# Collaborative Business Models for Innovation Workshop

5 – 9 April 2027
Cape Town (South Africa)



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## Why This Course

Innovation today rarely happens in isolation. As markets become more interconnected and technologies evolve faster, organizations are increasingly relying on partnerships, ecosystems, and open innovation models to stay competitive. Leaders who understand how to design and manage collaborative business models are better positioned to unlock new value, accelerate innovation, and build sustainable competitive advantage.

The **Collaborative Business Models & Ecosystem Innovation Excellence Program** is an intensive one-week workshop designed for business leaders, strategists, and innovation professionals. The program focuses on how to create, implement, and scale collaborative business models that leverage partnerships, shared capabilities, and ecosystem dynamics.

Through real-world examples, strategic frameworks, and hands-on design exercises, participants gain the skills needed to lead collaborative initiatives that deliver measurable impact.

## What You'll Learn and Practice

By the end of this program, participants will be able to:

- Understand the principles, benefits, and strategic value of collaborative business models
- Identify, assess, and engage the right partners for innovation and growth
- Design collaborative ecosystems with clear value propositions and governance structures
- Implement open and collaborative innovation processes effectively
- Manage, scale, and sustain collaborative ventures over time
- Measure and optimize the performance of partnerships and ecosystems
- Foster a culture of trust, openness, and shared value creation

## The Program Flow 1-Week Structure

### Day 1 - Foundations of Collaborative Business Models

- Introduction to collaborative business models and ecosystem thinking
- How collaboration drives innovation and competitiveness
- Case studies of successful collaborative ventures across industries
- Identifying collaboration opportunities within your organization
- Assessing organizational readiness for collaborative innovation



### Day 2 - Designing Collaborative Ecosystems

- Mapping potential partners, stakeholders, and ecosystem players
- Designing compelling value propositions for collaborative ventures
- Structuring win-win partnerships and shared incentives
- Governance models, decision rights, and accountability in ecosystems

### Day 3 - Implementing Collaborative Innovation Processes

- Designing and launching open innovation platforms and processes
- Managing intellectual property in collaborative environments
- Building trust, transparency, and knowledge-sharing mechanisms
- Leveraging digital tools and technologies to support collaboration

### Day 4 - Managing & Scaling Collaborative Ventures

- Defining metrics and KPIs for collaborative performance
- Scaling successful collaborative business models
- Managing risks, conflicts, and dependency in partnerships
- Adapting organizational structures, roles, and capabilities for collaboration

### Day 5 - Optimizing Collaborative Business Models

- Advanced techniques for value creation and value capture
- Integrating collaborative models with core business operations
- Continuous improvement and innovation within ecosystems
- Developing a practical roadmap for implementing collaborative business models

## Individual Impact

Participants will leave the program with:

- A clear understanding of how to lead collaborative innovation initiatives
- A customized collaborative business model blueprint for their organization
- Practical tools for partner identification and evaluation
- Greater confidence in managing complex partnerships and ecosystems
- Strategic insight into scaling and sustaining collaborative ventures

## Organizational Impact

Organizations will benefit through:



- Faster innovation through effective collaboration and partnerships
- Access to new capabilities, markets, and ideas
- Reduced innovation risk through shared investment and expertise
- Stronger ecosystem positioning and competitive advantage
- A culture that supports openness, trust, and co-creation

## Training Methodology

The program uses a highly interactive, strategy-driven learning approach, including:

- Global case studies and ecosystem examples
- Hands-on ecosystem mapping and business model design workshops
- Group discussions and peer learning
- Practical tools, templates, and collaboration frameworks
- Expert-led facilitation grounded in real innovation challenges

## Beyond the Course

After completing the program, participants will be ready to:

- Design and launch collaborative business models with confidence
- Build and manage high-performing innovation ecosystems
- Integrate open innovation into core business strategy
- Lead cultural change toward collaboration and co-creation

