A CFFO Executive Bootcamp

Business Ecosystem Design
Mindsets – Frameworks - Tools

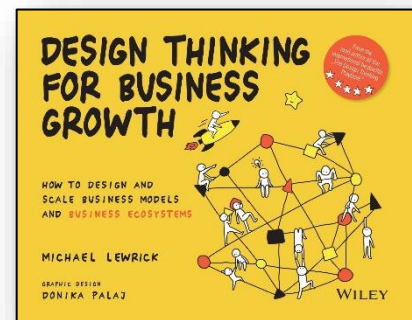## Why a Bootcamp on Business Ecosystem Design?

Digital Transformation has opened a Pandora box of transformational challenges and opportunities for growth and innovation.

To capitalize on these opportunities, companies must often 'jump' across familiar industry boundaries and form novel alliances and partnerships to complete a value proposition, design a compelling business model, or gain access to a new market. In short – they must learn to become ecosystem players and develop the critical capabilities that are required to succeed in this new ball game.

What is This Bootcamp About?

The 8-weeks *Business Ecosystem Design Online Bootcamp* familiarizes you with the mindset, tools and methods for business ecosystem development.

It is based on the brand-new handbook *Design Thinking for Business Growth* by bestselling author Michael Lewrick, who provides a hands-on learning experience that allows you to apply proven frameworks to your specific company context.

Who Should Participate?

Attend the bootcamp if you are an **entrepreneur, a C-level executive, a project manager, or a strategy/innovation executive** who looks for a practical framework to design ecosystem-driven business models that can lead your organization to novel ways of growth.

Bootcamp Benefits

Proven methodology. You learn to apply a distinctive methodology that helps you to identify customer issues and drive a business ecosystem design initiative for your organization by applying four distinctive design lenses that are needed for business ecosystem development.

Hands-on. You get a concrete framework and a practical tool kit for creating business ecosystem initiatives in your specific company context.

Efficient Time Investment. The online format allows attendance from home or office. You need to commit only two hours per week over a period of two months.

Bootcamp Focus

The Bootcamp will provide a succinct overview of the key concepts, methods and tools needed to design a business ecosystem.

You will learn and **apply ten design principles** and **explore four distinct design lenses** which include tools and methods to (1) identify the appropriate customer problem; (2) test minimal viable product (MVP) offerings; (3) create a minimum viable ecosystem (MVE); and (4) scale the system:
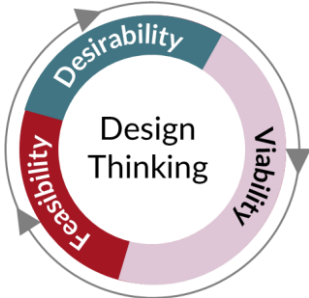
1 Design Thinking

For identifying potential value propositions for an ecosystem, the focus must be on the customers and their needs. Design thinking has established itself as a proven methodology and mindset for envisioning ecosystem initiatives and developing initial prototypes.
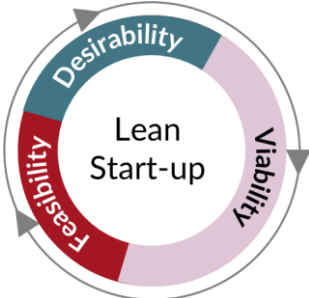
2 Lean Start-up

Validating value propositions and transitioning initial prototypes into a Minimum Viable Product (MVP) allows market viability to be tested. The backlog informs about prioritized experiences and features that may be relevant to the ecosystem today and in the future.

3 Ecosystem Design

Ecosystems do not emerge by themselves; rather, they must be actively designed, initialized, and orchestrated. An assessment of the feasibility of a minimum viable ecosystem (MVE) includes a first-time review of the subsystems, an analysis of initial technology components, and a presentation of the offering for the customer.
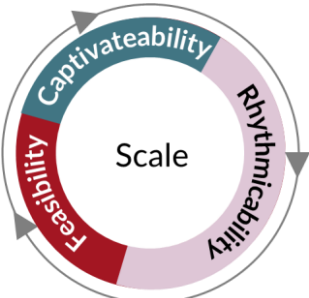
4 Scale

Achieving objectives requires scaling considerations. Successful scaling is mainly achieved through network effects and high customer retention. For this, incentives must be created, lock-in effects realized, and an IT infrastructure must be provided that can withstand the growth.

