

Innovation  
Caucus

The Business Model Innovation cards have been created to help you think about innovation more broadly in your business.. The cards are colour coded to different dimensions of the business model: **Purple (Offering)**, **Yellow (Configuration)** and **Green (Experience)**. To use the cards...

- 1** Take the darker coloured cards and discuss them to develop a shared understanding of how your business model works and creates value.
- 2** Select and discuss the 5 lighter coloured cards where your business is best placed to create additional value through business model innovation and identify pathways to grow.
- 3** Select and discuss the 5 lighter coloured cards where your business is least well placed to create value through business model innovation and identify pathways to strengthen the business model.
- 4** Repeat! The more cards you can work through the more effective and focused your approach towards identifying and implementing business model innovation will be.

Innovation  
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How does your  
business create value  
and enhance the  
performance of your  
customers?

# Innovation Caucus



How is your product/  
process/service  
superior to your  
competitors?

# Innovation Caucus



How can the ease of  
use of your product/  
process/service be  
improved?

# Innovation Caucus



In what way can your  
product/process/  
service be personalised  
at the point of use?

# Innovation Caucus



How can your  
customers acquire  
your product/process/  
service at other times  
and places?

# Innovation Caucus



How can your product/  
process/service be  
personalised at the  
point of purchase?

# Innovation Caucus



Who are the customers  
(i.e purchasers) and who  
are the consumers  
(i.e. users) of your  
product/process/service?

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How do your customers  
experience your  
product/process/  
service?

# Innovation Caucus



How do your customers/  
consumers interact with  
your business physically  
and digitally  
(and vice versa)?

# Innovation Caucus



How do you  
understand your  
customer journey to  
purchase and to use?

# Innovation Caucus



How can interactions  
with your customers  
or consumers be made  
easier?

# Innovation Caucus



Who is your next  
new customer?

# Innovation Caucus



How does your  
business build trust  
with customers and  
consumers?

# Innovation Caucus



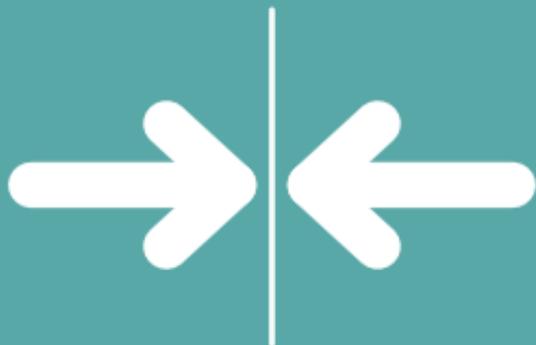
How does your  
branding reflect what  
your business does?

# Innovation Caucus



How does your brand  
convey a promise  
that is consistently  
delivered?

# Innovation Caucus



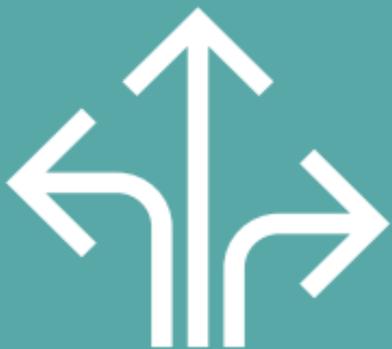
How can your business  
use its brand to reduce  
customer perception  
of risk?

# Innovation Caucus



How can your business leverage products/ processes/services positively associated with your brand?

# Innovation Caucus



How can your business  
benefit from brand  
extension?

# Innovation Caucus



What customer touchpoints are the most important/effective for your business now (and in the future)?

# Innovation Caucus



How can your  
products/processes/  
services be consumed  
at different times and  
in different locations?

# Innovation Caucus



How can your business  
connect with end users  
(consumers) more  
directly?

# Innovation Caucus



How can your business  
enable your customers  
to interact with one  
another?

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How and where do you  
carry out transactions  
with your customers?

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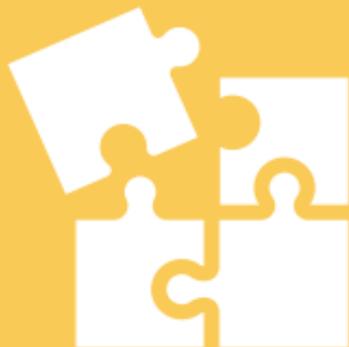
What transactions does  
your business have  
with customers?

# Innovation Caucus



How do your  
customers pay for  
transactions?

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How can your business  
modularise your  
product/process/service  
(i.e. reduced to  
different parts)?

# Innovation Caucus



Where, when and how  
can there be other  
transactions with  
customers?

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How are your skills,  
capabilities and  
resources aligned to  
your revenue model(s)?

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How can your business  
better align your skills  
and resources  
for growth?

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Caucus



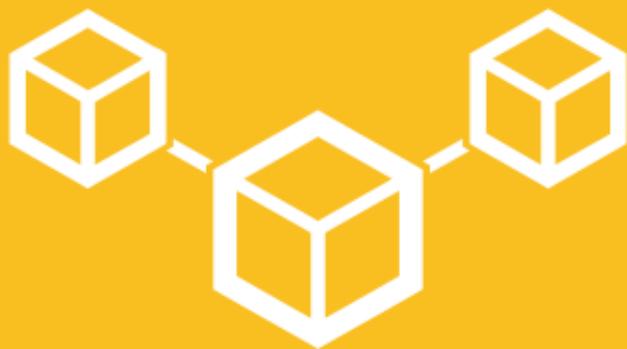
How can your business  
handle multiple  
business models?

# Innovation Caucus



What, if any, other  
businesses is your  
business dependent  
upon?

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What are the main products/processes/services that your customers use in conjunction with your offering?

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How can the  
dependence of your  
business on other  
products/processes/  
services be reduced?

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How can you increase  
the dependence of  
other businesses on  
your product/process/  
service?

# Innovation Caucus



What is the main competitive advantage of your business model (offering, experience, configuration)?

# Innovation Caucus



What can your business offer that no one else can? (i.e. is your products/processes/services unique)?

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How can your product/  
process/service be  
reconfigured to create  
a new offering?

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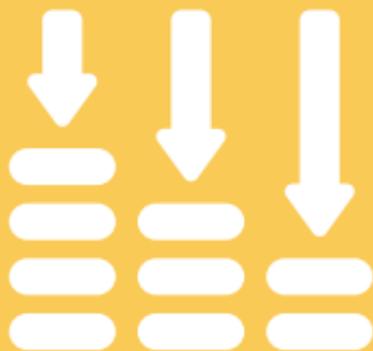
How can your business  
get customers to  
paying more?

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How can your business  
grow the customer  
base?

# Innovation Caucus



How can your business  
reduce the costs of  
growth?

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Is there scope to  
consider a more  
substantive change to  
the business model?

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Is it time to pause  
and rethink the  
business model?

STOP