

Collaborative Business Models for Innovation Workshop

Management & Leadership
Casablanca (Morocco)
06 - 10 Oct 2025

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Collaborative Business Models for Innovation Workshop

Ref: 321421_129579 **Date:** 06 - 10 Oct 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

Course Description

This intensive 5-day workshop equips business leaders with the knowledge and skills to design, implement, and manage collaborative business models that drive innovation and enhance competitiveness. Participants will explore cutting-edge strategies for creating sustainable partnerships, leveraging ecosystem dynamics, and fostering a culture of open innovation.

Learning Objectives

- Understand the principles and benefits of collaborative business models
- Develop strategies for identifying and engaging potential partners
- Learn to design and implement collaborative innovation processes
- Master techniques for managing and scaling collaborative ecosystems
- Acquire skills to measure and optimize the performance of collaborative ventures

Course Modules

Day 1: Foundations of Collaborative Business Models

- Introduction to collaborative business models and their impact on innovation
- Analyzing successful collaborative ventures across industries
- Identifying opportunities for collaboration in your business
- Assessing organizational readiness for collaborative innovation

Day 2: Designing Collaborative Ecosystems

- Mapping potential partners and stakeholders
- Developing value propositions for collaborative ventures
- Creating win-win partnership structures
- Designing governance models for collaborative ecosystems

Day 3: Implementing Collaborative Innovation Processes

- Establishing open innovation platforms and processes
- Managing intellectual property in collaborative environments
- Fostering a culture of trust and knowledge sharing
- Leveraging digital tools for collaborative innovation

Day 4: Managing and Scaling Collaborative Ventures

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- Developing metrics for measuring collaborative performance
- Strategies for scaling successful collaborative models
- Managing risks and conflicts in collaborative partnerships
- Adapting organizational structures to support collaboration

Day 5: Optimizing Collaborative Business Models

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

Practical Wins for Participants

- A customized collaborative business model blueprint for their organization
- A toolkit for identifying and evaluating potential collaborative partners
- Strategies for overcoming common challenges in implementing collaborative models
- An action plan for fostering a culture of open innovation within their organization

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