Value Creation for Business: The World of Internet

What is it that you have that the user wants?
How to create values to serve the customers to achieve customer satisfaction?

Introduction

Because the Internet of Things is not an elective for enterprises operating in the behaviour economy, just like the internet was not an option, just like social media participation is not an option anymore. The platforms for new behaviour that the Internet of Things will make possible will increase the footprint of the behaviour economy considerably at the expense of the old industrial model, with casualties in the rank of any incumbent not willing or able to adapt to the behaviour economy. This workshop focuses on the ideology and methodology to reach the customers' hearts to create a sustainable business model.

Program Objectives

This program aims to:
- Provide mechanisms by which new value is captured and created in enterprises dedicated to playing a role in the behaviour economy.
- Provide ideology and methodology for value creation within the company

Learning Outcomes

After completing this program, the participants should be able to:
- Create the platform services people want to engage with
- Market, distribute and sell these platforms as services.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend?

Marketing personnel, financial personnel, Product Managers, Operation Managers, Business Developers, Senior Management, and anyone who would like to create a business strategy.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	**Values? Your Values or My Values?** In the ambiguous domain of 'value', most products succeed or fail because their value was the very starting point of the design process. In this module, the participants would learn the behaviour cycle. Then, the participants would know how to create the value behaviour platform. At the end of the module, the participants should be able to conduct a presentation of self.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	**Venturing into Heart of Values** The participants would learn the perceived significance of self as a value and the present as a value. The participants would learn the heart of values through a case study. From the case study, the participants would appreciate the meaning of social capital values and valuations. The participants would be trained in technique to evaluate other forms as values such as foresight.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	**The Language of Ideas** This module helps participants to understand the usefulness or importance of something to our being, to our life, in this or the next moment. Usefulness or importance has nothing to do with a numerical value or with money. The participants would be trained to determine the "intrinsic and extrinsic values" through how something 'felt,' something experienced, not something 'reasoned.' The importance of something connects to our 'being mode' and less to our 'having mode.' In this module, the participants would learn the map of motivation and convert the motivation map into strategy. The participants would have a practical session on the language of concepts and ideas.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	**Dimension of Values** In this module, participants would learn how values and the condition of being human. In addition, the participants would look at the human life cycle and how humans change in different stages of life. The participants would learn this module through video lecturing. The participants are notified of the intrinsic dimensions of value, the extrinsic dimensions of values, and the primary dimensions of value from the value.

Time	Topics
Day Two	
Time	Topics
9:00am – 10:30am	**All is About Human** In this module, participants would learn the condition of being human, the human behaviour space, the sources of human value, desire and what we find of value in human life. The participants would learn how to use them as a tool to evaluate the human value in change.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	**Reframing Value with Internet of Things** The participants would learn the duality of objects and the dilemma of duality. Participants would have a hands-on session to maximise values in duality. The participants would learn and create the value themes at the end of the module.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	**Value Capture and Delivery and Boosting the Motivation** In this module I would learn how to create the values of the future as a choice. At the end of this module, the participants would be able to formulate the strategic opportunities in the internet of things. The participants would learn extrinsic and intrinsic motivation. The participants would learn the methodology of tapping into the power of self. At the end of the module, the participants would be able to redefine intrinsic motivation that grows the organisation.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	**Ideology, Leadership and Strategic Value** In the last module, the participants would learn how leadership contributes to ideology and value creation. In this module, participants would be exposed to the concept of behavioural economics and how behavioural economy contributes to value creation in the era of the internet of things.