ECOSYSTEM **STRATEGY**

22 NOVEMBER 2017 CAMBRIDGE

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Name

Position

Company

Address

Post Code

Telephone

Email-for booking confirmation

Booking contact-optional

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)

Earlybird - book by 22 October 2017
- ☐ Non-member £900.00 plus VAT (£1,080.00 inc)
- ☐ IfM Member £810.00 plus VAT (£972.00 inc)

Standard - from 23 October 2017
- ☐ Non-member £1,000.00 plus VAT (£1,200.00 inc)
- ☐ IfM Member £900.00 plus VAT (£1,080.00 inc)

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

Payment options
VAT/Tax reference number *(for companies/organisations registered in EC)*

☐ I enclose a cheque/purchase order for

£

payable to: IfM Education and Consultancy Services Ltd

☐ Invoice my company
Send invoice to (name and address if different from delegate's)

☐ **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
IBAN: GB62 BARC 2017 1980 0668 85   SWIFT: BARCGB

☐ **Debit card** Visa/Maestro/Mastercard/Amex
Card number

Expiry date ☐☐ / ☐☐
month year
Security code ☐☐☐☐
three/four digit security number

Registered address of cardholder *(if different from above)*

Signed

Date

ECOSYSTEM **STRATEGY**

INTENSIVE ONE DAY TRAINING COURSE
22 NOVEMBER 2017, 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

UNIVERSITY OF CAMBRIDGE
Cambridge Service Alliance

IfM MANAGEMENT TECHNOLOGY POLICY

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

"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

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ifm-events@eng.cam.ac.uk

COURSE **INSTRUCTOR**

Dr Florian Urmetzer 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 inc)

Standard: £1,000.00 plus VAT (£1,200.00 inc)

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**

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**