Sample agenda

"Business deconstruction" workshop

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Day 1 →

Day 2 →

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Day 1

0. INTRO

9:00-9:50	50'	Intro: participants
		Intro: agenda, frameworks, goals
9:50-10:00	10'	Break

1. BUSINESS-RELATED TOPICS

10:00-10:50	50'	Business: what you do
		= Products / services, technologies etc.
10:50-11:00	10'	Break
11:00-11:50	50'	Business: competitive advantage(s)
		= What is special about what you are doing
11:50-12:00	10'	Break
12:00-12:50	50'	Business: unit economics
		= Basic analysis for each product / service type
12:50-13:30	40'	Lunch break
13:30-14:20	50'	Business: markets
		= Geographies, client types
14:20-14:30	10'	Break

2. CLIENT-RELATED TOPICS

14:30-15:20	50'	Clients: JTBD / Jobs to be done
		= Needs, aspirations, desired outcomes
15:20-15:30	10'	Break
15:30-16:20	50'	Clients: Personas
		= e.g., Company types, decision makers, etc.
16:20-16:30	10'	Break
16:30-17:20	50'	Clients: Journeys
		= How they buy, how they reach you
17:20-17:30	10'	Break
17:30-18:00	30'	Wrap-up

Day 2

3. VALUE PROPOSITION

9:00-9:50	50'	Value proposition, based on services, JTBS, clients = Existing value proposition, expand w/ further options, filter, select, adapt to own needs
9:50-10:00	10'	Break

4. FUNNEL

10:00-10:50	50'	AIDA: The topics you own / can drive with confidence = incl. "So what?" / Why would the client care?
10:50-11:00	10'	Break
11:00-11:50	50'	AIDA: Own marketing assets = Materials, community etc. that you have / you will need
11:50-12:00	10'	Break
12:00-12:50	50'	AIDA: Appropriate channels = Website, sales team, events, campaigns, newsletter etc.
12:50-13:30	40'	Lunch break

5. TARGETS

13:30-14:20	50'	Business targets = Pipeline / timeline, volume, client mix
14:20-14:30	10'	Break
14:30-15:20	50'	Marketing targets = Qualitative & quantitative KPIS
15:20-15:30	10'	Break
15:30-16:20	50'	To dos = e.g., Deeper research, solid marketing strategy, etc.
16:20-16:30	10'	Break

6. FINAL

16:30-17:20	30'	Wrap-up = Final review, buy-in from the client team

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