



# Value Propositions in New Digital Times

# Value Propositions in New Digital Times

Create real customer-centric value propositions and go far beyond your clients' needs.

## Highlights

- Transform your product or service portfolios into packaged products and subscriptions that create value.
- Learn and use SMACIT technologies - social, mobile, analytics, cloud, and internet of things.

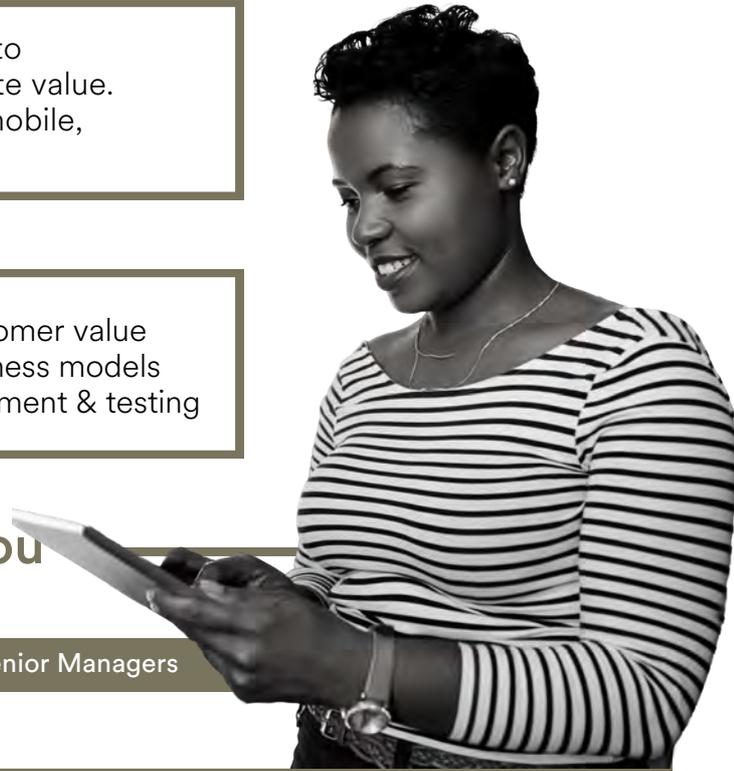
## Key Competences

- Customer centricity
- Story telling & elevator pitch
- Using new technologies
- Creating customer value
- Platform business models
- Agile development & testing

## The Right Programme for You

You are a senior manager, product manager or business strategist. You want to develop impactful, relevant and customer-centric products or services in new digital times.

Senior Managers



## Learn, Practice and Use

- **Scan** technology trends and apply them to support your value propositions
- **Develop** agile development and testing habits
- **Move** from products to packaged services and from services to subscriptions
- **Leverage** SMACIT technologies to support your growth
- **Create** your own elevator pitch and develop your story telling skills
- **Learn** about platforms and how to design your own
- **Develop** customer-centric and real value for your clients
- **Learn** how to go beyond your customers' needs
- **Explore** new business models and learn how you can implement them
- **Plan** the next steps of your new value plan with key milestones
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Formats



**2 days**

**4 x** 3-hour sessions

### Only Available In-Company

This programme is available only as an In-Company solution for your teams. More information at [mce.eu/inco](https://mce.eu/inco)

# Programme Modules

1

## **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

2

## **From Products To Packaged Services To Platforms**

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

3

## **Enhance Value With More Digital To The Core**

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

4

## **Develop And Test Value In New Agile Ways**

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

5

## **About Stories And Branding First**

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

6

## **Explore New Models, Stay Ahead Of The Curve**

- An overview of business model archetypes
- Platform business models, how to design
- Turn data into new business models

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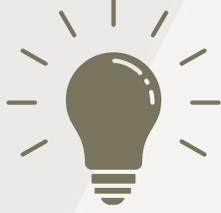
## **Apply Learnings To Your Business Case**

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

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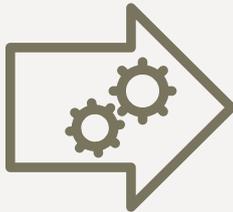
## **Your New Value: Plan Your Next Steps**

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



# Learn

the key business skills and knowledge you need for your management role today and tomorrow



# Practice

the skills you learn and get feedback, recommendations and coaching



# Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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