

Master Class Outline

April 7, 2017



What is a disruptive business model?

How is it already impacting my business?

As a manager, what am I missing about 'big data'?

1. What's changing in the digital landscape
 - Competition - Coopetition, Dis-intermediation
2. How customers are driving purchase changes
 - Rethinking the Marketing Funnel
3. Understanding digital customer behaviors
4. Redefined digital business models
 - 4 platforms & advantages of platforms
5. Disruptive partnerships defined
 - 2 rules; strategic assumptions
6. Big data at work
 - The missing business asset
 - Unstructured data & the right tools
7. Adapting your value proposition
8. Succeeding with disruptive business models

Disruptive Digital Business Models

Registration includes hand-outs and post-webinar access to [all participant questions/answers](#)

