

THE BUSINESS MODEL EXCELLENCE INSTITUTE

# FUNDAMENTALS OF EXCELLENCE

10 key competencies to dramatically  
enhance your performance

COMBINED ONLINE & CLASSROOM COURSE



Empower yourself with Excellence

**PROGRAM 2021**

# ABOUT THIS COURSE

Participate in this **intensive and high-impact program** and **learn 10 critical competencies of the future**, as identified by headhunters and leading experts as the competencies required to succeed in the future workplace.

The program offers a comprehensive tool-box that significantly improves individual, team and organisational performance. On average the **participants expect to increase their value creation by 56% within the first year** of graduation and assess their full-scale value creation potential (by applying all the 10 new competencies) to be a factor of **2.2-2.5x** (of their current value creation).

Workshops are held on location in DTU Science Park in Lyngby. The program runs every quarter with kick-off in January, April, August and October.

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## WHAT THE PROGRAM COVERS

This 10-week blended learning program presents you with a fundamental understanding of the 10 key competencies of the future:

1. Value Creation
2. Exponential Learning
3. Customer Orientation
4. Simplification & Optimisation
5. Systems Thinking
6. Cross-Functional Collaboration
7. Critical Thinking
8. Creativity
9. Complex Problem Solving
10. Breakthrough Innovation

First you will get a practical introduction to these 10 excellence competencies and their business applications in our Digital Academy. Then you will practice your new skills, and lastly, we will jointly apply them on your work activities in our workshops. We call this Learn, Practice and Apply.



DKK 28.400 plus VAT.  
Includes food and drinks.



5 workshops and 16 e-learning modules over 10 weeks



~6 hours of self-paced online learning per workshop



# THIS PROGRAM IS FOR YOU IF:



You want to increase your **critical thinking** and **creativity** and upgrade and **future proof your skillset**



You're interested in how to **dramatically improve your performance** and value creation



You want to enhance your **business acumen** and become more **versatile**

## WHO SHOULD TAKE THIS COURSE?

The key knowledge worker is typically overworked, time-pressed and under trained, working with a complexity level of tasks that is often above his/her competency level, which increasingly leads to emotional and cognitive stress, and project failure.

So, if you are a business professional (leader, senior specialists or talent) interested in lifting your performance to the next level, the program can provide you with a set of transferable skills, mindset and behaviours that are relevant for virtually any professional in the future.

A key element of the course will be your current activities and projects where you instantly apply your new toolbox and skillset in your own organisation.

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“Now I realise how we can increase our performance by working to optimise the entire system, not sales or operations individually”

“I wanted to take this course to get a broad and extensive toolbox... and wauw you have delivered”

“Working actively with allocating my time, I'm now already up to 70% of my time being value adding.”

“Fundamentals of Excellence has given us a common language to address operational and wicked problems”

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# RETURN ON LEARNING...

## Individual “WHY”

- 1) Master the tools & methods to increase your impact and reach the next level of performance (“YOU V4.0”)...
- 2) Discover your potential and grow your capacity – it is much larger than you think...
- 3) Succeed with challenging tasks & strategic initiatives and learn how to handle complexity, transformation & digitalisation...
- 4) Empower yourself and increase your autonomy - so you are more calm, confident and in control...
- 5) Improve your creative skills and innovation through breakthrough thinking and idea generation techniques...
- 6) See how to improve your trustworthiness, collaboration and influencing skills – and gain support for you ideas and inputs...
- 7) Learn how to “set yourself up to win” and improve your personal brand - and take control of your career...

## Company “WHEN”

- 1) Better execution of strategic/ transformative projects needed, but lacking capacity & capability to deliver strategic intent...
- 2) Changing business model due to digitalisation with changes to value proposition, organisation, operational system...
- 3) Breakthrough thinking required to deliver new innovative & creative solutions to customers...
- 4) Need to align the organisation to a common mindset, skills and behaviours...
- 5) Structural and cultural barriers (e.g. functional silo's) slowing your company down - but need to accelerate and improve collaboration...
- 6) Increasing complexity & ambiguity and employees struggling with time pressures, stress, motivation...
- 7) Pressure on margins and project success rates too low with need to increase transparency of performance across the organisation...

