

Business Model Innovation

A glowing chess king piece is the central focus, standing on a chessboard. The piece is illuminated from above, creating a bright lens flare effect. In the background, other chess pieces like a knight and another king are visible but dimly lit. The background is a dark blue gradient.

Proven
Strategies
That Actually
Work

John & Imelda Butler

Melvin D. Nelson

John & Imelda Butler and Melvin D. Nelson

Business Model Innovation

Proven Strategies that Actually Work



Business Model Innovation: Proven Strategies that Actually Work

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**This book is dedicated to the memory of John Butler,
who lived well, laughed often and left a legacy.**

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Preface

Our first conversation was in 2006. Early in our first in-depth conversation – John, Imelda and Mel – the topic turned to a discussion of models: simplified frameworks to help us understand and manage complex issues.

John was passionate about models – their value, their elegant yet profound transforming simplicity. He continually spoke to this, and the need for them in the world of business. In this book, we married our thinking about models, collaborating on a work that took our thinking to a new level.

This book is a booster for launching your thinking to a higher level – Level 4 Thinking.

– **Imelda Butler and Melvin Nelson**



WHAT IS A BUSINESS MODEL?

And How Can It Transform Your Business?

Introduction

When you think about the terms *model*, *super-model* or *modeling* do you first think about someone on the catwalk displaying next season's fashion garment, or do you think about model airplanes from World War II, or do you think about a meteorological model for predicting hurricanes, or are you thinking about the style, type, design and model of your next motor car, or do you think – as a business executive or business owner – about a business model – the focus of this book?

A business model provides a framework and a mechanism to create and capture the maximum amount of economic value for the critical stakeholders of a business, especially employees, customers and shareholders. Your business model could be the driving force and leverage platform to transform your current business situation.

Business models come in a thousand different forms, each one tailored to its own unique dimensions. In general, however, the most successful models draw copiously from economics, finance, marketing, innovation, operations and strategy.

In terms of creativity and innovation, the role of the business model is central. Above all, it provides the platform to combine who you are, your more generalist leadership competencies, with what you do, the more technical expertise dimension of your business enterprise.

Extraordinary results can come from leveraging your business model to its full extent – more and better value-based results than from all the

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Proven Strategies That Actually Work

offers a practical, proven system for bringing clarity and focus to your quest for maximizing the potential of your business. Every business has a model, but...

- Do you appreciate your business model's capability and value?
- Can it produce higher sales, better margins and more profit?
- Can your model be leveraged to give you a better return on investment?
- Can the separate parts of your business be integrated so that the whole is significantly greater than the sum of its parts?

This book is a must for business owners, managers, executives, professional advisers and consultants who are interested in improving performance and creating wealth in business enterprises. This book presents an opportunity to integrate every element of your business in one synergistic whole.

The secret of an integrated business model?

**-Simplicity;
-and the whole (which is greater than the sum of its parts).**

"Does your business model have such clarity that you can express it to another person on a bar napkin and they will immediately grasp it? This book will help you define and develop your business model. It is a must-read for executives competing in today's economic environment."

*David Bonnstetter & Bill J. Bonnstetter
Target Training International, Ltd.*

"This book shows you how to maximize the unique strengths of your business to increase sales, reduce costs, and maximize profits by focusing and concentrating your best assets on your greatest opportunities."

*Brian Tracy, Author
The Way to Wealth – Success Strategies
of Successful Entrepreneurs*

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