

# the marketors



## Workshop Overview

Your business model can make the difference between market success and failure. This workshop explores this strategic management and lean start up template. The Business Model Canvas on one page lays out both what you do (or want to do), and how you go about doing it. The Business Model Canvas is an excellent tool that enables you to map out our business strategy and discuss with clarity conversations around business and marketing strategy. It lays out the crucial activities and challenges involved and how they relate to each other and will show you how to apply it to your business.



## Benefits

By attending this workshop, you will learn how to navigate your businesses direction in a simple, effective and flexible way. The customer value proposition is at the heart of the tool and you will be forced to think deeply with a customer centric mindset.



## Who should attend ?

This course is designed for small business owners, marketing practitioners or managers who want to learn how to build competitive strategies that map organisation resources and competencies to customer and market opportunities around a structured business model. No prior experience of business models or business strategy is required. The workshop is interactive and applied to each attendee's organisation context.

## Outcomes & Content

- ✓ Appreciate the benefits of using the Business Model Canvas
- ✓ Understand why business models are important
- ✓ The Business Model Canvas in relation to your own organisation
- ✓ Describe the nine different elements
- ✓ Integrating the Business Model Canvas
- ✓ Evaluate and assess examples



## ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

Languages



250

Trainers



180

Courses







## RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



### Global Reach

Flexible and diverse trainer pool



### People Transformation

Behavioural change experts



### Business Impact

Propelling people's performance

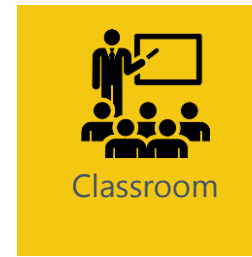
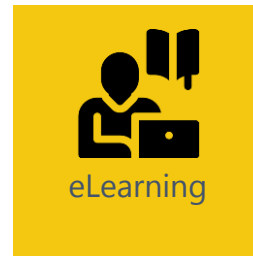
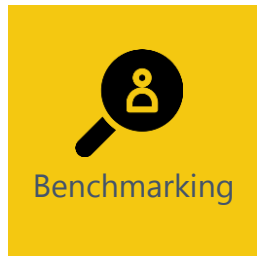


### Bespoke Solutions

Made to measure learning.

## OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart  
Insights

The Marketing &  
Leadership Academy  
Aspire to Inspire

Circus Street™



## WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
  - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
  - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
  - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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## CONTACT US



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### Stay Connected

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