



MALAYSIAN INSTITUTE  
OF ACCOUNTANTS

SUPPORTED BY:



DO YOU KNOW  
YOUR BUSINESS  
MODEL WELL?

# CHALLENGE THE STATUS QUO BUSINESS MODEL: Business Model Innovation workshop

25 & 26 September 2017 (Monday & Tuesday),  
Pullman Kuala Lumpur Bangsar

Limited  
Seats

## RAJU VENKATARAMAN

Experienced Business Strategy & Finance Professional  
Former CFO & Head of Strategy, Disney South East Asia  
Leadership Coach, Marshall Goldsmith Stakeholder Centred Coaching



Do business models work forever? How well does your business model adapt to changing business conditions?

#1

Without an agile business model you are vulnerable to disruption from the environment or an upstart.

#2

Without (re)inventing your business model you could miss opportunities from new technology or evolving consumer behaviour.

#3

Innovating your business model can help you add new customer segments & revenue streams, or improve cost structure & value proposition.

**INNOVATIVE BUSINESS MODELS WIN!** Research shows that innovating your business model can create up to 25 times the competitive advantage, compared to product and process innovation. Technology has dramatically changed how companies operate and deliver services to customers, and has considerably shortened business model lifecycles. Until recent years, most companies in Malaysia had a stable business track.

Today, the dynamics of the market and environment have shifted so significantly that current business models are no longer as suitable, if not already obsolete. The amount of time and effort being spent on innovating products & services needs to be balanced with thinking and acting on innovating the way we operate, that is, we need more time being spent on Business Model Innovation.

What exactly is business model innovation? What does it take to make your business model a BETTER one? This programme will introduce you to "Business Model Canvas," "Strategic Innovation Canvas" etc., which are systematic and practical tools to think about strategy and business model innovation. You will be equipped with the knowledge and skills to look at business models differently and have the depth and resourcefulness to challenge status-quo business models. You will learn how to design revenue streams, define value proposition, and product/service strategy, to innovate and come up with winning business models.

### OBJECTIVES

This programme aims to help C-Level leaders in finance, strategy and other areas:

- learn to describe the business model for a variety of companies
- learn to question/develop new business models—as part of the strategy process
- learn from multiple examples around the world, from Fortune 500 companies to start-ups
- gain knowledge and skills to look at business models differently and have the depth and resourcefulness to challenge status-quo and innovate new business models

### METHODOLOGY

- Explanation of key concepts using conceptual frameworks, corporate case studies and hands-on exercises
- Introduction of different tools used for business model definition & innovation, interactive discussions and practical exercises using these tools

### WHO SHOULD ATTEND

- CFOs
- Strategy & Business Development leaders
- Entrepreneurs
- Business Unit leaders
- Other business leaders tasked with finding new areas of growth

### PROGRAMME OUTLINE

- Appreciate the concept of business model & its key components
- How to strategically align your business model
- The VUCA world and the need for, and importance of, challenging the status quo
- Understand some recommended processes for business model innovation
- Frameworks and Tools for Business Model Innovation
- Leadership and organisational considerations in pursuing business model innovation and strategic opportunities
- Case Studies and current real world examples of companies that have innovated their business models
- Interactive exercises to understand and practice business model innovation
- Additional resources, reading, blog, references

### PARTICIPANTS' DETAILS

**Participant 1** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):  Vegetarian Meal

Membership No.:

Designation: Email:

Member  Non-member  Sponsored Staff<sup>1</sup>  
(Sponsoring MIA member's name & membership no.)

**Participant 2** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):  Vegetarian Meal

Membership No.:

Designation: Email:

Member  Non-member  Sponsored Staff<sup>1</sup>  
(Sponsoring MIA member's name & membership no.)

**Participant 3** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):  Vegetarian Meal

Membership No.:

Designation: Email:

Member  Non-member  Sponsored Staff<sup>1</sup>  
(Sponsoring MIA member's name & membership no.)

