The Platform Design Toolkit and Platform Design Services

Executive Summary

PDT

To enable everyone to participate in the future of organizing

What we do

Our Frameworks and Services

Boundaryless helps global customers with Business Strategy and Organization Design for the age of Ecosystems

We create open-source frameworks for platform design and entrepreneurial organization development.

We support a global community of organizations, institutions, and individuals through workshops, training, and consulting services.

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- Workshops
- Consulting
- Large Scale Innovation Programs
- Ad-Hoc Design Frameworks

- Org-wide trainings
- Organizational Change
- Executives & Boards Advisory

Understanding the Platform Age

From Pipelines to Platforms

- Power shifts to the edge of the organization as **technology empowers small players** to have a greater impact.
- **Lower transaction costs** enables direct coordination between parties exchanging value.
- Focus of the organization shifts from controlling production to **enabling interaction.**

Organizations that want to play a key role in the 21C need to learn how to mobilize entire **ecosystems**, generating positive systemic outcomes for whole industries, markets.


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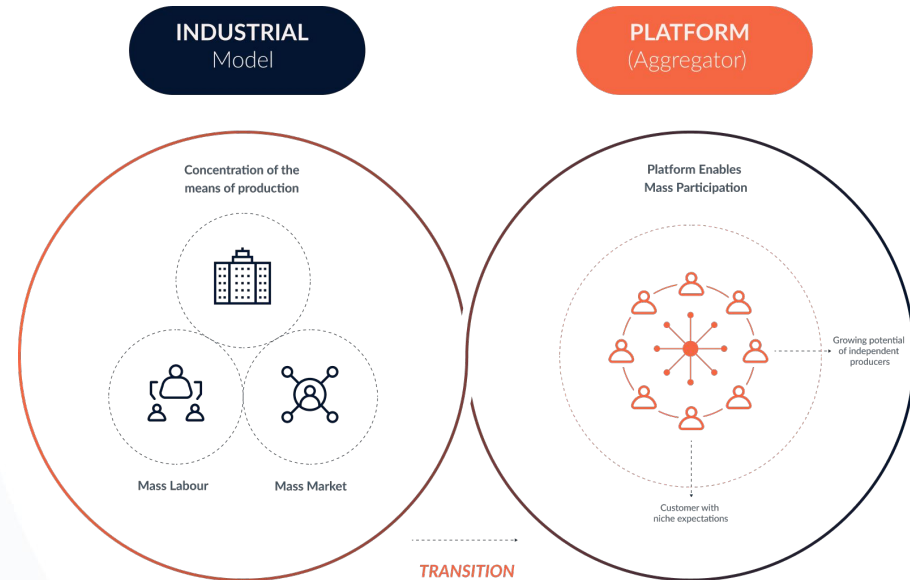
What's a Platform Strategy: the two *engines* of value

01 *Transactions engine*

is the set of channels and contexts specifically designed to facilitate interactions and exchanges between entities. Transactions are - at least partially - already happening even before we deploy our strategy, however the more a channel is designed to reduce the coordination/transaction cost, the more transactions can easily happen.
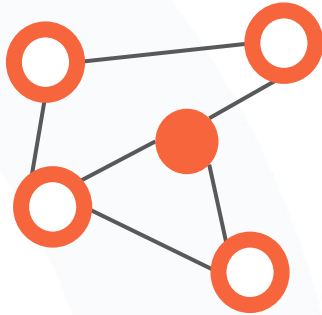
Creating and Improving channels to Reduce Transactions cost (allowing more niche interactions)
By making interactions easier, faster, and reducing the cost of interaction between value producers and value consumers, platforms that aggregate and facilitate make it easier to interact in smaller niches: if the cost of coordinating with your consumer (as a producer), is lower, it will be easier to create a solution that fits exactly with the niche expectations.

Key Question to ask: *How is my strategy reducing the cost of interaction and improving the possibility to interact in the context I'm willing to shape and organise?*

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What's a Platform Strategy: the two *engines* of value

02 Learning Engine

is the set of support services and contexts that the platform shaper provides and maintain for the participants so that they can learn, improve and evolve. Is the way the platform shaper helps entities to cope with and adapt to the complexity of the networked age.
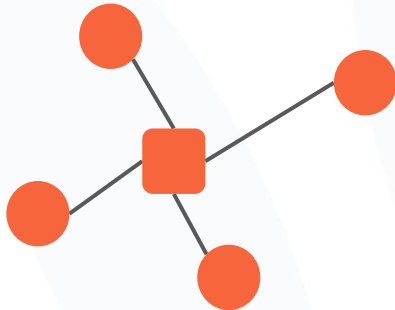
Creating a Learning engine to help facing VUCA
As we live through a Volatile, Uncertain, Complex and Ambiguous World, platforms offer a huge promise of accelerated learning, ways to find new opportunities and hone new capabilities. The promise of a platform strategy is essentially that learning will happen faster by being "inside" rather than "outside".

