



Edelweiss Workshop

Welcome!

Hi my name is Alan.

I will be your workshop facilitator.

- Senior UX Designer at JCI (9+ years)
- Designer, Facilitator, Futurist, Innovation Specialist
- MBA, MKE School of Engineering; BA, Creighton University

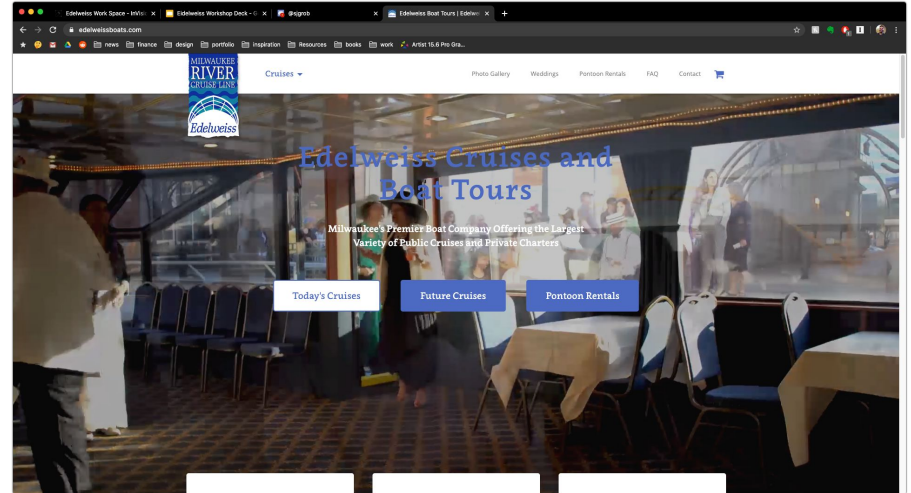
Who is with us today?

- Name?
- What do you do professionally?
- Favorite movie?
- Have you been through a workshop before?



Who is Edelweiss Boats?

- Tell us about yourselves?
- Tell us about your business.
- What types of experiences are you going through due to COVID-19?
- Any additional information relevant to the workshop?



Why are we here?

- Take a look at the current state of Edelweiss Boats.
- Ideate on how to adapt based on pressure from COVID-19.
- **Have fun** doing some exercises and generating A LOT of ideas.
- Remember this workshop is for you!





Agenda

Day 1: June 1 - 4-7PM (Where is your team today?)

- Intro, Meet and Greet - Alan
- Thoughts on the current state of Edelweiss Boats and a bit about your business. - Jordan/Lindsay?
- SWOT Analysis
- Break
- Business Model Canvas

Day 2: June 3 - 9AM - 12PM (Where are we heading?)

- Quick recap of Day 1 - Alan
- Ladder of Abstraction Exercise
- Break
- Additional Business Model Canvas of new idea(s)

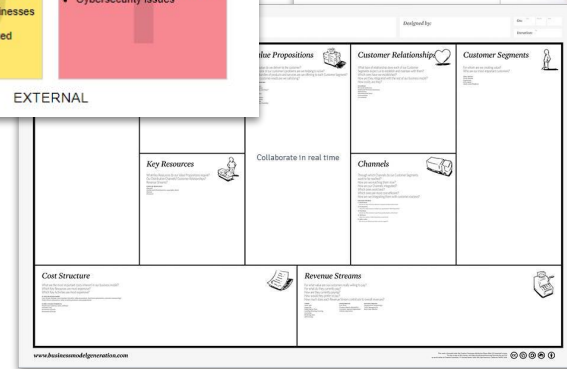
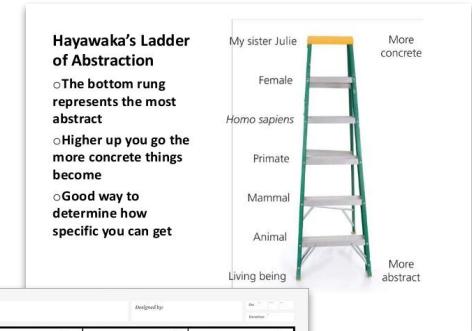
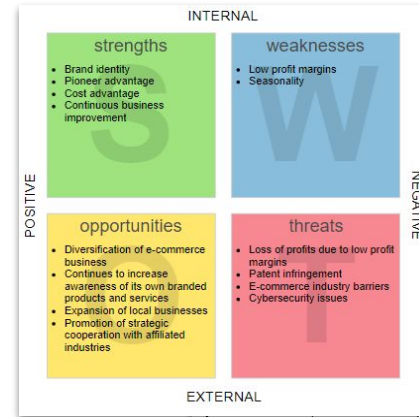


Tools

- Video chat via Google Meet. [Link to Google Meet](#)
- InVision Freehand for Collaboration board. [Link to Collaboration Board](#)

Exercises

- SWOT Analysis
- Business Model Canvas
- Ladder of Abstraction



Alan that's great.... What is all this stuff? Why do I care?

