

Business Model Innovation Discussion

Role-Play Dialogue (Approx. 10 minutes)

Characters:

- **CEO (John)** – Forward-thinking and open to innovation.
- **COO (Sarah)** – Focused on operational feasibility.
- **Marketing Director (James)** – Concerned about customer reception.

Setting: A management meeting discussing the company's business model innovation strategy.

Dialogue:

John: Thank you for joining this meeting. Our business has been performing well, but we need to think ahead. If we innovate our business model, then we could open new revenue streams.

Sarah: I agree, John. However, we need to ensure that any changes are scalable. Have we considered what aspects of our model need innovation?

James: One key factor is market demand. If we introduce a subscription-based service, we might increase customer retention.

John: That's a good point. But we should also analyze the risks. If customers don't see value in the new model, then they might not subscribe.

Sarah: We could conduct a pilot program to test the waters. If the response is positive, then we can expand gradually.

James: I like that approach. If we market it effectively, then our brand positioning will improve.

John: Let's develop a proposal with projected revenue estimates and potential risks. If the data supports our idea, then we'll present it to the board next month.

Sarah: Agreed. I'll coordinate with the finance team to prepare financial projections.

James: And I'll gather customer insights to validate market interest.

John: Excellent. Let's move forward with this plan.

Comprehension Questions & Sample Answers (Approx. 5 minutes)

1. Why does John believe business model innovation is necessary?

John believes that innovating the business model will help open new revenue streams and secure future growth.

2. What concern does Sarah raise about the business model change?

Sarah is concerned about scalability and whether the new model can be implemented effectively.

3. What strategy does Sarah suggest to reduce risks?

She suggests conducting a pilot program to test the new model before a full-scale launch.

4. How does James propose to improve customer retention?

He suggests introducing a subscription-based service to increase customer engagement and retention.

Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review the dialogue and key vocabulary: **business model, innovation, revenue streams, scalability, pilot program, market demand.**
- Be ready to explain conditionals ("If we innovate our business model, then...") and modal verbs ("We should analyze risks").

Lesson Structure:

1. Introduction (2–3 minutes):

- Start with a short discussion: *"What companies have successfully innovated their business models?"*
- Introduce the lesson's objectives: understanding business model innovation, conditionals, and modal verbs.

2. Reading & Analysis (10 minutes):

- Have students read the dialogue aloud.
- Focus on pronunciation, intonation, and fluency.
- Pause to highlight key grammar points (conditionals and modal verbs).

3. Comprehension Check (5 minutes):

- Ask comprehension questions.
- Provide feedback and clarify misunderstandings.

4. Role-Play Practice (Remaining Time):

- Assign roles and have students reenact the conversation.
- Encourage using vocabulary and grammar from the lesson.

5. Wrap-Up (2–3 minutes):

- Summarize key takeaways.
- Assign homework: *Prepare a short written proposal using at least three conditional statements and two modal verbs.*