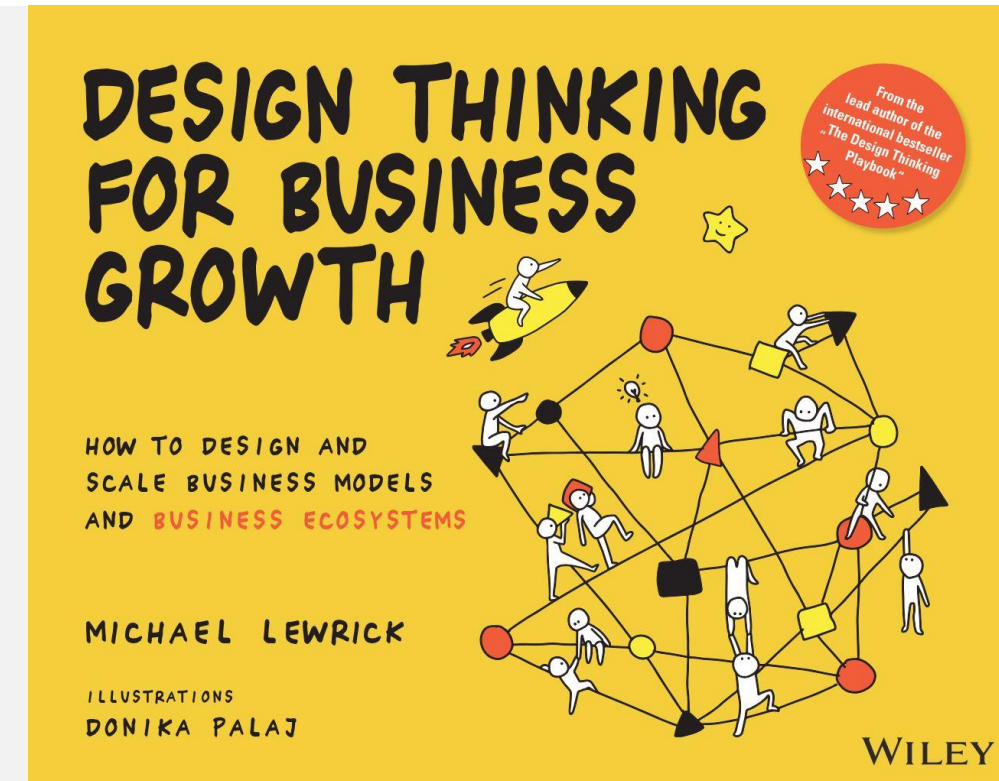


Business Ecosystem Design Mindsets – Frameworks – Tools

An in-house bootcamp to help companies design, implement, and scale business ecosystems



Contact us to discuss how to customize the bootcamp for your needs: office@futureorg.org



Why Building Ecosystem Design Capabilities?

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.

A Compact Hands-on Program

The Ecosystem Design Bootcamp familiarizes you and your team through a compact workshop 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** and provides a hands-on learning experience that allows you to apply proven frameworks to your specific company context.



Who From Your Organization Should Attend?



The bootcamp can be tailored to various audiences ranging from **board members and C-level executives, project managers, strategy/innovation executives** to teams who look for a practical framework to design ecosystem-driven business models.

It will be valuable for all stakeholders who play a role in leading your organization to novel ways of growth.



Bootcamp Benefits

Proven methodology

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

Hands-on Experience

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

Efficient Time Investment

The customized program allows to set the time and date based on the availabilities of you and your teams. All programs can be delivered on premise or in a virtual setting. The time commitment for the program is typically **two days**, or up to five days depending on your organizational context and needs.

What Will You Learn?

You and your team 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:



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.



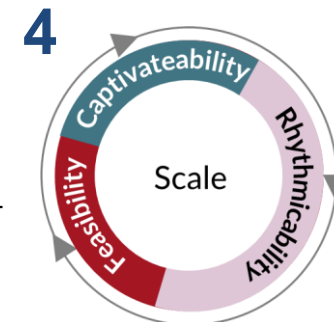
Validating value propositions and transitioning initial prototypes into a Minimum Viable Product (MVP) allows market viability to be tested.

The backlog informs about prioritized experiences and features that may be relevant to the ecosystem today and in the future.



Ecosystems do not emerge by themselves; they must be actively designed, initialized, and orchestrated.

A feasibility assessment 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.



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.

Curriculum of a Typical 2-day Program*

Day 1

Setting the scene –why ecosystem design matters?

First hands-on experience about the concept of ecosystem design with a first tram reflection of lessons learnt

Getting started - what brings you to the program?

Share your expectations and previous experience with business ecosystem engagement and design

Introduction - what are business ecosystems?

Learn about the trends that drive business ecosystem development. Understand the characteristics of business ecosystems

Mind-shifts - what mindset is needed to design ecosystems?

Explore the 10 mind-shifts that are required to design, implement and orchestrate business ecosystems

Hands-on - how to apply business ecosystem design?

Create the blueprint of a business ecosystem within 90 minutes (group work)

Day 2

Reflect - what did you experience?

Present and discuss results of the hands-on exercise. Reflect on tools, methodology and impact (group work)

Toolbox – what methods to use?

Powerful tools for ecosystem design and management. Tap into the business ecosystem design toolbox

Shaping ecosystems - the new rules of ecosystem leadership

Explore what it takes to manage the complexity of business ecosystems and network dynamics

Takeaways - how to bring it home?

Establish alignment between personal and team learnings and how to create impact within the organization

* Note: This is an example only. We customize the design to your needs and issues you want to focus on



What You Will Take Away

- Increased awareness for ecosystems and why they matter in the future world of business
- An understanding of the concept of a business ecosystems
- Hands-on experience in applying business ecosystem design
- An understanding of the strategic impact of business ecosystems regarding IT, customer interaction, business models, and governance
- An understanding of 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
- Reflection on planned or already started business ecosystem initiatives

The program can also be designed as an up to 5-day **workshop that addresses concrete and current ecosystem design challenges** of your team or organization. Please contact us to discuss how to customize it to your needs..

Faculty



Michael Lewrick, MBA, PhD

The bootcamps are led by Michael Lewrick, 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)*, which have been translated in multiple languages. He serves as 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.

Michael holds an MBA from Bristol University and a PhD from Edinburgh University and helped shape the Design Thinking paradigm as a researcher at Stanford University's Design School.

Testimonials

SIEMENS



“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

SWISS POST



“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

vaudoise



“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

Terms and Conditions

How	On premise at your site or virtual via ZOOM/MS Teams & Online Whiteboard
When	Bootcamps can be arranged on all working days, including Saturdays
Application	Please contact us to discuss the approximate number of attendees, the preferred delivery method, the type of participants as well as any specific requirements you and your team might have.
Price	USD 1,200 per participant per day minimum \$ 12,000 per day. Discounts for larger groups (20+) and bootcamps that last more than 2 days.
Languages	The bootcamp can be conducted in German and English
Bonus	Each participant will receive a free copy of the book <i>Design Thinking for Business Growth</i> by Michael Lewrick (also available in German)

About CFFO



The Center for the Future of Organization (CFFO) is an independent Think Tank at the Drucker School of Management focusing on the challenges of 21st Century Leadership and Organization

In the tradition of Peter Drucker, we work across disciplines, combining conceptual depth with practical applicability and ethical responsibility.



Contact



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