Program Overview

Free Orientation **Sep 1, 2022** 8:00am – 9:00am PT	**Is this bootcamp right for me?** Get an overview of the entire program and decide if the bootcamp meets your interest and needs
Session 1 **Oct 6, 2022** 8:00am – 10:00am PT	**Getting started - what brings you to the program?** Share your expectations and previous experience with business ecosystem engagement and design
Session 2 **Oct 13, 2022** 8:00am – 10:00am PT	**Introduction - what are business ecosystems?** Learn about the trends that drive business ecosystem development Understand the characteristics of business ecosystems
Session 3 **Oct 20, 2022** 8:00am – 10:00am PT	**Mind-shifts - what mindset is needed to design ecosystems?** Explore the 10 mind-shifts that are required to design, implement and orchestrate business ecosystems
Session 4 **Oct 27, 2022** 8:00am – 10:00am PT	**Hands-on - how to apply business ecosystem design?** Create the blueprint of a business ecosystem within 90 minutes (group work)
Session 5 **Nov 3, 2022** 8:00am – 10:00am PT	**Reflect - what did you experience?** Present and discuss results of the hands-on exercise and reflect on tools, methodology and impact (group work)
Session 6 **Nov 10, 20222022** 8:00am – 10:00am PT	**Toolbox – what methods to use?** Powerful tools for ecosystem design and management Tap into the business ecosystem design toolbox
Session 7 **Nov 17, 2022** 8:00am – 10:00am PT	**Shaping ecosystems - the new rules of ecosystem leadership** Explore the capabilities you and your company needs to manage the complexity of business ecosystems and network dynamics
Session 8 **Nov 24, 2022** 8:00am – 10:00am PT	**Takeaways - how to bring it home?** Establish alignment between personal learnings and how to create impact within your organization

What You Will Take Away

- ✓ Awareness for ecosystems and why they matter in the future world of business
- ✓ Understanding the concept of a business ecosystems
- ✓ Hands on experience in applying business ecosystem design
- ✓ Understanding strategic impact of business ecosystems regarding IT, customer interaction, business models, and governance
- ✓ Understanding the concept of value streams and exponential growth
- ✓ Insights concerning a multidimensional business model view
- ✓ Knowing when, how and why business ecosystem design should be applied

Faculty

The bootcamp is led by **Michael Lewrick, PhD**., who is known for his hands-on approach that provides practical instruments and frameworks for driving innovation, digital transformation, and business growth in the complex world of networked organizations.

He is the author of an international bestseller series that includes *The Design Thinking Playbook (2018), The Design Thinking Toolbox (2020),* and *Design Thinking for Business Growth (2022).*

Michael is an Affiliate Senior Expert with the Center for the Future of Organization with a focus on Design Thinking and Business Ecosystem Development. Prior to establishing his own advisory practice, he served as Chief Innovation Officer at the Telecom provider Swisscom and as Head of Innovation Labs of Deloitte Switzerland.

About the Center for the Future of Organization

The **Center for the Future of Organization (CFFO)** is an independent Think Tank at the Drucker School of Management at Claremont Graduate University near Los Angeles, California. Its mission is to deepen and advance our understanding for new capabilities that are critical to succeed in an increasingly disruptive, digitally connected world, and to support leaders and organizations along their transformational journey. More at www.futureorg.org

The **Drucker School of Management** is one of the world's leading business schools, with a global network of top-level professional partners and institutions. It continues the tradition of Peter Drucker, who taught there for more than 30 years. More at www.cgu.edu/school/drucker-school-of-management/.

Testimonials

Here's what some top executives had to say about their bootcamp experience:

 "The three-day Business Ecosystem Design bootcamp was a fascinating experience for more than 30 executives from our division. The practical and hands-on format helped us to discover compelling opportunities for growth and innovation"

- Franz-Josef Menzl, CTO & VP Technology & Innovation, Siemens Factory Automation

 "Michael Lewrick has familiarized our executive team with the topic of business ecosystems. It was inspiring, profound and created the very right momentum."

- Dr. Christian Plüss, Member of the Executive Board Swiss Post

"Valuable advice, relevant examples and deep knowledge about designing business ecosystems. Michael Lewrick was able to bring us up-to-speed on the topic and provide the basis for our strategic decisions."

- Stefan Schürmann, Head of Corporate Development and M&A, Vaudoise Assurances

Summary and Terms

PROGRAMME TYPE	Online Bootcamp
LEVEL OF EXPERIENCE	Intra-/Entrepreneurs Business and Functional Executives Specialists
LOCATION/DELIVERY	Live on Zoom | Virtual Collaboration Platform
TIME FRAME	8 weekly sessions (Thursdays) 8:00am – 10am PT | 11am – 1:00pm ET | 5pm – 7pm CET
SESSION DATES	October 6 – November 24, 2022
ORIENTATION SESSION	September 1, 2022 | Free and optional
PRICE	USD 2,500 | Early Bird USD 2,000 | payable upon registration **save $500 by registering early**
SPECIAL DISCOUNTS	20% early bird discount (expires August 1, 2022) additional 10% for Drucker School Alumni and CFFO Partners
EARLY BIRD DEADLINE	August 15, 2022
REGISTRATION DEADLINE	September 22, 2022 *Register early as spots fill up quickly*
REFUND POLICY	Full refunds before registration deadline No refunds after deadline but a substitute may attend
OTHER BENEFITS	Each participant receives a bootcamp certificate and a free copy of the book *Design Thinking for Business Growth* by Michael Lewrick (Wiley 2022)
REGISTRATION	go to www.futureorg.org/ecosystembootcamp

Questions?

We are happy to discuss with you any questions you may have about this program.
Please contact office@futureorg.org to schedule a personal consultation.