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.
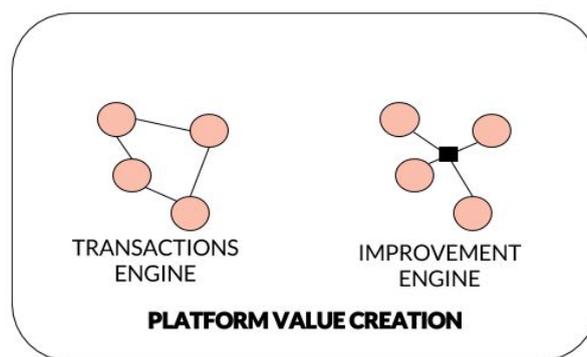
WHEN TO APPLY PLATFORM DESIGN

The word "platform" can be used to describe and to give meaning to things as different as an **internet marketplace startup**, an **API strategy** or, more generally, a **corporate strategy** encompassing and motivating to shape ecosystem related to a particular mission (such as open innovation, IT development or HR). Platform thinking can also be seen as a whole new way to look at organizations or processes, or even a way to innovate how a communities work — such as with innovation hub or coworking spaces. Platform thinking can be applied not only to private endeavors but it is also used to shape policies and public services, and even to industry standardization programs.

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 normally executed as part of a larger **process** and experience: we help teams **understand better their strategic context** first, then, when fully aware, we help them create their *platform strategy* in **co-creation**, and after that ensure they proceed with **validation and execution**.

Pre Workshop	Key Workshop Outcomes				Post Workshop
Strategic Awareness	*Vision*	*Experience Design*	*Setup of Validation & Prototyping*	*Key Strategic Actions*	*Execution*
*> **Ecosystem scanning** to discover what's already available for the ecosystem* *> **Value chain mapping** and analysis to identify the elements to control and leverage*	*> 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*	*> Consolidate all the strategic and systemic thinking into actionable **experiences** that can be brought to the target ecosystem and their related **business model***	*> All the information needed to setup and execute interviews first and deploy the **MVP** then, aiming at maximizing the learning achieved per investments done*	*> A set of prioritized actions developed after a **SWOT analysis** aimed at improving the initiatives chance of success*	*> Step by step mentoring and help in getting started* *> Help in setting up a space and a ritual for execution*

We'll organize on-demand our project focused design sprint for your 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 strategies you want to develop, being them for new products and services, organizational evolution or more.

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 OVERALL PROCESS FEATURES:

- a 2-3 days workshop, *designed with you* and facilitated by the Platform Design Toolkit **senior facilitators**;
- all **preparation activities for strategic gameplay** identification (can be done remotely or in an additional sprint);
- all **materials and guides**, that you'll be keeping with you as they're all open source;
- the creation of an *insights* document that tracks evidence of the platform strategy designed in the sprint, and helps the team deliver in the execution phase;
- a **mentoring phase** to ensure the team follows-up with the execution;

WHAT **RESULTS** YOU CAN **EXPECT** FROM THE **WORKSHOP**

Understand how to **mobilize an existing ecosystem** to create and exchange value facilitated by you, don't waste energy in designing strategies to mobilize an ecosystem that doesn't exist!

Identify the 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.

Designing crystal clear **experiences** and identify all the **steps to validate** value propositions: save unnecessary expenses developing things your ecosystem doesn't want.

FAQ

What if I already have a platform project?
The workshop has been widely used to identify strategic shortcomings, pivot strategies, and ideas and provide teams with renewed clarity for execution.

How many people can participate?
We provided workshops to large groups, we can design an intervention based on a large group of stakeholders. For maximum productivity though, we normally suggest adopters invite less than 12 participants to a strategic workshop.

What is the Target Audience?

- **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.
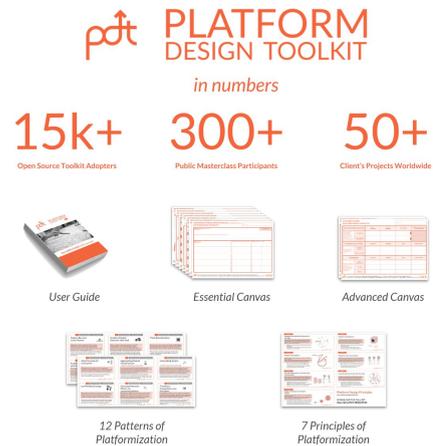

Need help figuring out your Platform Strategy?

Get in touch, we've been helping **Fortune 500, SMBs, Startups,** and the **UN.**

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

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.

pdt PLATFORM DESIGN TOOLKIT
in numbers

15k+	**300+**	**50+**
Open Source Toolkit Adopters	Public Masterclass Participants	Client's Projects Worldwide

User Guide — *Essential Canvas* — *Advanced Canvas*

12 Patterns of Platformization — *7 Principles of Platformization*

SOME OF OUR ADOPTERS

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

INSTITUTE FOR THE FUTURE

European Commission — Agriculture and Rural Development

THE NEW SCHOOL — MS-SDM STRATEGIC DESIGN & MANAGEMENT

DB — DB Systel

TELECOM Ecole de Management

LEROY MERLIN

SOCIETE GENERALE

UNDP

DECATHLON

NHS Leadership Academy

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