

# ECOSYSTEM STRATEGY

Thursday 15 November 2018, Cambridge

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Name

Position

Company

Address

Post Code

Telephone

Email-for booking confirmation

Booking contact-optional

I have the following special dietary/disability requirements:

## Earlybird - 1 month prior

☐ Non-member £900.00 plus VAT  
(£1080.00 inclusive)

☐ **IfM Member** £810.00 plus VAT  
(£972.00 inclusive)

## Standard

☐ Non-member £1000.00 plus VAT  
(£1200.00 inclusive)

☐ **IfM Member** £900.00 plus VAT  
(£1080.00 inclusive)

## Cancellations

Substitutions may be made at any time. Bookings cancelled less than 10 days prior to the event will be charged in full.

## Please tell us how you discovered this course

- ☐ Word of Mouth/Colleague  
☐ Internet Search (please detail search terms in 'Other' box)  
☐ Company Training Announcement/Catalogue  
☐ Email

- ☐ Course Flyer  
☐ Findcourses.co.uk  
☐ Other (please specify below)

Would you like to receive information on IfM news & events? ☐ \*

## Please indicate areas of interest:

- |  |   |
|--|---|
| <input type="checkbox"/> Automation                                    | <input type="checkbox"/> Innovation and Technology Management |
| <input type="checkbox"/> Business Strategy / Business Model Innovation | <input type="checkbox"/> Roadmapping                          |
| <input type="checkbox"/> Design Management                             | <input type="checkbox"/> Servitization                        |
| <input type="checkbox"/> Executive and Professional Development        | <input type="checkbox"/> Support for Policymakers             |
| <input type="checkbox"/> Global Value and Operations Networks          | <input type="checkbox"/> Support for SMEs                     |
| <input type="checkbox"/> Industrial Sustainability                     |   |

## Payment options

VAT/Tax reference number

(for companies/organisations registered in EC)

☐ **Invoice my company**

Send invoice to (name and address if different from delegate's)

Credit/debit card, book online: [www.ifm-ecs.com](http://www.ifm-ecs.com)

☐ **BACS payment** (please enclose a copy of the draft)

Bank transfers (BACS) can be made to Barclays Bank plc,  
Bene't Street Business Centre, PO Box 2, Cambridge CB2 3PZ  
Account no: 80066885 Sort code: 20-17-19

☐ **I enclose a cheque/purchase order for**

£

payable to: IfM Education and Consultancy Services Ltd

# ECOSYSTEM STRATEGY

## INTENSIVE ONE DAY TRAINING COURSE

THURSDAY 15 NOVEMBER 2018

Institute for Manufacturing, Cambridge

Build your service network to grow faster

## This course will help you:

- Understand what your business ecosystem is and why it is vital in service delivery
- Explore the different options and models in understanding your wider business ecosystem
- Understand how to build partnerships to share capability and capacity across multiple companies
- Understand how innovation can work through partnerships
- Learn how to identify weaknesses in your ecosystem and what approaches you can take to address them

# ECOSYSTEM STRATEGY

When designing new services it is important to bring them to market quickly and iterate delivery. Often, it takes a lot of time to build capacity and capability to fulfil customers' needs. This course will show you how, through understanding your business' ecosystem and leveraging partnerships, you can deliver services quickly and effectively.

## COURSE FORMAT

An interactive one day course combining presentations, group activities and discussions. Participants will develop the skills and knowledge to successfully leverage their company's ecosystem for growth.

The material presented has already been successfully applied in, amongst others, IBM, Caterpillar and BAE Systems.

## WHAT YOU WILL LEARN

- What an ecosystem is with past and present examples to deepen your understanding
- How to model an ecosystem through mapping an ecosystem of your choice
- Where value is exchanged across partners in the ecosystem and how this can highlight areas for improvement in the delivery of services
- Understand the total value exchange, including the concept of indirect value, and how to model a direct value exchange
- Why innovation is important in ecosystems
- A technique that enables innovation between partners
- How to critically review your ecosystem, to identify areas of weakness and propose strategic configurations for improvement

## WHO SHOULD ATTEND

- Managers and executives involved in strategy and business development of solutions and services
- Senior operations executives looking to inspire thought leadership in complex organisations
- Consultants who support major strategic change programmes
- Functional leaders and managers who are seeking to understand the wider value system of their firm



## COURSE INSTRUCTOR

**Dr Florian Urmetzner** is a Senior Researcher in the Cambridge Service Alliance and is known for his work concerning business ecosystems. Prior to joining the University of Cambridge, Florian worked as a consultant for Accenture in Switzerland and as well for Volkswagen, IBM and SAP Research.

## COURSE LOCATION

The course will be held at the Institute for Manufacturing, 17 Charles Babbage Road, Cambridge, CB3 0FS, with easy access to the A14 and M11.

Maps and accommodation information will be sent with confirmation of booking.

## COURSE COST

**Earlybird:** £900.00 plus VAT (£960.00 inclusive)

**Standard:** £1000.00 plus VAT (£1200.00 inclusive)

Substitutions may be made at any time.

Bookings cancelled less than 10 days prior to the event will be charged in full.

IfM members are entitled to 10% off the course fees. For details of our membership scheme see:

**[www.ifm.eng.cam.ac.uk/members](http://www.ifm.eng.cam.ac.uk/members)**

Discounts may be available for Cambridge Service Alliance members. Please enquire for details.

A further 10% discount is available on the above prices if you book to attend two or more IfM workshops at the time of booking.

To book a place please complete the booking form overleaf, or book online: **[www.ifm-ecs.com](http://www.ifm-ecs.com)**

"Structured as a series of interactive sessions that interrelate and show a tangible output - very good indeed"

"its deployable (e.g. bite-size, dot-vote simplicity) application felt relevant and realistic to our business challenges right now"

- BAE Systems attendees

## COURSE ENQUIRIES

IfM EVENTS TEAM

+44 (0)1223 766 141

[ifm-events@eng.cam.ac.uk](mailto:ifm-events@eng.cam.ac.uk)