Key Question to ask: *What incremental process is available for the entities of my reference ecosystem to evolve? Am I offering radical opportunities of improvement?*

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The Platform Design Toolkit Framework in Details

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An open and ever growing design and experimentation framework

We base our interventions on an original design method, first released in **2013**, to help organizations and teams build multi-sided, transformative platform strategies to empower ecosystems in creating shared value.

Our approach covers **all the key phases** of developing a platform strategy: **from analyzing the ecosystem potential** to **designing experiences** and **validating** them.

Furthermore, we help teams develop their approaches to solving the initial launch and **growth** challenges and to evolve their platform-marketplace initiatives over time.

01 STRATEGIC AWARENESS	02 EXPLORATION	03 STRATEGY DESIGN	04 VALIDATION & PROTOTYPING	05 GROWTH
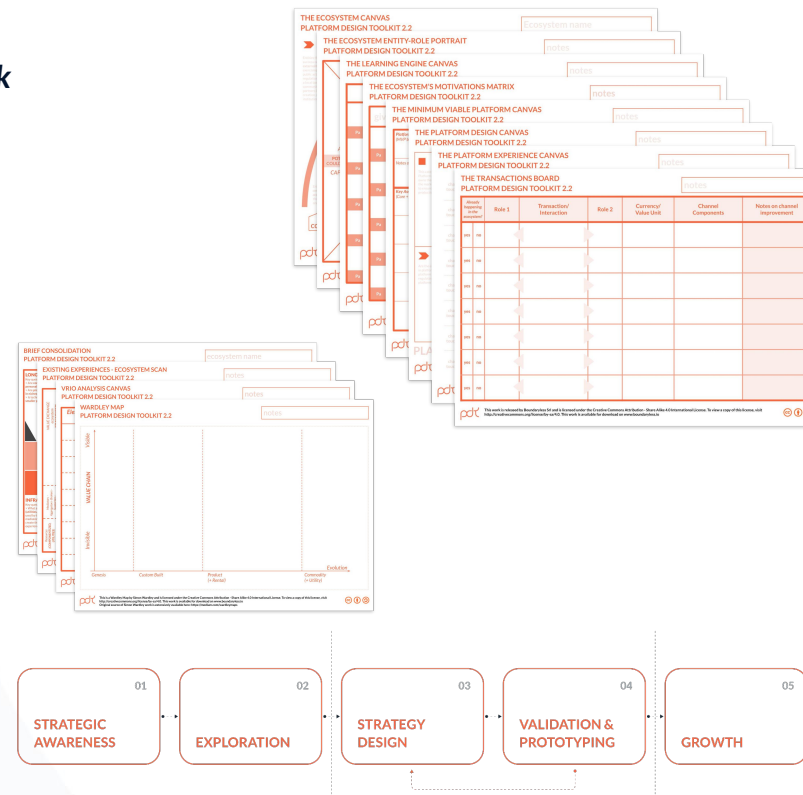
The Platform Design Toolkit Framework

A common language for co-creation

- A **structured methodology** (a set of canvases, user guides...) that helps designers, founders and managers to design strategies, products and organizations "*as a platform*".
- Helps teams **explore opportunities**, **visualize information**, **design the experience** and the business model and move into market validation through interviews and prototyping (MVP)
- Is based on the strong tradition of **business modeling**, **service design/design thinking** and **customer development/lean startup**

Services

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How we intervene with PDT

An Iterative and co-creative approach

Our solid consulting practice is based on an iterative approach where we deliver value soon and frequently, working together with your team, ensuring we deliver actionable and re-usable knowledge as well as strategic objectives.

Who is it for?

Executives *and* ***Entrepreneurs*** *that want to have support in executing platform strategies with teams, for single or multiple projects, initiatives, and opportunities.*

We'll help you achieve:

- A **clear understanding** of the reference **ecosystem** of users for which you're designing your strategy.
- A clear analysis of **value chains**, and how to transform them according to **platform plays.**
- A clear analysis and design of your platform strategy: facilitated **transactions**, **services**, all combined in one or more **platform experiences** that you can prototype and validate.
- A carefully designed **business model**, and **pricing strategy.**
- A **strong knowledge background** and an **open set of tools** to base your future developments on.

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Platform Design Workshops & additional Coaching Services

With the Platform Design Workshop and additional coaching services we help teams **understand better their strategic context** and then we help them **create their platform strategy** in co-creation.
After the exploration and design we ensure teams proceed with **validation** and **execution** by providing personalized coaching services.

We run this program as either immersive multi-day workshops or a series on-demand, focused sprints for your team: these session can take place **live**, or **online**, and are shaped according to the client needs, in line with strategic challenges, such as the launch of **new products** and **services**, or **organizational evolutions**.

