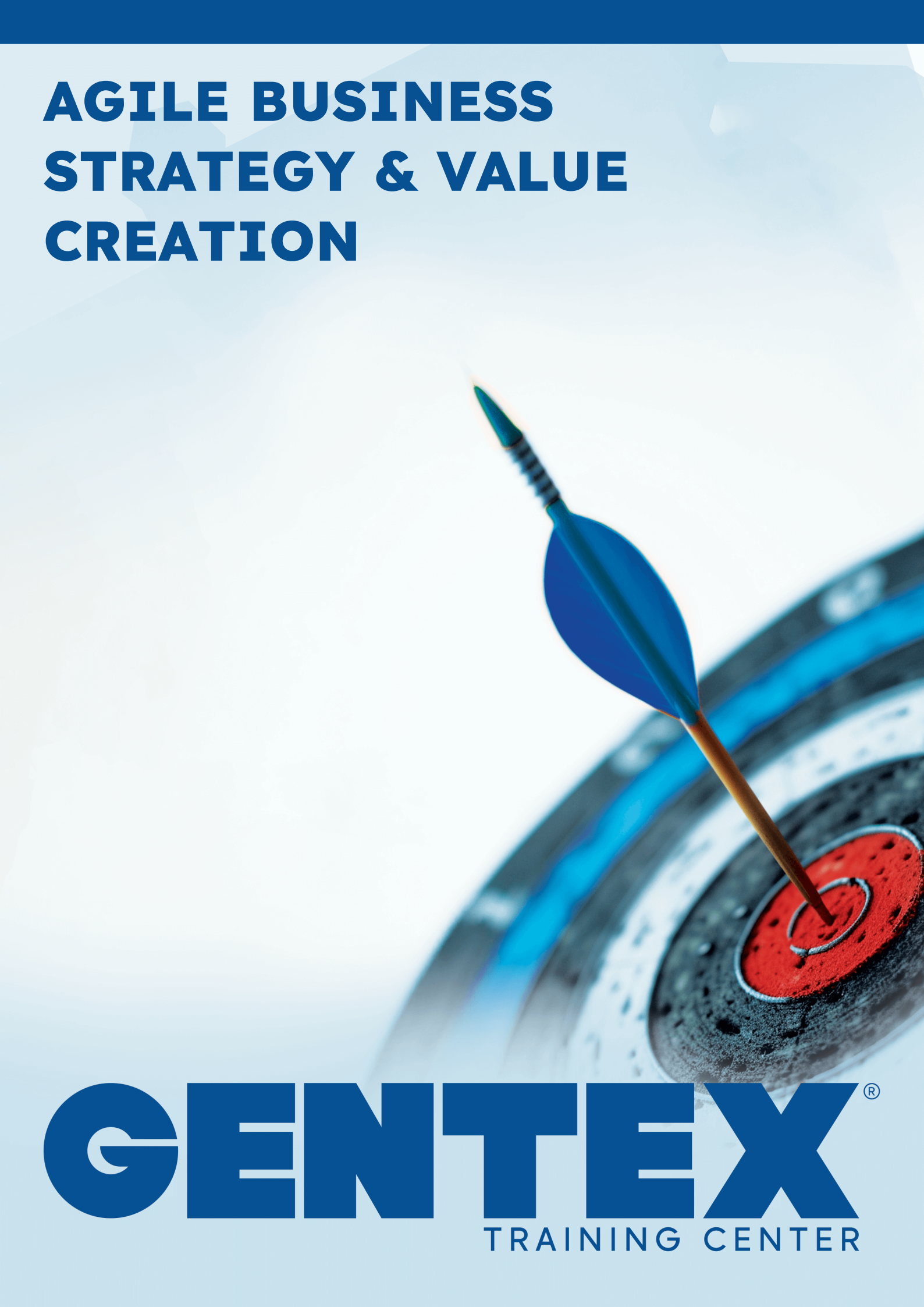
AGILE BUSINESS STRATEGY & VALUE CREATION



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Introduction

Agile Business Strategy & Value Creation examines how organizations set strategy in fast-moving markets and convert it into customer and financial value. This Training Course covers adaptive strategy design, value proposition development, business model innovation, and value measurement. Participants study the Business Model Canvas, Value Proposition Canvas, Wardley mapping, the Ansoff matrix, OKRs, and value-based prioritisation methods such as cost of delay. Furthermore, the programme connects strategy to results through value labs, business model workshops, and agile portfolio simulations. As a result, delegates leave able to build strategy that adapts and creates measurable value.

Agile Business Strategy & Value Creation Course Objectives

- Define agile business strategy and how it differs from annual planning.
- Scan markets and competitive shifts with PESTLE and Wardley mapping.
- Build and test value propositions for target segments.
- Design and innovate business models with the Business Model Canvas.
- Choose growth paths with the Ansoff matrix and portfolio logic.
- Prioritise initiatives by value, cost of delay, and effort.
- Set outcome-based goals with OKRs and value metrics.
- Align funding and resources with validated value streams.
- Build governance that supports fast strategy adjustment.
- Measure and report value creation credibly.

Course Methodology

- Interactive workshops using real strategy and value files.

- Market scanning and Wardley mapping labs.
- Value proposition and business model design exercises.
- Value-based prioritisation and portfolio workshops.
- Agile strategy review and pivot simulations.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Strategy and corporate development professionals.
- Product and portfolio managers.
- Business unit leaders and general managers.
- Innovation and venture managers.
- Finance business partners and commercial analysts.
- Digital transformation leads.
- Consultants advising on strategy and value.