# WHAT YOU WILL LEARN

This blended learning course integrates 16 dynamic and interactive e-learning modules, filled with videos, infographics, quizzes, and interactive e-learning activities, with 5 high-paced and intensive workshop days.

Besides the workshops there are also opportunities for collaborative learning through the integrated buddy structure, where you team up with a partner to enhance your learning path.

The following modules contribute to the integrated program that we call Fundamentals of Excellence:

## SECTION 1

### VALUE CREATION & EXPONENTIAL LEARNING

Section 1 consists of 4 e-learning modules and 1 full-day workshop: 0.1 Introduction, 1.1 Value Creation, 1.2 Exponential Learning and 1.3 VUCA Leadership.

The focus is on how you create value, allocate your time, learning needs and HACKS, and self-leadership in a VUCA environment.

## SECTION 2

### CUSTOMER ORIENTATION & SIMPLIFICATION / OPTIMISATION

Section 2 consists of 3 e-learning modules and 1 full-day workshop: 2.1 Customer Orientation, 2.2 Process Fundamentals and 2.3 Simplification.

The focus is on customer needs & loyalty, business process mapping & management, and how to simplify (reduce complexity) and optimize your work activities.

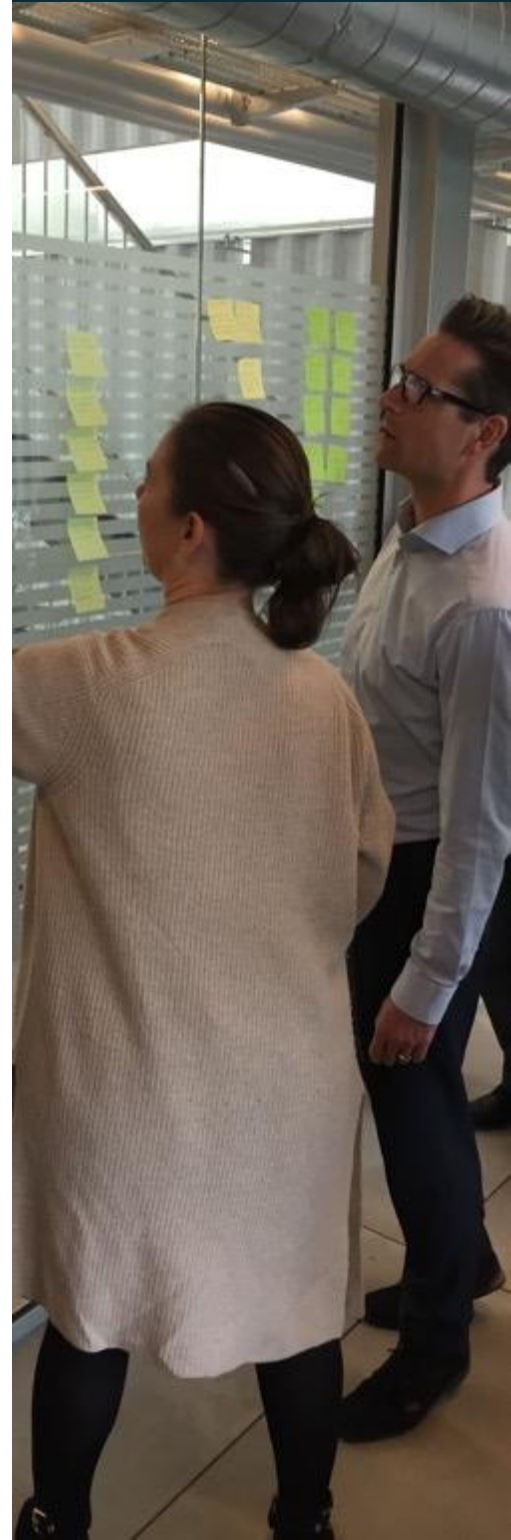
THE BUSINESS MODEL  
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Satisfaction: 9.2 (10)

