

## Re-Visioning the Future Take the *Business Model Challenge!*

*Is your business model likely to thrive in this century  
and if not, what might replace it?*

Change happens—whether you want it to or not. And certainly the world is undergoing many changes: technological advances, resource constraints, demographic shifts, etc. Chances are, the business model you have now will need significant revision to thrive throughout the 21<sup>st</sup> Century. Half a century ago, economist Joseph Schumpeter coined the term *creative destruction* where innovative firms unseat complacent front-runners, creating and destroying industries.

**If someone is going to change your business model,  
shouldn't it be you?**

The future is not a static scenario. Leaders co-create a future, influencing the direction the world takes.

***When was the last time your executive team took a clear-eyed look at how the world is unfolding and had an expansive conversation about the long-term implications for your business?***

If it's been a while, let us help you gain important insights through this playful yet revealing facilitated activity, the Business Model Challenge. This can be a stand-alone event or be embedded in a strategic planning process. To some extent, this is an elastic activity but the minimum amount of time for the event is 2 hours.

**Step 1—Planning.** We meet with you to plan the event and customize the exercise.

**Step 2—The Challenge.** We facilitate a 2-3 hour event to uncover insights about potential future business models.

**Step 3—Document.** We summarize the main insights and action items from the event.

Fees: \$1000 plus travel (if out of the Portland metro area)

### Challenge—Agenda

Introduction and warm-up exercise—This readies participants to let go of existing paradigms.

Draw your business model—This exercise uncovers your core competencies and assets.

What's wrong with this picture—We assess what about your business model may not be sustainable.

Scenario planning—Invent different business models for different likely scenarios, leveraging your core competencies and assets.

Implications—What would you do to prepare for these different business models?

Evaluation—Which ideas are worthy of further investigation?

For more information, contact Darcy Hitchcock ([darcy@axisperformance.com](mailto:darcy@axisperformance.com)) or  
Marsha Willard ([marsha@axisperformance.com](mailto:marsha@axisperformance.com))

For more info about our firm, go to [www.axisperformance.com](http://www.axisperformance.com).

