

Lovin'Com LTD brings in Italy for the first time



Business Model You is co-created by 328...

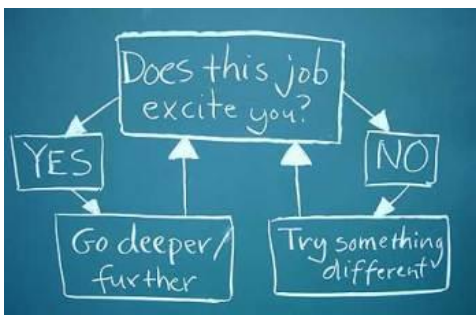
...work life wizards from 43 countries from different disciplines. What is Business Model You? Literally a One-Page Method for reinventing your Career and your Enterprise through a four-phases approach to help create and test personal business models.

Today we simply don't know much about the jobs of the future anymore. The **world's changing too fast**. It's tough to identify our careers (let alone our "true callings") in advance.

More fundamental, is that career development is an **act of entrepreneurship**. You have a hypothesis about what you'd like to do, and you test that hypothesis by taking a job. You do the job for a while, and discover whether it

1) affords you a reasonable living, and 2) is satisfying to you as an individual.

If the answer to both questions is "yes," you keep going.



(appropriately adapted from How to Steal like an Artist).

You can also decide to **"create"** your own job and career, becoming self-employed, or going further developing your dreaming enterprise.

The Personal Business Model methodology is one way to **speed up** this iteration process. Iterating by taking a series of jobs can be a long (and personally costly) process.

We can replace this process through the BMU approach!



What will you learn in the one day workshop Business Model You by Tim Clark?

Do you ever dream of a new career? Of a new life path? Don't we all! However, most of us sorely lack a **structured way** to reinvent ourselves.

Business Model You offers a method for systematically tackle questions like 'What can I do? What suits me? How can I add value? And: **how do I sell myself and my idea?**' Get confidence and enjoyment from **your career** or **your enterprise** by filling in your own **personal Business Model Canvas**.

Tim will be using the **strongest visual design and innovation technology**.

He will also teach you how **to share** your new found expertise with colleagues, students or customers.

Walk away with your own Personal Business Model and Change Your Career for the life you have always desired!

Who should attend the Business Model You Workshop?

Are you looking for a **change** in your career? Are you experiencing it despite your wish? Are you creating your **enterprise**? Do you want to lead it to the **next level**? Are you simply willing to finally **find out what you want** from your Business Future?

The **Business Model You Workshop** is designed for:

- Individuals that want to **move Up, Laterally or Out in their current Organization**
- Individuals that want to embrace a **self-employed** activity.
- **High Talented Individuals** and their organizations that want to maximise their potential.
- **Coach and consultants** that want to discover a new tool to apply with their customer.
- **Human Resources employees** looking for new ways to maximise human capital.
- **Outplacement or Early Retirement.**
- **High Potential Students** willing to define their future based on their true potential.

Don't let your future define who you will be. **Take Action today** and Register for the Business Model You Workshop. **You Lead!**

Speaker Profile



Tim Clark – Author of Business Model You.

Tim Clark leads the personal business model movement at BusinessModelYou.com. A **gifted teacher/trainer** and a **former entrepreneur** who draws on personal experience with multimillion dollar acquisitions and flops alike, Clark has authored or edited five books on entrepreneurship, business models, and personal development, including the international bestseller Business Model Generation. He holds masters and doctorate degrees in business, and is currently serving as a visiting professor at the University of Tsukuba in Tokyo. www.TimClark.net



What Learners Say about the Business Model You Workshop.

"We were skeptical at first, but after reading BMY and attending Tim's workshop in Amsterdam, we're convinced that the BMY methodology should replace the outdated career development models that fail to inspire most university students." Frans Kaiser, Rutger-Jan Gelink, and Remy Leeftang, Class of 2014, Bachelor of Business Administration, Saxion University of Applied Sciences

"Tim's constant energy and his zest for 'making it happen' for our clients made him a role model, a mentor, and coach for many of us in the company." Frank Yu, Principal Strategy Consultant, chinadotcom corporation, Hong Kong

"The best class so far in my MBA program. It should be a general requirement" Shuntaro Kodama, Daiwa Corporate Investment University of Tsukuba MBA-IB program, Class of 2013

"Being a part of the [BMY] community had a profound effect on me." Bob Farris, entrepreneur/business broker



Logistics

- Full day Workshop 25th February 2012
- Milano (Location TBD)
- Max 40 People
- Light Lunch provides with Tim Clark and the Lovin'Com Team!
- Coffe break

Only 40 Sits Available!

Live a full immersion into yourself and let you guide by Tim Clark, Author of the Best Seller book "Business Model You" to redefine your Personal Career.

- Create your Personal Business Model Canvas
- Define your Purpose
- Create Goals for your near professional future
- Define how to Act on your Canvas
- Network with other brilliant individuals

This is the only change to see Tim Clark live in Italy !

A true force of nature that will change the way you look at yourself, at your career, and at your enterprise forever!

Take this unique opportunity with an Early Bird price (**before January 31**) and share it with your friends and loved ones for even more engagement.

Be part of this unique event to redefine your career and get the results you have always wanted for yourself.
Only ONE opportunity in Italy: **Milano 25th February 2013!**

How to Register for the Workshop

We have got you covered with multiple options to register for the workshop:

- Write to: info@lovincom.net or eleonora.ferrero@lovincom.net (Milan Workshop only)
- Call us on: +39 329 2966444 (Eleonora Ferrero – Milan Workshop only)

Hurry Up, we are planning to sell out fast!

Do you want to receive **unique tools** for your career development?

Register to our **Newsletter** on www.lovincom.net/resources/businessmodelyou