Net Promoter Score: 84

Find out more on:

[www.businessmodelexcelsence.com](http://www.businessmodelexcelsence.com)



## SECTION 3

### SYSTEMS THINKING & CROSS-FUNCTIONAL COLLABORATION

Section 3 consists of 3 e-learning modules and 1 full-day workshop: 3.1 Systems Thinking, 3.2 Interfaces & Execution and 3.3 Collaboration & Trust.

The focus is on mapping and understanding your business system, interdependencies and work activities, interfaces and pain points, and how to enhance your collaboration, change & trust behaviours & skills.

## SECTION 4

### CRITICAL THINKING & CREATIVITY

Section 4 consists of 3 e-learning modules and 1 full-day workshop: 4.1 Agile Thinking, 4.2 Biases & Framing and 4.3 Parallel Thinking.

The focus is on critical thinking, when & how to stop and think, creativity models, biases & frames at play, how to de-bias and re-frame, and how to handle adversarial thinking & behaviours.

## SECTION 5

### COMPLEX PROBLEM-SOLVING & BREAKTHROUGH INNOVATION

Section 5 consists of 3 e-learning modules and 1 full-day workshop: 5.1 Breakthrough Innovation, 5.2 Complex Problem Solving and 5.3 The Excellence Mindset.

The focus is on how to design performance and breakthroughs, how to avoid the traps of complex problems, and the mindset & behaviours required to lift your performance dramatically & consistently.

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Find out more on:

[www.businessmodelexcellence.com](http://www.businessmodelexcellence.com)



# Our next generation Digital Academy

Digital learning universe:  
Convenience, flexibility,  
quality, affordability

Learn, Practice & Apply  
structure for deep - and  
company relevant –  
workplace learning

Analytics to document  
learning and measure  
impact



- 10 core competencies
- 16 flexible training modules for every job role and level

- Intense and high impact “learning sprints”
- Flipped classroom with online preparation and immersive in-person classroom workshops

## EXECUTIVE TEAM



**Søren Laugaard**

- Partner & CEO of BME Institute
- Founder & Investor of 5 companies
- Author of Business Model Excellence
- Former Maersk Line Executive Board
- Head of Excellence roll-out in Maersk, Vestas & CPH Airports
- Entrepreneur, leader and passionate about releasing your potential
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**Jens Christian Foged**

- Partner & CCO of BME Institute
- Digital start-up & Corporate Innovation expert
- Former Maersk Logistics Managing Director
- Built successful businesses in DK, Asia & Africa
- Entrepreneur, leader and passionate about releasing your potential
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# Our Excellence Programs

## OPEN

Jan, Apr, Aug, Oct

Multiple companies  
(max. 20 participants)

Lyngby campus

Fixed content

DKK 28,400 / person

Peer Assisted Learning

## COMPANY

Individual kick-off

Company specific  
(min. 8 participants)

Lyngby, Company, Virtual

Flexible content

Individual pricing

Peer Assisted Learning

## INDIVIDUAL

Individual kick-off

Custom-designed  
(min. 2 participants)

Lyngby, Company, Virtual

Individually tailored content

From DKK 62,400 / pers.

1:1 Mentoring

## OPEN+

+1:1 Mentoring

DKK 38,400 / person

## COMPANY+

+ Mentoring

Individual pricing

## OUR MISSION AND PASSION

The Institute's mission is to assist organisations and individuals in delivering superior performance and unleashing their full potential.

## OUR VALUES

Integrity, Courage, Commitment, Humbleness.

## SERVICES

BMEI provides training and advisory in the Transformational Capabilities and Excellence Competencies required to succeed with current and future business challenges. We help individuals to handle their growing job complexities, while enabling organisations to succeed with transformative change.

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**The Business Model Excellence Institute©**

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