

# CERTIFIED BUSINESS MODEL ANALYST™



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

## **NOTICE**

The Certified Business Model Analyst course is designed to provide advanced information to those who desire a greater knowledge of business models and business model planning strategies and concepts. It is not the intent of this course, nor The Business Model Institute, to provide specific legal, tax, or accounting advice or circumvent the necessity of seeking professional advice for tax, accounting, or legal counsel.

# CERTIFIED BUSINESS MODEL ANALYST™

## Why Become a Certified Business Model Analyst (CBMA)?

### [Watch Our Intro Video](#)

I've enjoyed the privilege of working with hundreds of business leaders, from both big and small companies, on an intimate level. These business leaders have shared their hopes and dreams, successes and failures, and the inner workings of their businesses with me.

Through the course of these interactions I came to discover there wasn't necessarily a correlation between education, intelligence, or hard work and success of the businesses. I found many successful business owners who were quite lazy. I found high school dropouts who created highly successful businesses. I also found intelligent, well-educated, and hard-working business leaders who failed to translate these qualities into business success.

I asked myself, "If these traits aren't the foundation of business success, what is?" The answer is the business model. Education, intelligence, and hard work are all applied to a business model. Applying these qualities to a weak or failing business model is like throwing good money after bad in the stock market. After the realization that the strength of the business model is at the core of a business's success, I began to focus on this vital area. After years spent collecting real-world case studies, I created both a business model framework and a business model evaluation tool. I share both of these items with you in this course.

By the end of this course, as a **Certified Business Model Analyst**, you'll understand the importance of a good business model and have the necessary tools to create and innovate the best business model possible. You will be highly trained to help others professionally as a consultant, or as a business owner you will be in a better position to grow the profitability of your business and sustain it.

~ **Jim Muehlhausen, President of the Business Model Institute**

# **CERTIFIED BUSINESS MODEL ANALYST™**

## **Description of the Course:**

Candidates must complete a required 12 module online video training program with 15 optional training modules for additional learning.

- A two-hour written examination demonstrating their knowledge of business models must be passed.
- CMBA Training program highlights:
  - History of business models
  - Identifying business model types and trends
  - Breaking down a business model into essential eight areas
  - Detailed analysis of the eight areas of all business models
  - Identifying strengths and weaknesses of a business model
  - Scoring a business model using the BQ and Wheel
  - Mastering business model innovation
  - Using the BQ software tool
  - Leveraging your CBMA in business or consulting

## **Requirements:**

Any business person with five years of qualifying experience is eligible to train for the CMBA certification and must be an active member of BMI. Qualifying experience includes, but is not limited to:

- Business consulting and coaching
- Business ownership
- Management position or higher in a corporation
- Academic professors
- Business Planning
- Banking & Investment Professionals
- Entrepreneurs

# CERTIFIED BUSINESS MODEL ANALYST™

## Course Specific Outcomes:

1. To provide students with a professional working knowledge of business models.
2. To provide students with a comprehensive working knowledge of business model analysis, planning techniques/strategies, and skills earning the designation of **Certified Business Model Analyst (CBMA)**
3. To develop student's ability to master business model innovation.
4. To train student to understand and use our proprietary Business Wheel and Business Quotient software for business model analysis and scoring.

## Developmental Tools:

1. Viewing the required training videos, and suggested supplemental videos and reading.
2. Various technical reading including the *Business Models for Dummies book*.
3. Working through the assigned worksheets and questions.

**Course Cost:    \$3,500**

## Instructor:

**Jim Muehlhausen:** JD, CPA, Entrepreneur, Professional Speaker, Author, and Founder of Business Model Institute.

In 2009, he founded the Business Model Institute, which is devoted to the innovation and study of business models. Jim writes several articles for the Institute each year as well as contributing to publications such as Inc., The Small Business Report, Entrepreneur, BusinessWeek, and various business journals. He also speaks to associations, groups of business owners, and corporations about business model assessment and innovation.

