

Collaborative Innovation & Value Creation Syllabus

Harnessing the diversity of partners to create compelling value

The very premise of partnering is to create new value that could not be achieved independently. In this sense partners are a natural incubator for collaborative innovation. This workshop will explore innovation across a spectrum of possibilities: *product innovation, operations innovation, and business model innovation*. We provide a framework that will enable the partner teams to translate innovation into compelling value propositions for their customers and their stakeholders. Plus, we will review the process to operationalize value creation by creating a plan of execution and a metric system to measure the value delivered to partners and customers. Contact us at professionaldev@phoenixcg.com for more information or to schedule a class.

This highly interactive, workshop is designed to reinforce instructor-led learning with practical application of the concepts and tools presented in the session. Class participants will receive a case scenario prior to the workshop that will challenge them to think through the challenges and solutions in developing a Win/Win/Win value proposition. We also incorporate practical application exercises which require class participants to apply the principles to an alliance they are currently managing. We can deliver this workshop in a variety of modes, in person or remote and in different durations depending on how deeply you want to develop the skills involved.

When this workshop is structured as an Embedding Excellence module; concepts are presented and discussed in class, but the practical exercises are done off line as homework assignments. Two to four weeks later, we conduct a teach-back session, where participants can share their work, insights, challenges, successes, and outcomes.



This workshop has been approved for the ASAP Education Provider Program. ASAP members who have earned the CA-AM certification will earn qualification points upon completing the class.

Course Description and Activity Flow

Topic	Key Concepts	Learning Objectives	Skill Development	Critical Skill Addressed
Welcome & Introductions				
Strategic Development				
Strategies for Partnering OV	Organizations form partnerships for business growth, operational efficiencies, or to create/capture innovation	Articulate examples of how these objectives may be applied to current or future partnering initiatives	Discuss how these objectives currently manifest in existing alliances; how more value may be generated by looking additional ways to create value	-Communicate the alignment with corporate strategy -CSAP-Strategic Alignment development and design
Collaborative Innovation	Diversity drives innovation	Become more aware that	Class Exercise- Identifying innovation	Identify new opportunities for

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	Alliances are natural incubators of innovation Types of innovation: product/technology, processes, business models	innovation comes from diverse ideas Broaden field of view for new ideas to create value	examples in product/technology, process, business model	innovation and value creation
Translating Innovation to Value Creation	Solving customer problems through innovation creates commercial value	Focus innovation efforts around solving customer problems	Case Example	Identify new opportunities for innovation and value creation
Customer Centric Ecosystems	Build the partner ecosystem around solving customer problems	Design ecosystem around solving customer problems	Class Exercise	Alliance across a value network
Partner Value Props				
Three Way Win	Sustainable partner value props address value created for both (all) partners and the customer (3 way win) Best practices in partner value props Most compelling value props impact customer business models	Create compelling three way value propositions that embrace best practices a) Customer value b) Differentiated joint solution c) Financial impact d) Sales/Channel engagement	Class Exercise – work through some sample value propositions	Define Value proposition
Partner Business Model	Value differs according to partner business model and their placement in the ecosystem or customer value chain	Develop value propositions with an understanding of how partners make money and create value for customers	Class Exercise – work through value prop of a services oriented partner, product oriented partner, resale oriented partner	Articulate partner's business objectives
Field Work	Using the templates	Absorbing the learnings	Application – with your alliance	Collaborating on a joint value prop
Wrap up and Learnings				
2nd Session				
Teach Back		Teach Back		
Teach Back	Value prop will be different across different partner types	Share knowledge and key learnings Share fresh and innovative thinking	Small group teams present their application exercises	Knowledge management Learning Retention
Operationalizing VP	Value props drive alliance objectives, business plan, and metrics model	Understand how to translate value props into value creation and delivery	Review templates for value creation	Execute on value proposition Operational Plan
Wrap up and Learnings				