
Enterprise Blockchain Strategy: Use Cases, Consortium Governance and Value Cases Training Course

26 – 30 July 2027
Milan





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Programme Summary

Enterprise blockchain strategy, covering use cases, consortium governance and value cases, is the subject of this five-day training course for business unit heads, innovation leaders and technology managers at strategic level, ending in a blockchain business case for one multi-party process. Many ledger projects start from the technology rather than from a shared problem between organisations. The programme moves from distributed ledger principles, through diagnosis of candidate use cases, to design of network governance and value cases, then to application on one process. Mars Training Centre UK delivers this enterprise blockchain strategy programme for senior business and technology leaders.

The Business Case

A distributed ledger is justified only where several parties must share records they do not fully trust one another to hold. Projects fail when the use case needs no shared ledger, participants cannot agree who decides, or benefits fall to one party while costs fall to another. A clear method helps leaders stop weak ideas early and fund sound ones with agreed rules.

- Project Failure Rate: Falls as use cases are screened for need before funding.
- Partner Alignment: Improves as roles, decision rights and cost sharing are agreed in a governance charter.
- Value Visibility: Improves as benefits are traced to each participant and measured.

Principles and Evidence Base

- ISO 22739 blockchain and distributed ledger technologies vocabulary: It fixes the terms used in all sessions so mixed groups share one language.
- ISO 23257 blockchain and distributed ledger technologies reference architecture: It structures the network and role views examined in Sessions 3 and 4.
- Transaction cost economics: It frames when shared records between parties reduce coordination cost, tested in Session 2.
- Multi-party governance principles: They guide decision rights, membership rules and dispute handling designed in Session 4.

Intended Participants

- Business unit heads who sponsor shared-record initiatives with partners or suppliers.
- Innovation and strategy leaders who screen emerging technology proposals.
- Technology managers who assess feasibility and integration of ledger platforms.
- Risk and legal advisers who review data sharing and accountability terms.



The programme serves trade finance, logistics, public registries and energy teams, and suits mixed groups.

Learning Outcomes

1. Participants will be able to evaluate whether a proposed use case needs a shared ledger.
2. Participants will be able to construct a business model showing roles, incentives and flows of value among participants.
3. Participants will be able to diagnose weaknesses in existing pilots and proposals.
4. Participants will be able to design a governance charter with decision rights and membership rules.
5. Participants will be able to justify a value case with benefits and costs traced to each participant.
6. Participants will be able to prioritise a phased roadmap with decision gates.

Programme Structure

Day 1: Enterprise Blockchain Strategy Principles

What does a distributed ledger do that a shared database does not?

- Ledger Terminology Glossary
- Public and Permissioned Network Comparison
- Consensus and Trust Model Overview
- Smart Contract Scope Note
- Reference Architecture View Set

Day 2: Screening Use Cases and Business Models

Which proposals justify a shared ledger?

- Need Test Decision Tree
- Shared Record Coordination Cost Map
- Participant Incentive Matrix
- Business Model Canvas for Networks
- Alternative Solution Comparison

Day 3: Diagnosing Pilots and Proposals

Where do current ledger projects stall?

- Pilot Outcome Review
- Data Ownership and Privacy Check
- Integration Dependency Audit
- Participant Readiness Survey
- Regulatory Fit Screening Sheet



Day 4: Designing Governance and Value Cases

How are rules and benefits agreed among participants?

- Governance Charter Template
- Decision Rights Matrix
- Membership and Exit Rule Set
- Dispute Handling Protocol
- Benefit and Cost Allocation Model

Day 5: Applying the Methods to One Process

Is the business case ready for partner approval?

- Applying the Session 2 Decision Tree to the Process
- Testing the Incentive Matrix with Partner Views
- Closing Gaps Found in Session 3 Reviews
- Rehearsing the Partner Briefing
- Completing the Blockchain Business Case

Methodology

The programme uses structured exercises on anonymised multi-party cases from several sectors. Participants screen proposals, map incentives, draft governance terms and role-play a partner negotiation in small groups, with feedback on each work product.

- Suggested activity: Applying the need test to six proposals and rejecting those a shared database could serve.
- Suggested activity: Drafting decision rights for a supplier network of five organisations.
- Suggested activity: Allocating costs and benefits among three participants with unequal gains.

Capstone Output

Each participant completes a blockchain business case for one multi-party process. It holds a need test result, a participant incentive matrix, a network business model, a governance charter outline, a cost and benefit allocation and a phased roadmap. The case is used to brief partners and support a funding decision.

Frequently Asked Questions

Is enterprise blockchain strategy suitable for leaders without a technical background?

Yes. Enterprise blockchain strategy is taught at strategic level and assumes responsibility for business decisions on shared records, not programming knowledge.



Which references does enterprise blockchain strategy rest on in this programme?

Enterprise blockchain strategy rests on ISO 22739, ISO 23257, transaction cost economics and multi-party governance principles.

How is the case from enterprise blockchain strategy used at work?

You use the blockchain business case to brief partners, test commitment to shared rules and support a funding decision.

How does enterprise blockchain strategy differ from a programme on cryptocurrency investment?

Enterprise blockchain strategy centres on shared business records among organisations and their governance, while cryptocurrency investment centres on holding and trading digital assets.