The workshops sessions cover:

- **Ecosystem scanning** to discover what's already available for the ecosystem.
- **Value chain mapping** and analysis to identify the elements to control and leverage.
- Description of **the potential to transact value** in the ecosystem.
- Identification of the **support services** that could be created to support evolution.
- Consolidation of actionable **platform experiences** that can be brought to the target ecosystem and their related **business model.**
- Setup and execution of **interviews** and **MVPs** for validation.
- Step by step mentoring in **growth hacking** once validation is achieved.

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The Platform Design Ignite Program

With the Ignite Program we help organizations tackle two strategic challenges at once: **explore new platformization opportunities**, and instill platform thinking literacy among large groups of employees.

Our ignite programs are powerful, co-creative ways to get **a number of teams** to execute exploration and design, and to create internal communities of practice.

We run this program as either immersive multi-day workshops or a series of on-demand, focused sprints for your team: these sessions can take place **live**, or **online**, and are shaped according to the client needs, in line with strategic challenges, such as the launch **new products** and **services**, or **organizational evolutions**.

The Ignite program provides:

- **A wide exploration perspective**: explore opportunities for new platform business, starting from your existing products or beyond.
- **The greatest value for the investment**: leverage on the scalability of the open-source methodology with Boundaryless facilitators supporting multiple teams all at once.
- **Cross-team inspiration and cross-seeding**: discover potential synergies between teams, projects and new business cores by allowing teams to exchange insights and progress.
- **A motivated community of practice**: bring home a well-trained community, diverse experiences and create the basis for an internal leadership that can lead the rest of the organization inside the platform age.

Innovation Platform Portfolio Management

When organizations mature in their understanding of the platform economy they realize they have to look at their technological and organizational capabilities, unbundle them and rationalize them.

An **unbundled** and **reorganized** set of capabilities lend themselves to being **rebundled nearer to the customers**: efficiencies can be sought in leveraging on existing user bases, generating so-called spillover growth between different products, marketplaces, extension platforms. Partnerships will be attracted due to the **broader consistency** in how your organization commercializes services and innovations in a more **strategic** way, achieving flow, growth, and optimization.

This program provides insights on:

- **An understanding of your capabilities** and how they can support your go-to-market strategy consistently.
- **How to drive growth across different value propositions**: piggyback on your user bases, generate network effects more easily.
- **Optimized partnership programs**: attract more partners due to your capabilities to bring efficiencies; as partners create extensions to your services they can reach many more users.
- **Create interfaces and monitor new patterns**: as you create interfaces between pieces of your products and services portfolio, infrastructures and APIs you can intercept patterns of use and monitor new trends for innovation.

PDT Public Training Programs

The Platform Design Certification Bootcamp

The **Platform Design Certification Bootcamp** is a deep and extended format dedicated to those that are aiming to become **Platform Design Toolkit expert facilitators** and be part of an **exclusive network** of individuals that master the real potential of platform design, beyond buzzwords and false promises, for really transformative impacts.

Develop and deepen your facilitation and strategy design capabilities as an individual, team or organization.

The Platform Design Sprint

The **Platform Design Sprint** is an immersive experience optimized for those that have a platform project they're working on and want to design a platform strategy alone or as a team. The sprint takes the participant on a journey from zero to a clear execution plan for a project by compressing all the important elements of developing a platform strategy into a few days of work.

Accelerate your learning by applying our tools to your project or business idea in a step-by-step experience.

PDT Private Training Programs

The Mindshift Session

Our mindshift sessions are designed to quickly - in a few hours - reset the thinking on the future of the business, understanding platforms and having a glance of the potential of the Platform Design Toolkit.

When to choose the Mindshift Session: these sessions are perfect for decision makers with little time that need to understand the potential of the approach.

Learning by Strategizing

Our trainings provide examples and training optimized case studies but we often integrate **strategic project-work** in our trainings to ensure that one or multiple teams can develop not only an understanding of the topics, but also applying them freshly on existing strategic challenges, products, innovations and more.

The Private Bootcamp Format

A full-fledged program, similar to our public certifications, that gives teams a deep understanding of all the key questions in platform thinking, from exploration to design, from network effects to running workshops at scale.

When to choose the Private Bootcamp: to create a new design capability internally, and bring your teams in touch with a global community of certified professionals.

Developing internal extensions and personalizations of the toolkits

When the maturity of the organization grows, we help create **ad-hoc toolkits**, extending the open source methodology and optimizing the frameworks for the organization's context and challenges: integrating platform design into the innovation and design practices, creating internal communities of practice and thought leadership.

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For your platform strategy

Get in touch with:

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Check also our Organizational Development Approach

To really be a protagonist in the platform future your organization needs to embrace new ways of organizing that are ecosystemic and entrepreneurial.

Check out our 3EO framework and services at

https://boundaryless.io/3eo-framework/