



## **Build your Business Motivation Model Course Outline**

### Objectives

- Understand the value proposition of creating a Motivation Model
- Understand the components of the Business Motivational Model
- How to apply the concepts to your business plans

### Audience

- Entrepreneurs
- Business Analysts
- Enterprise & Business Architects
- Senior Executives responsible for developing firm strategies

### Prerequisites

- None

### Course Description

The Business Motivation Model provides a scheme or structure for developing, communicating, and managing business plans in an organized manner. This course will help you to understand the components of the model and identify factors that motivate the creation of business plans, identify and define the elements of business plans, indicate how all these factors and elements inter-relate.

By the end of this course, through hands on exercise, you will learn to create a motivation model that will help you to better understand the goal, vision, strategies & tactics needed to build a successful organization.

### Duration

1 Day

### Agenda

- Introduction to Business Motivation Model
- Ends Concepts
- Means Concepts
- Influencers & Assessments
- BMM Metrics