

Collaborative Innovation & Value Creation Syllabus

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 Alliances are natural incubators of innovation Types of innovation: product/technology, processes, business models	Become more aware that innovation comes from diverse ideas Broaden field of view for new ideas to create value	Class Exercise- Identifying innovation examples in product/technology, process, business model	Identify new opportunities for 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
Break				
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 profitability 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
Mid-Day Break				
Developing Compelling Value Props				
Customer Value	Customers motivated by solving a problem Problem perception may be different by different customer buying role	Build joint solutions that address customer problem Identify how the joint solution impacts customer growth and/or profitability	Application- Small group exercise focusing on a specific partner initiative	Define value proposition

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Solution Value (Differentiation)	Solution value creates competitive differentiation Different sources of solution value	Craft a solution value prop that creates differentiation Define how to measure that value	Application- Small group exercise focusing on a specific partner initiative	Define value proposition
Financial Value	Different sources of financial value i.e. revenue vs shared costs, etc. Partner financial value may be created differently	Define financial metrics and forecasts to predict or model the financial impact of the alliance initiative Anticipate how your partner may also benefit to ensure a win/win sustainable alliance	Application- Small group exercise focusing on a specific partner initiative	Define value proposition
Break				
Sales/Marketing Value (Channel)	Critical in market facing alliances Motivates sales/channel to engage re: the joint solution	Identify sources of sales/channel value Create motivation for sales/channel to sell the joint solution	Application- Small group exercise focusing on a specific partner initiative	Define value proposition
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
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				