SWOT

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.



Business Model Canvas

The Business Model Canvas reflects systematically on your business model, so you can focus on your business model segment by segment. This also means you can start with a brain dump, filling out the segments the spring to your mind first and then work on the empty segments to close the gaps. The following list with questions will help you brainstorm and compare several variations and ideas for your next business model innovation.

The Business Model Canvas Designed for: _____ Designed by: _____

On: _____ Duration: _____

Key Partners  What are our Key Partners? Who are we helping to succeed? Which Key Resources do we acquire from partners? Which Key Activities do we gain as partners? Which Key Channels do we gain as partners? Which Key Customer Segments do we gain as partners?	Key Activities  What Key Activities do our Value Propositions require? Can Distribution Channels? Customer Relationships? Revenue Streams? Which resources are most critical? Which resources are most difficult to obtain? Which resources are most costly?	Value Propositions  What value do we deliver to the customer? What are our customer problems and are we helping to solve? What customer needs are we addressing? What customer needs are we creating? What customer needs are we satisfying?	Customer Relationships  What types of relationships does each of our Customer Segments expect us to establish and maintain with them? How are we creating value? How are we delivering value? How are we capturing value? How are we interacting with our customer support?	Customer Segments  For whom are we creating value? Who are our most important customers? Which customer segments are most attractive? Which customer segments are most difficult to serve? Which customer segments are most costly to serve?		
Cost Structure  What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Which Key Channels are most expensive? Which Key Customer Segments are most expensive?	Key Resources  What Key Resources do our Value Propositions require? Can Distribution Channels? Customer Relationships? Revenue Streams? Which resources are most critical? Which resources are most difficult to obtain? Which resources are most costly?	Collaborate in real time			Channels  Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are we reaching them better? Which Channels are most effective? Which Channels are most difficult to reach? Which Channels are most costly to reach?	Revenue Streams  For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How can we capture value? How can we capture value from our customer support?

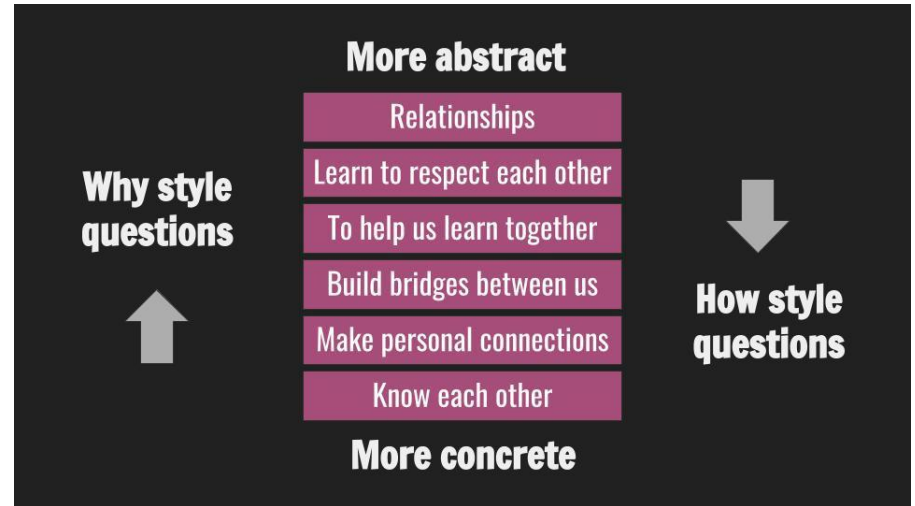
www.businessmodelgeneration.com

<https://canvanizer.com/new/business-model-canvas>

Ladder of Abstraction

The model describes varying levels of abstraction (up) and concreteness (down) and helps describe our language and thoughts.

The higher up the ladder you are the more abstract the idea, language or thought is. The lower you are on the ladder the more concrete the idea, language or thought is.



<https://medium.com/@tombarrett/up-and-down-the-ladder-of-abstraction-cb73533be751>

*Remember that the ideas illustrated on the ladders below would each emerge during discussion and dialogue. Each idea might unfold as different questions are posed and pondered on.



Outcomes

- Laundry list of ideas for the Edelweiss to transform your business.
- Series of Business Model Canvas worksheets that will help guide your transformation.
- Frameworks that will allow leadership team to continue doing more of these sessions.

SWOT Exercise - 1 hour

30 min activity/30 min discussion

5-10 min break

Business Model Canvas - 1.5 hour

45 min activity / 45 min discussion





End of Day 1



Day 2 - Where are we heading?

Welcome Back! Let's start ideating on how Edelweiss boats can adapt.



Quick Recap

Ladder of Abstraction - 2 hour

20 min: Ideate on short-term goal statement.

10 min: Movie time - LOA Thought Process.

60 min: LOA worksheets for short-term.

30 min: Present Worksheets

5-10 min break

Business Model Canvas - 1 hour

30 min activity / 30 min discussion



Next steps



Thanks everyone!
Questions?