### ORGANISATION'S DETAILS

Organisation:

Industry: Contact Person:

Address:

Email: Tel: Fax:

GSTID No.:

(Applicable for Companies/Individuals registered with the Royal Malaysian Customs Department) Signature & Company Stamp:

### PAYMENT DETAILS

#### Payment by Cheque

Bank & Cheque No.: Amount RM:

**Payment by Credit Card**  Visa  Master

Cardholder's Name:

Card No.: Expiry Date:

I Authorise Payment of RM:

Cardholder's Signature: Date:

*Our programmes can be customised to meet your in-house training requirements. Please call for details.*

### TERMS & CONDITIONS

#### PROGRAMME FEE

- Fee is payable to **MALAYSIAN INSTITUTE OF ACCOUNTANTS**
- Fee includes course materials, lunch and 2 tea breaks per day.
- Full payment of the above amount shall be made within thirty (30) days from the date of the Payment Advice or on the day of the event, whichever earlier.
- Admittance may be denied upon failure to make full payment as per the above requirement.

#### CANCELLATION/TRANSFER

Upon registering, participant(s) are considered successfully enrolled in the event. Should participant(s) decide to cancel/transfer their enrolment, a cancellation/transfer policy shall be applied as follows.

a) Written cancellation/transfer received less than seven (7) days from the date of the event:

- A refund (less administrative charge of 20%) will be made
- Unpaid registrations will also be liable for 20% administrative charges

b) Written cancellation/no show on the day of the programme:

- No refund will be entertained
- Unpaid registrations will also be liable for full payment of the registration fee
- Partial cancellation is not allowed

You can substitute an alternate participant if you wish to avoid cancellation/transfer charges. Any difference in fees will be charged accordingly.

**\*Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed after the registration is accepted. Terms and conditions apply.**

<sup>1</sup>The Sponsored Staff must report directly to the sponsoring MIA member in his/her firm or company.

#### CERTIFICATE OF ATTENDANCE AND CPE HOURS

- Upon full attendance of the programme, participants will be issued an "E-certificate". Participants will receive an email with a download link and are required to download the e-certificate within 30 days. For this purpose, it is **COMPULSORY** to fill in the email address clearly.
- For MIA members, the CPE hours will be credited into the Membership System within 2 weeks of the event.

#### DATA PROTECTION

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709).

#### DISCLAIMER

Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arise. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.

### FACILITATOR

#### RAJU VENKATARAMAN

Raju is an accomplished business leader and accredited executive coach, with over 25 years' experience in global MNCs and Asian companies. He was CFO & Head of Strategy for The Walt Disney Company in South East Asia, and prior to that led the Pay TV Channel Sales & Distribution business for the Asia-Pacific region for Disney Media Networks. Earlier, he held a variety of corporate leadership roles in different manufacturing and trading companies in India and South East Asia.

Raju has successfully mentored executives in finance, strategy, IT, sales & distribution functions, and provided ongoing support to help them achieve goals and create success for themselves and their teams. He believes in the importance of developing, motivating and retaining key staff as part of a company's vision in developing a collaborative culture. Known for creative approaches to diagnose and solve problems, he is also well regarded as a speaker at CFO and Strategy forums on topics including Strategic thinking, Performance measurement, Business model innovation & Digital disruption.

Raju is a Fellow Member of CIMA UK, an Associate Member of ISCA and ICAI, and a member of the Singapore Institute of Directors. He completed an executive course 'CTAMU' in Harvard Business School, and underwent a Leadership Development program at Disney which was delivered in partnership with McKinsey & Co.

### PROGRAMME FEES

Member (MIA/ACCA/CIMA)	RM 1,908
Boardroom Clients/Associates	RM 1,908
Member Firm's Staff or Sponsored Staff <sup>1</sup>	RM 2,014
Non-member	RM 2,226

The above programme fee is inclusive of 6% GST.

### PROGRAMME DETAILS & REGISTRATION

25 & 26 September 2017 (Monday & Tuesday),  
Pullman Kuala Lumpur Bangsar

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### IMPORTANT NOTES:

Registration is on a first-come-first-served basis.  
Only fully completed registration form will be processed.