**[Click Here To Preview An Actual Class](#)**

**[Click Here To Become A Certified Business Model Analyst \(CBMA\)  
Application](#)**

# CERTIFIED BUSINESS MODEL ANALYST™

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**1. CBMA Overview**

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## 2. Understanding Business Models

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2.1.1. Definitions

2.1.2. History of business models

### 2.2. Popular Business Models Concepts:

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2.2.1. Peter Drucker's Business Model

2.2.2. Porter's Five Forces Model

2.2.3. Value Networks Mapping Model – Verna Allee

2.2.4. Leavitt's Diamond Model

2.2.5. Strategy Diamond Model – Hambrick & Fredrickson

2.2.6. Business Model Canvas - Alex Osterwalder

2.2.7. Four Box Model – Mark W Johnson & Clayton Christensen



### 3. Using the Business Model Wheel

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#### 3.1. Components of the Business Model Wheel

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##### 3.1.1. Offering

3.1.1.1. Market Attractiveness

3.1.1.2. Unique Value Proposition

##### 3.1.2. Monetization

3.1.2.1. Revenue Model

3.1.2.2. Sales Performance Model

##### 3.1.3. Sustainability

3.1.3.1. Competitive Advantage Model

3.1.3.2. Innovation Factor

3.1.3.3. Avoidance of Pitfalls

3.1.3.4. Graceful Exit

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**4. Using the Business Quotient Tool**

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**5. Diagnosing Business Model Issues**

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**5.1. All business models erode**

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**5.2. Common business model issues**

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**5.3. Disguised issues**

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**5.4. Watching out for pitfalls**

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**5.5. Using BQ and the Wheel for diagnostics**

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**5.6. Coaching vs. consulting the client towards discovery**

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**6. Business Model Innovation**

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**6.1. Business model innovation vs. other forms**

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6.1.1. *Why innovation matters*

6.1.2. *Incremental Innovation vs. Quantum Innovation*

6.1.3. *How do I innovate?*

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**6.2. Innovate with Insurance**

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**6.3. Innovate with Sales Virtualization**

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**6.5. Play the cost game to WIN**

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**6.6. Gasoline, Cigarettes, and Soda**

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**7. Business Model Toolkit**

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**7.1. Versioning Worksheet**

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**7.2. Laminated Business Wheel Poster**

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**7.3. Business Quotient Software**

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**7.4. Business Model Secrets Course**

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**7.5. Personal Coaching on how to make money with CBMA**

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## 8. Appendix

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### Section 2: Additional Learning

[http://en.wikipedia.org/wiki/Business\\_model](http://en.wikipedia.org/wiki/Business_model)

<http://slidesha.re/Zofi4O>

<http://slidesha.re/11jCizy>

Osterwalder's Canvas: <http://www.businessmodelgeneration.com/canvas>

Business Model Canvas: World Cup Soccer 2010 <http://bit.ly/16vD3Ho>

Business Model Canvas: How other concepts fit <http://bit.ly/12fS8Kw>

Business Model Canvas: iPod/iTunes Business Model <http://bit.ly/XptFEz>

Business Model Canvas: Easy to read version <http://bit.ly/Z7mOkg>

Business Model Canvas: Twitter Business Model <http://bit.ly/16mSGif>

Business Model Generation <http://www.businessmodelgeneration.com/>

Harvard Business Review Article on 4 Box Model <http://bit.ly/10pInJr>

Peter Drucker's Works [http://en.wikipedia.org/wiki/Peter\\_Drucker](http://en.wikipedia.org/wiki/Peter_Drucker)

Porter's Five Forces Model [http://en.wikipedia.org/wiki/Porter\\_five\\_forces\\_analysis](http://en.wikipedia.org/wiki/Porter_five_forces_analysis)

