

## **THEORY & PRACTICE of BUSINESS ECOSYSTEMS**

Today we have a socio-economic environment that's equivalent to the ground shifting beneath your feet, generating much uncertainty for organizations and individuals.

Every organization is an embedded member of an ecosystem. Therefore, to prosper in today's environment, all business leaders must consciously recognize that their organization belongs to an ecosystem, and work to understand and develop relationships among ecosystem members and with the wider social environment.

**The most effective strategy business leaders can implement to reduce the risk of instability is to establish ecosystem and organizational 'adaptivity'.**

The program of this half-day workshop offers the opportunity for study of two very powerful frameworks for ecosystem design and covers the following topics:

- Conceptualizations of business/service ecosystems;
- How to identify the member/actors that constitute an ecosystem;
- The relationships between systems, ecosystems, and the extended social field;
- Pros & Cons of IT platform technology to help manage complex ecosystems;
- How to develop adaptive relationships between ecosystem constituents.

Throughout the workshop, practical examples will be referenced. Participants will also have opportunity to discuss questions about '*similarities and differences between ecosystem design frameworks*', and '*what are the main challenges and opportunities of business/service ecosystem development*'?

Co-Presenters:

**Peter Aughton, Cadel Group CEO (headquarters in Melbourne, Australia).**

*Before joining The Cadel Group in January 2016, Peter was a director of an organizational and action research consulting firm called AMERIN established in 1993. Peter has worked with managers and employees from both the private and public sectors to design sustainable ecosystems and stand-alone organizations that significantly increase employee engagement, innovation and performance.*

**Chris Lawer, CEO of UMIO (offices in Oxford, UK and Cambridge, Massachusetts).**

*For 20 years, Chris has specialized in advancing early-stage innovation and value design, synthesizing deep problem analysis with strategic design thinking. Through their work in health ecosystems, Chris and the UMIO team have acquired specialism in therapeutic and disease areas such as diabetes, obesity, infection prevention and control, and the surgical ecosystem*

Peter will be joining us virtually for this workshop, and Chris will participate in-person.