



In an increasingly interconnected age, full of **pervasive technologies**, *Platform Organizations* are transforming the way we work and produce value. Operating as hubs, these platforms sustain interactions and organize skills & resources exchange beyond traditional organizational boundaries.

Platforms leverage Ecosystems to create unprecedented outcomes: several studies showed that *network orchestrators* (platforms) are more resilient and provide better results, revenues, and valuation.

Develop your **ECOSYSTEM SHAPING STRATEGY**

Creating value in the digitally enabled context is increasingly less about finding efficiency or exercising control and more about *orchestrating* and *galvanizing* parties to join a **shared context**. By providing **channels to transact**, **components to recombine** and **enabling services** that support *evolution* and *scalable learning*, the whole ecosystem can find new opportunities as all entities involved find a role to play.

Platforms generate more impact with fewer resources & evolve together with ecosystems.

THE PLATFORM MINDSHIFT SESSION

The **Platform Mindshift Session** is a **variable duration session** (normally between **three and six hours**) designed to help organizations and teams *quickly* understand how Platform Design Thinking can provide them with a new lens, new tools and radically new perspectives in business and organizational development.

During the **Mindshift Session** participants will **learn by experimenting**, using a small subset of the tools composing the Platform Design Toolkit **framework** to explore quickly the potential that this approach provides them if applied to their own **strategic needs** and **contexts of work**:

- what does the platform model mean for my organization?
- how can platform- thinking impact the industries and the contexts I'm working with?
- who in the organization should learn how to leverage on such an approach?
- what are the implications for our organization at a larger scale?

These are just some of the questions that normally get - at least partially and preliminary - answered by a **Platform Mindshift Session**.

Tens of organizations organized Platform Mindshift Sessions, to mobilize change and generate awareness about the platform **acceleration**, kicking of longer-term engagements and explorations: the **Platform Mindshift** is generally a **great start** for organizations of all kinds, and it's a perfect match for complex and large organizations wanting to generate a *positive narrative shift* in their employee and collaborator base around the opportunities brought to life by platform thinking.

TESTIMONIALS ON THE PLATFORM DESIGN TOOLKIT

"The platform design toolkit is more than a tool, it is a mindset. It helped us explore how to connect all the players around innovation challenges".

Genevieve Douhet - Associate Director - Innovation
Société Générale

"In an increasingly networked world, we're going to need more tools like the Platform Design Toolkit"

John Hagel - Deloitte Center for Edge Innovation



DETAILED DESCRIPTION OF THE PLATFORM MINDSHIFT SESSION

PROGRAM	0. Pre-identification of the exercise briefs Together, we'll find the best <i>project briefs</i> to unleash radical insights and prepare teams to explore platformization perspectives.	1. Introductory Presentation The <i>introductory presentation</i> will give everyone involved a basic understanding and language: will set the context for open mind and curiosity.	2. Recurring Cycles of Instruction, Exercise, and Retrospectives All sessions will be based on powerful learning cycles aimed at implementing <i>insights</i> deep in the minds, forever changing the way people look at things, leaving everyone energized.
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“Every organization can use the Platform approach: be one of those leveraging on Platform Design to shape a market opportunity and improve your impact.”

WHAT TO EXPECT FROM THE MINDSHIFT SESSION



Understand that value creation is increasingly about **organizing large-scale ecosystems**: see the potential of mobilization.



Learn why is important to focus on **large-scale transactions**, marketplace-like economies and exchange dynamics: understand the *transaction engine* that exists in any platform.



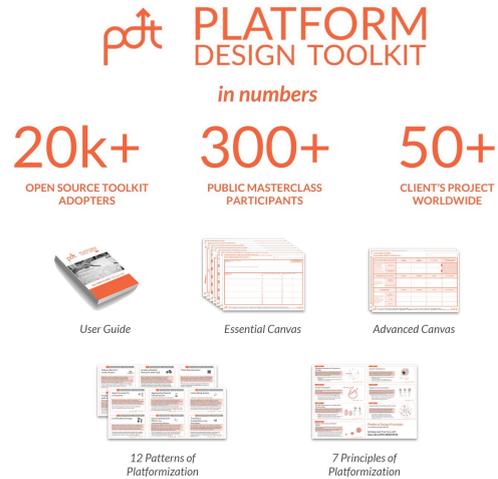
Learn that creating services that support **flourishing relationships** and *continuous learning* in the ecosystem, improve the overall platform attraction towards the ecosystem.



Use a practical and open tool (in Creative Commons) that can be used dozens of times in everyone's professional activities

ABOUT THE PLATFORM DESIGN TOOLKIT

Born in 2013, the Platform Design Toolkit is now adopted worldwide by startups, corporates, and non-profit organizations, and is taught in some of the major business and design schools worldwide. Using Platform Design Toolkit means **joining a global community of practice** and using **open source, creative commons released, zero lock-in tools** you will always be free to use.



SOME OF OUR ADOPTERS

The Platform Design Toolkit is used by **startups** for vision shaping, **corporate** strategy programs, **incubators** for mentorship programs, **social enterprises**, and **open source projects** looking for systemic impact, and **government** agencies. See below some of our adopters.



Know more about the Platform Design Toolkit, get in touch with us and register to the Platform Design Newsletter here at www.platformdesigntoolkit.com / hello@platformdesigntoolkit.com - Call us: +39 3288818730