learning solutions*



**6,200**

*In Company Training  
Solutions delivered in  
more than 94 countries*



**70+**

*Open Training  
Programmes running  
throughout the EMEA  
region - Online and  
Face-to-Face*



**10,000+**

*Managers & Leaders inspired by  
MCE's management  
development solutions each  
year*