Agile Business Strategy & Value Creation Course Outlines

Day 1: Foundations of Agile Business Strategy

- Defining agile strategy, annual planning, and continuous strategy.
- Strategy horizons: now, next, and later.
- Vision, value proposition, and strategic intent.
- Competitive advantage and value creation logic.
- Stakeholder mapping and value expectations.
- Ethics, governance, and accountability in strategy.

- Building the agile strategy framework.

Day 2: Market Insight and Value Discovery

- PESTLE and macro-environment scanning.
- Wardley mapping for value chain evolution.
- Porter's five forces and competitive positioning.
- Customer segmentation and Jobs-to-be-Done analysis.
- Value Proposition Canvas construction.
- Weak signal detection and emerging demand.
- Documenting value hypotheses and evidence.

Day 3: Business Model Design and Innovation

- The Business Model Canvas nine building blocks.
- Business model patterns and platform models.
- Revenue models, pricing, and monetisation options.
- Cost structure and unit economics analysis.
- Blue Ocean thinking and value innovation.
- Business model stress testing and scenario review.
- Documenting the target business model.

Day 4: Value Prioritisation and Portfolio Choice

- The Ansoff matrix applied to growth choices.
- Value-based prioritisation and cost of delay.
- Weighted shortest job first and effort-impact matrices.
- Investment appraisal: payback, NPV, and IRR.

- Agile funding and beyond-budgeting practices.
- Portfolio balancing and stage gates.
- Building the strategy and investment case.

Day 5: Execution, Measurement, and Adaptation

- OKR design and outcome-based goal setting.
- Value metrics, cohort analysis, and leading indicators.
- Strategy review cadence and pivot decisions.
- Governance that supports rapid adjustment.
- Benefits realisation and value reporting.
- Communicating strategy and value to stakeholders.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Agile Business Strategy & Value Creation, participants will have acquired a practical command of adaptive strategy design, value proposition development, business model innovation, value-based prioritisation, and value measurement. They will know how to read market shifts early, test value assumptions with customers, and fund the initiatives that create measurable return. In addition, the course prepares delegates to govern strategy so it can adjust quickly and to report value credibly. As a result, they return to work ready to build strategy that creates value continuously. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Agile Business Strategy & Value Creation course

Q1 What is the "Agile Business Strategy & Value Creation" course about?

It is a five-day programme on setting strategy in fast-moving markets and converting it into value. It covers PESTLE and Wardley mapping, the Value Proposition Canvas, Business Model Canvas design, the Ansoff matrix, value-based prioritisation with cost of delay, agile funding, OKRs, and value metrics.

Q2 What are the key benefits of the "Agile Business Strategy & Value Creation" course?

Participants gain the ability to read market shifts early, test value assumptions with real customers before investing, and fund the initiatives likely to produce measurable return. They also learn to run strategy reviews that allow quick adjustment and to report value creation in terms finance and leadership trust.

Q3 What skills will I gain from the "Agile Business Strategy & Value Creation" course?

Market and value discovery with PESTLE, Wardley mapping, five forces, segmentation, and Jobs-to-be-Done analysis, value proposition and business model design with the Value Proposition Canvas, Business Model Canvas, and unit economics, value-based prioritisation with cost of delay, weighted shortest job first, and investment appraisal, and value measurement with OKR design, cohort analysis, leading indicators, and benefits realisation reporting.

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Q4 What tools, methods, or standards are covered in the "Agile Business Strategy & Value Creation" course?

The course covers agile strategy, annual planning and continuous strategy distinctions, strategy horizons across now, next and later, vision, value proposition and strategic intent definition, competitive advantage and value creation logic, stakeholder mapping and value expectation analysis, ethics, governance and accountability in strategy, PESTLE environmental scanning, Wardley mapping for value chain evolution, Porter's five forces and competitive positioning, customer segmentation and Jobs-to-be-Done analysis, Value Proposition Canvas construction, weak signal detection and emerging demand analysis, value hypothesis and evidence documentation, the Business Model Canvas nine building blocks, business model patterns and platform models, revenue models, pricing and monetisation options, cost structure and unit economics analysis, Blue Ocean thinking and value innovation, business model stress testing and scenario review, the Ansoff matrix for growth choices, value-based prioritisation and cost of delay, weighted shortest job first and effort-impact matrices, payback, NPV and IRR investment appraisal, agile funding and beyond-budgeting practices, portfolio balancing and stage gate design, OKR design and outcome-based goal setting, value metrics, cohort analysis and leading indicator design, strategy review cadence and pivot decision rules, governance design for rapid adjustment, benefits realisation and value reporting, and strategy and value communication to stakeholders.

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Q5 How is the "Agile Business Strategy & Value Creation" course applied in real-world practice?

Delegates apply it through strategy briefs, PESTLE scans, Wardley maps, five forces assessments, segmentation studies, Jobs-to-be-Done statements, Value Proposition Canvases, Business Model Canvases, unit economics models, revenue and pricing options, stress-test reports, Ansoff reviews, prioritisation matrices, cost of delay analyses, investment cases, funding proposals, portfolio maps, stage gate reviews, OKR sets, value metric dashboards, cohort reports, review agendas, pivot decisions, benefits realisation reports, and value creation summaries. They also use it to chair strategy reviews and to brief boards on value performance.