



The Platform Design Workshop & additional Coaching Services

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Why this workshop

In an **increasingly interconnected** age, full of **pervasive technologies** Platform Organizations are transforming the way we work and produce value.

Operating as hubs, platforms sustain interactions and organize skills & resources exchange beyond the traditional organizational boundaries. By leveraging ecosystems of entities, platforms create unprecedented outcomes: studies show that platforms are resilient, provide better results, growth, revenues, and better valuations.

These workshops - and the coaching sessions that normally take place after the initial design session to help you with validation and other key aspects of execution - will provide you with the possibility to create a **successful, scalable digital strategy** to enhance your business results, your impact and help you put the basis for the future development of your organization.

Platforms generate more impact with fewer resources & evolve together with ecosystems.

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A detailed description of the Workshop and of the additional coaching services

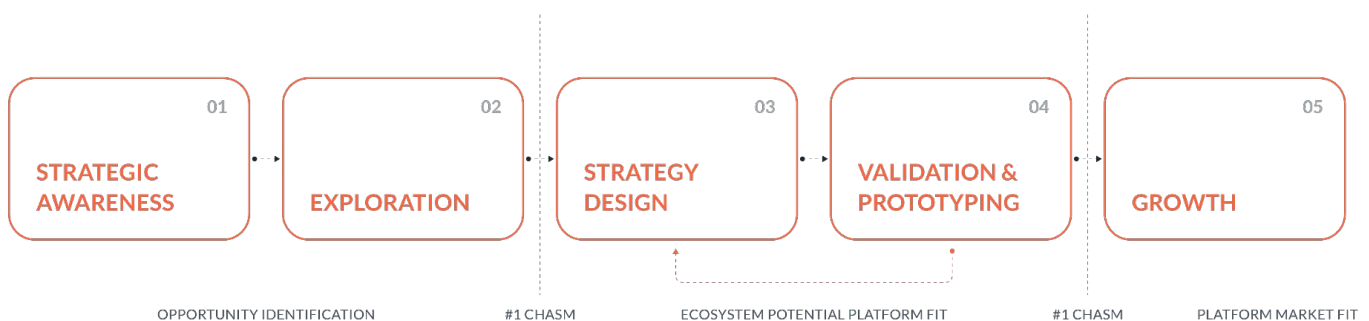
With the Platform Design Workshop and additional coaching services we help teams **understand better their strategic context** and then we help them **create their platform strategy** in co-creation. After the exploration and design we ensure teams proceed with **validation** and **execution** by providing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

This program will transform and enhance your ideas and will help you design with your ecosystem in mind, increasing your chances of success.

The workshops sessions normally 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



What will you achieve with the Platform Design Workshop

The Platform Design Workshop sessions and the coaching services will shorten the strategic preparation and design time and put your team on track to execute on the market in the shortest time possible

Through this the program your team will achieve:



Ecosystem Understanding

Understand how to mobilize an existing ecosystem to create and exchange value facilitated by you, don't waste energy in designing strategies to mobilize an ecosystem that doesn't exist!



A clear Transactions Engine

Identify the key set of transactions that can be scaled up, ensure that channels are created for these to happen on the platform with the minimum friction.



Learning Engine and Support Services

Learn how to create support services for the evolution of participants towards better performances.



Consolidated Platform Experiences

Design crystal clear experiences and define clear business models: overcome dubious descriptions and unclear understanding of what you bring to the market.



Achieve validation without burning money

Identify all the steps to validate your value propositions: save unnecessary expenses developing things your ecosystem doesn't want.



Tactics for launch and Growth Hacking

Strategically define how you will grow once the strategy is validated, how to develop defensibility and how to invest in growth.

How will it work?

The process will include:

- a **multiple days program of workshops**, designed with you and facilitated by the Platform Design Toolkit senior facilitators;
- all **materials and guides**, that you'll be keeping with you as they're all open source;
- the creation of an **insights document** that tracks evidence of the platform strategy designed in the sprint, and helps the team deliver in the execution phase;
- a **coaching phase** to ensure the team follows-up with the execution;

Note that the program is highly customizable and won't necessarily cover all phases described in the document. All interventions are subject to personalization on the specific needs of the customer.

FAQs

What if I already have a platform project?

- The workshop has been widely used to identify strategic shortcomings, pivot strategies, and ideas and provide teams with renewed clarity for execution.

How many people can participate?

- We provided workshops to large and small groups. For maximum productivity though, we normally suggest adopters invite less than 10-12 participants to a strategic workshop.

What is the Target Audience?

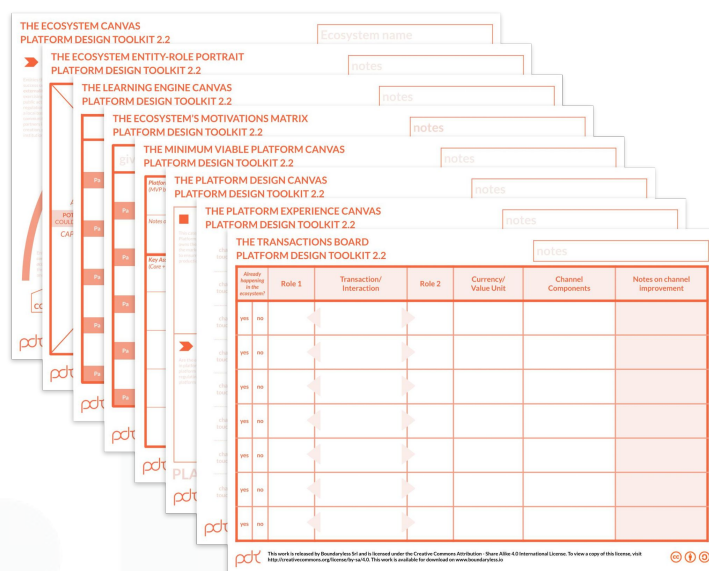
- Managers and Founders looking to generate innovation in big or small corporates and startups, who need to create new products;
- Creatives, Designers and Consultants who want to use a simple and effective set of design tools to design solutions for the present times;
- Community managers of digital platforms or collaborative spaces such as incubators, makerspaces, coworking spaces or networks;
- Social entrepreneurs and Public officials who want to understand how to increase the social impact of collaborative services with less investments.



About the Platform Design Toolkit

Born in 2013, the **Platform Design Toolkit** is now adopted worldwide by startups, corporates, and non-profit organizations, and is taught in some of the major business and design schools worldwide.

Using Platform Design Toolkit means **joining a global community of practice** and using **open source, creative commons released, zero lock-in tools** you will always be free to use.



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