

The Future of Service Business Models



New Insights into Emerging Service Innovation Trends & Opportunities

InnovationPoint's Future of Service Business Innovation workshop provides participants with fresh insights into the emerging trends shaping the service business landscape. This hands-on session provides an overview of the Ten Service Innovation Megatrends that collectively are shaping new B2B and B2C business models & opportunities for companies across industries.

Beyond trends, the session explores key strategies and business models for driving growth in the emerging global service economy. Compelling examples of both well-known and little-known firms that represent forerunners in service innovation within their respective industries bring these concepts and strategies to life. All participants have opportunities for collaborative dialogue and the practical application of specific strategies and models to their own unique business challenges and opportunities.

Workshop Objectives

- 1. Gain** an appreciation for the importance of the key trends driving service business innovation
- 2. Learn** about the emerging strategies, business models, and tools that are most critical for driving topline growth through service innovation
- 3. Apply** these strategies and tools to specific business challenges and opportunities

Workshop Background

InnovationPoint's proprietary workshop was developed in part through research funding by Tekes, the national funding agency for innovation in Finland. Additional material, models, and tools were developed from research and experience working with leading service companies including Disney, Cisco, Visa, PepsiCo, Philips, SK Telecom, JP Morgan Chase, Kaiser Permanente, FM Global Insurance, Hewitt Associates, Lowe's, and numerous others.