Value Networks Mapping Model – Verna Allee <http://bit.ly/16vJQ3L>

Leavitt's Diamond Model <http://blog.richardlevinassociates.com/?p=357> &

<http://www.slideshare.net/anicalena/leavitts-diamond>

Strategy Diamond Model – Hambrick & Fredrickson

<http://sourcesofinsight.com/strategy-diamond/>

<http://www.provenmodels.com/598>

### Section 3: Additional Learning

The Business Model Secrets Course uses a slightly different 8 parts to the business model but offers additional insight into the topic. You can watch Module 1: The Importance of the Model & Introduction at <http://bit.ly/Z3vWDC>

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Business Model Secrets Module 2: The Eight Components of the Business Model goes into additional detail into the breakdown of a model. All of the material in the Business Model Secrets program is applicable to the current BQ and Business Model Wheel even though the format and structure may be different. You can watch this module at <http://bit.ly/16IfTho>

#### **Section 4: Additional Learning**

A more detailed history of the IBM business model is included in the materials for this module in pdf form.

You can find the full history of IBM at <http://www-03.ibm.com/ibm/history/> and [http://en.wikipedia.org/wiki/History\\_of\\_IBM](http://en.wikipedia.org/wiki/History_of_IBM)

Business books provide an abundant source of ideas for business model innovation. Great business books contain many stories and/or case studies that can provide the seed for an innovation. Here's a list of a few of our favorites:

#### **Business modeling books**

*\*Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*

by Alexander Osterwalder and Yves Pigneur (Wiley)

*\*The Business Model Innovation Factory: How to Stay Relevant When The World is Changing* by Saul Kaplan (Wiley)

*\*Seizing the White Space: Business Model Innovation for Growth and Renewal* by A. G. Lafley and Mark W. Johnson (Harvard Business Press)

#### **\*Marketing books**

*\*The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk!* by Al Ries and Jack Trout (HarperBusiness)

*\*The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly* by David Meerman Scott (Wiley)

*\*Marketing For Dummies* by Alexander Hiam (Wiley)

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**\*Sales books**

*\*You Can't Teach a Kid to Ride a Bike at a Seminar: The Sandler Sales Institute's 7-Step System for Successful Selling* by David H. Sandler and John Hayes, PhD (Bay Head Pub)

*\*SPIN Selling* by Neil Rackham (HighBridge Company)

*\*The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies* by Stephen E. Heiman, Tad Tuleja, Robert B. Miller, and J. W. Marriott (Business Plus)

*\*Selling For Dummies* by Tom Hopkins (Wiley)

**\*Innovation books**

*\*The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business* by Clayton M. Christensen (HarperBusiness)

*\*The Innovator's Solution: Creating and Sustaining Successful Growth* by Clayton M. Christensen and Michael E. Raynor (Harvard Business School Press)

*\*The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* by Eric Ries (Crown Business)

*\*Business Innovation For Dummies* by Alexander Hiam (Wiley)

**\*Compilations**

*\*The 100 Best Business Books of All Time: What They Say, Why They Matter, and How They Can Help You* by Jack Covert and Todd Sattersten (Portfolio Trade)

**Section 5: Additional Learning**

<http://ebookbrowse.com/the-innovator-s-dilemma-pdf-d240105654>

[http://www.squeezedbooks.com/articles/the-innovators-dilemma-the-revolutionarybook-that-will-change-the-way-you-do-business-\(collins-business-essentials\)-summary.html](http://www.squeezedbooks.com/articles/the-innovators-dilemma-the-revolutionarybook-that-will-change-the-way-you-do-business-(collins-business-essentials)-summary.html)

<https://gist.github.com/dscape/839384>

<http://www.2ndbn5thmar.com/change/The%20Innovators.pdf>

<http://en.wikipedia.org/wiki/Crowdsourcing>

Learn more about flexible business models and sales virtualization by viewing our presentation

“Business Blue Print 2021” <http://bit.ly/10U9oW5>

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