



Delivering Service-led Growth: A training programme to help you accelerate business growth through service innovation

Innovative services help a business be distinctive in the customers' eyes, fuelling resilient economic growth and environmental performance. They can enable the market penetration of disruptive technologies, provide a pathway to exploit digital investments, increased revenues and offer protection against commoditisation.

Why choose this programme?

Innovative services can deliver business growth. We will show you how.

Services are now widely accepted as a vital pathway to economic growth and environmental sustainability, especially for businesses with a strong product platform on which to build. This is illustrated by the increasing popularity of Servitization, Subscription, Product-as-a-Service, Outcome-Based Services and many more.

Yet, many are unsure how to exploit this opportunity.

Our programme responds to this need. For you, it provides foundational education and training to understand the opportunity for service-led growth, how to conceptualise innovative business models, and how to deliver results in practice. For your business, it provides a platform to form a community of informed, committed and enthused teams that will drive business success.

Who is it for?

People who seek business growth based on product platforms, working individually and in teams.

This programme is for people keen to grow their business through innovative services. You might be an experienced senior executive leader within a large multinational or an entrepreneurial director of a smaller enterprise. Typically, individuals engaging with this programme are Vice Presidents, Directors or Heads of Sales, Services, Product Management, and Managers of Services, Strategy, Business Development, Projects, Programmes and Connected Services.

We don't expect you to know about service innovation and servitization. New to servitization? Learn the core concepts and what to expect on your business' journey. Already engaged? We'll help you take your servitization initiative to the next level.

"The Advanced Services Group is very knowledgeable about Servitization and lifecycle management and has been helping our company a lot in understanding how to grow on this crucial topic."

Gilles Loubet
SPXFlow Inc
Global Service Director

This programme provides foundational training on delivering business growth through innovative services. Choose from three formats: an intensive one-day **Bootcamp**, a two-day residential **Strategy Workshop** or a **Service Community Builder** delivered as a series of online sessions. We can also offer a combination of these to suit your specific needs. The content has been designed around the widely acclaimed book *[Servitization Strategy](#)* and blends insights from leading firms and state-of-the-art research.

Content and Learning Outcomes

What does it cover?

Services and Servitization, innovative business models and successful implementation

Part 1: What is Servitization and why is it important

We will introduce the key concepts of Servitization and Advanced Services and explain terms such as Subscription and Product-as-a-Service. We will examine the broader economic landscape, accelerating services growth and alternative competitive strategies. You will use a range of frameworks, such as the *Services Staircase* and *Servitization Route Planner* to apply the knowledge to your business context. You will also analyse case studies of successful firms such as Rolls-Royce, Goodyear and more. At the end of Part 1, you will have learned the importance of servitization and the initial steps to adopt it.

Part 2: How to create a business model for an innovative service

We will dive into the role of business model innovation in service-led growth. You will learn to use the Service-led Business Model Blueprint to conceptualise, develop and envision an innovative service. We will reflect on different mechanisms of value capture and the capabilities required to deliver more complex services. You will understand the role of asset finance, developing channel partnerships and leveraging ecosystems to deliver services at scale. At the end of Part 2, you will have hypothesised a blueprint for your organisation based on a new innovative service.

Part 3: How to move forward with your services journey

We will help you with your servitization journey, reflecting on what to expect, what will help and what will hold you back. You will use the *Servitization Route Planner* to identify the next steps in your pathway to adopting Servitization. We will cover vital steps such as building a coalition that engages key stakeholders and creating a compelling argument for resources to scale. At the end of Part 3, you will know the precise next steps to implement the Servitization strategy for your organisation.

What does it give you?

A foundation in understanding, conceptualising and delivering business growth through innovative services.

By participating in this programme, you will develop the foundational principles and tools to deliver business growth through innovative services successfully. The programme will focus on three main outcomes:

1. Develop your understanding of service-led growth, competitive strategy, servitization and the benefits this can bring to your business.
2. Conceptualise an innovative service-led business model for your firm and evaluate areas of strength, weaknesses and further development.
3. Understand the route for the successful creation and delivery of innovative services in your business and key steps along this journey.

Who we are and resources to support you

Leading experts, cutting-edge tools and online resource library

You can expect to meet and be trained by the authors of the popular book – ***Servitization Strategy*** or some of our Servitization Experts. Our experts are coached by Prof. Tim Baines, an international leader in the research and adoption of Servitization and Advanced Services, and his co-authors, Prof. Ali Bigdeli and Dr Kawal Kapoor.

All participants will receive a copy of the book ***Servitization Strategy*** and its companion step-by-step guide the ***Servitization Playbook***, along with various mini-guides and case material. In addition, all participants will get access to a library of keynote speeches, webinars and tutorials for a period of 1 year.

Choose from three formats

Delivered locally and globally to fit your needs

Your programme is delivered in three formats with a common curriculum to suit the needs of you, your team and your business. You can attend individually as part of an open programme and meet peers from other firms. You can also choose exclusive training for you and your teams delivered in person or online.



Servitization Bootcamp

Designed to upskill individuals rapidly, this is an intensive one-day in-person workshop with multiple participating firms.

Typically, we have 10 to 15 participants, with each firm having two to five members attending. The fee for the Bootcamp is £750 +VAT per person or £3,000 +VAT for a table of five.

These programmes run regularly throughout the year at various locations.



Servitization Strategy Workshop

Designed to accelerate your business with servitization, this residential two-day workshop is delivered exclusively to your business at a date and location of your choice.

You may also (by agreement) invite relevant peers from your suppliers and distributors. The fee for the Strategy Workshop is £15,000 +VAT for up to 15 participants.

We will conduct a preliminary analysis of your business to ensure our experts are prepared to address your specific challenges and opportunities.

In addition to the programme outcomes, the Strategy Workshop will create a strong and engaged coalition of people committed to bringing about growth through business model innovation.



Service Community Builder

Designed to build and upskill a range of stakeholders within your business, this is a series of four online sessions, each lasting two hours, delivered over four weeks.

The course is delivered exclusively to your company, enabling global participation and knowledge building.

The fee for this course is flexible based on the number of participants and customisation you may want in the content.

We also offer a blended format of in-person and online sessions. Please contact us to explore different options.

The three formats at a glance

Format	Attendance	Duration	Class size	Pre-work	Price	Timing
 <p>Servitization Bootcamp</p>	In-person 2-5 members per organisation	1 Day	10-15	None	£750 +VAT per person / £3,000 +VAT for up to 5 members	Fixed dates. Contact us for the next one
 <p>Servitization Strategy Masterclass</p>	In-person / in-company	2 Days	Up to 15	Invited competitive analysis	£15,000 +VAT per workshop	Based on your choice
 <p>Service Community Builder</p>	Online / in-company	4 to 8 sessions, 1 to 2 hours each	Flexible to suit your needs	By design	Calculated at the design stage	Based on your choice

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In today's dynamic industrial landscape, Servitization offers a transformative path for companies seeking a competitive edge. However, navigating this journey can be challenging. The Advanced Services Group, recognised experts in Servitization, provides a comprehensive solution to guide you efficiently. Our team of world-leading scholars and specialists provides not only access to the latest knowledge and insights, but also fosters a valuable network of peers. Through our curated courses, we empower manufacturers to minimise potential roadblocks and achieve a sustainable competitive advantage through the strategic implementation of Servitization.

For more information

www.advancedservicesgroup.co.uk

Contact us for a personalised consultation

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Programme content, dates, schedule, fees, technology platforms and faculty are subject to change.

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