BLACKBIRD FOR TRAINING

Business Ecosystem Mapping

10 – 14 May 2027
Paris (France)



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Ref: 328855_230634 **Date:** 10 – 14 May 2027 **Location:** Paris (France) **Fees:** 5200 GBP

Why This Course

In the interconnected global economy, no organization operates in isolation. Success depends on understanding and leveraging the complex network of relationships, partners, competitors, regulators, and customers that form the business ecosystem. Business Ecosystem Mapping provides leaders and strategists with the tools to visualize, analyze, and influence the dynamic systems in which their organizations operate.

This program blends strategic analysis, systems thinking, and design methodologies to help participants map interdependencies, identify value flows, and uncover new opportunities for innovation and collaboration. It empowers professionals to move beyond linear business models and design ecosystems that enable agility, growth, and long-term competitiveness.

What You'll Learn and Practice

By joining this program, you will:

- Understand the concept and strategic value of business ecosystems.
- Learn how to identify key actors, stakeholders, and value flows within your ecosystem.
- Use systems thinking and mapping tools to visualize complex business environments.
- Analyze interdependencies, partnerships, and innovation opportunities.
- Design ecosystem strategies that foster collaboration and shared value creation.
- Apply mapping techniques to support strategic decision-making and transformation.

The Program Flow

Day 1: Understanding Business Ecosystems

- The evolution from linear value chains to dynamic ecosystems.
- Types of ecosystems: platform, industry, innovation, and stakeholder ecosystems.
- Key ecosystem components — actors, relationships, and value exchanges.
- Case study: ecosystem models of leading global enterprises.

Day 2: Mapping Ecosystem Actors and Relationships

- Identifying ecosystem stakeholders and their roles.
- Mapping influence, dependencies, and strategic connections.
- Tools for visualizing ecosystem relationships stakeholder maps, network diagrams.
- Workshop: building your organization's initial ecosystem map.



Day 3: Analyzing Value Flows and Interdependencies

- Understanding value creation and capture within ecosystems.
- Assessing collaboration, competition, and co-opetition dynamics.
- Using ecosystem analytics to identify leverage points and growth opportunities.
- Practical exercise: mapping and analyzing value exchanges across ecosystem partners.

Day 4: Designing and Shaping Ecosystem Strategies

- Developing ecosystem leadership and governance models.
- Aligning organizational strategy with ecosystem goals.
- Identifying partnership, innovation, and co-creation opportunities.
- Group project: designing a business ecosystem strategy for a real-world case.

Day 5: Future-Proofing and Scaling Ecosystems

- Building adaptability and resilience into ecosystem design.
- Managing digital platforms, data sharing, and trust within ecosystems.
- Measuring ecosystem health and performance indicators.
- Action workshop: developing a sustainable business ecosystem roadmap.

Individual Impact

- Gain systems-thinking capabilities to navigate complex business environments.
- Strengthen strategic analysis and visualization skills.
- Build confidence in identifying collaboration and innovation opportunities.
- Develop the ability to design and lead ecosystem strategies effectively.

Work Impact

- Enhance strategic foresight and market adaptability.
- Strengthen partnerships and alliances across industries and value chains.
- Identify new opportunities for value creation and business expansion.
- Build organizational resilience through ecosystem collaboration and design.

Training Methodology

This program integrates strategy, design thinking, and analytical modeling for practical and applied learning. Learning methods include:

- Interactive workshops and ecosystem mapping simulations.
- Case studies from global platforms and emerging business networks.
- Group projects for developing and presenting ecosystem strategies.
- Visualization exercises using real or simulated industry data.
- Toolkits and templates for post-course ecosystem analysis and planning.



Beyond the Course

Upon completion, participants will be equipped to map, analyze, and shape their business ecosystems strategically. They will leave ready to identify opportunities for collaboration, innovation, and growth — transforming their organizations into dynamic players within evolving global networks.

