



PLATFORM STRATEGY WORKSHOP

Sprints ranging 1 to 3 days

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 the 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.

AN OPPORTUNITY FOR ALL

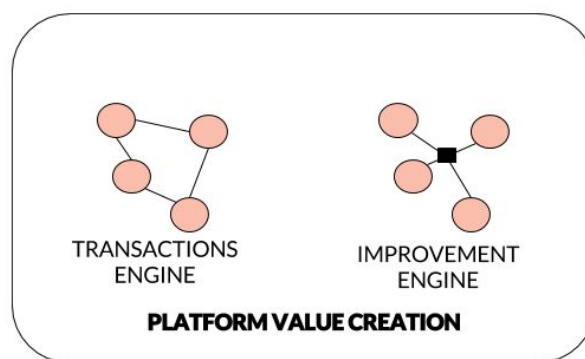
Creating value in the digitally enabled context is increasingly less about finding efficiency or exercising control and more about *orchestrating* and *galvanizing* parties to join a shared context: by providing **channels to transact, components to recombine** and **enabling services** that support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

Platforms generate more revenues with fewer employees, evolve easier and have loyal users.

Platform Organizations show two key engines of value creation:

The TRANSACTIONS ENGINE: enable exchanges of different forms of value among a large ecosystem of entities reaching beyond the typical organization boundaries, connecting business units, employees and third parties and shaping the market behavior.

The IMPROVEMENT ENGINE: offering a context for continuous performance **improvement** and upskilling to everyone involved, as a way to respond the continuous performance pressure of a complex age.



Learning how to use in co-creation these new design techniques is a crucial capability nowadays: the **Platform Design Workshop** is not merely designed to generate strategic outcomes, but especially to **install new knowledge** and tools in your team as it leaves clear trails to connect with online free and open resources (the whole Toolkit is released in Creative Commons) to perform Platform Design autonomously after the event.

WHEN TO APPLY PLATFORM DESIGN

“Platform Design is a whole new way to look at organizations or processes, or even a way to rethink how a place or a community could work better : we’ve been using Platform Design Toolkit to help customers design contexts as diverse as **marketplace businesses**, development strategies for **public institutions**, motivating strategies for internal and external **corporate ecosystems** (in open innovation, IT development, HR and more), strategies for public service providers such (for example in **healthcare**).

Platform Design Thinking is a way to **organize value creation** in a particular ecosystem of interacting entities.

DESCRIPTION OF THE WORKSHOP

The Platform Design Workshop is part of a **step by step process** and experience: we help you **understand better your context** first, then in creating your *platform strategy* in **co-creation**, and get your team started with **validation and execution**.

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<ul style="list-style-type: none"> > A picture of the ecosystem > A description of the potential to transact value > A description of the support services that could be created to support evolution 	<ul style="list-style-type: none"> > All the information needed to set up ecosystem discovery interviews to validate assumptions about the value we provide to the users and why the platform will attract them in the first place 	<ul style="list-style-type: none"> > All the information needed to setup and execute an MVP with the minimum cost and effort to maximize learning (verify core and riskiest assumptions) 	<ul style="list-style-type: none"> > A set of prioritized actions developed after a SWOT analysis aimed at improving the initiatives chance of success 	<ul style="list-style-type: none"> > Step by step mentoring and help in getting started > Help in setting up a space and a ritual for execution

We organize on-demand our corporate workshop for you team. It can take place in any location of your choice and is shaped according to your needs, in line with your strategic organizational challenges or product you want to develop.

It may and should **involve all the relevant stakeholders**: managers, advisors, investors, teams, customers. We can help you identify the best people to bring to the table. This workshop will likely transform and enhance your ideas and will help you design with your ecosystem in mind, increasing your chances of success.

THE PACKAGE COULD FEATURE

a 1/2/3 days workshop, *designed with you*
some preparation time (one call to nail down situation/needs/objectives + creation of a schedule document/design on demand)
facilitation and materials
creation of an *insights* document that tracks your platform strategy
a few *coaching sessions* in the weeks following the workshop to help you follow-up

PROGRAM

1. Understanding your Ecosystem

We will help you understand the value chain of your market and the roles at play in your ecosystem.

Using the canvases and other additional tools you'll be able to map all the **actors** in the ecosystem and the relations among them, as well as the **motivations** in exchanging value through the platform: you will learn how to motivate everyone to join and participate, relying on clear **incentives**.

2. Create a model of the Platform

We will create a **snapshot** of how your platform strategy will provide services enabling the ecosystem participants to exchange value and improve performances.

We will envision **channels** to allow value exchange and **platform-provided services** that can help consumers get a perfect experience while producers make the best of the platform and improve their performances on it.

3. Setup the discovery and validation phase

We will help you **prioritize** the platform experiences you want to provide first, and identify what are the **riskiest assumptions** in your strategy.

The materials created will then prepare you for the **execution** of preliminary exploration **interviews**, and for the creation of your **Minimum Viable Platform**. In this way you'll be able to start developing your ecosystem without wasting resources.

TOPICS AND METHODS

The course will cover topics of digital transformation and how this has changed the expectations of modern users: digital platforms will be studied and reported as solutions to conquer new markets in this context.

In parallel with key information on the trends and technological innovations, we will use practical design tools such as the Canvases part of the Platform Design Toolkit, as well as other Business and Innovation Design Tools that can complement the Toolkit.

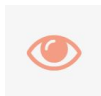
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WHAT RESULTS YOU CAN EXPECT FROM THE WORKSHOP



Understand how to **motivate the ecosystem** to create and exchange value.



Identify key transactions and ensure that **channels** exist for these to happen on the platform.



Learn how to create **support services** for the evolution of participants towards better performances.



Setup the first **steps to validate** your idea: save unnecessary expenses developing things your ecosystem doesn't want.

FAQ

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You may not realize it yet, but a Platform strategy can help achieve unprecedented results in any context: **creating new businesses, transforming processes in existing organizations** - from HR to open innovation - or even **envisioning your personal growth**. If you really think you don't have a platform project yet, we will use the platform thinking to examine the possibilities offered by a market context and we will help your platform strategy emerge from there. You'll also probably be able to collaborate with someone directly at the masterclass: making new friends and learning strategic thinking all at once!

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- **Managers and Founders** looking to generate innovation in big or small corporates and startups, who need to create new products;
- **Creatives, Designers and Consultants** who want to use a simple and effective set of design tools to design solutions for the present times;
- **Community managers** of digital platforms or collaborative spaces such as incubators, makerspaces, coworking spaces or networks;
- **Social entrepreneurs and Public officials** who want to understand how to increase the social impact of collaborative services with less investments.

