

Co-Creating Your Company's Future With your customers, employees and stakeholders

Designed for:

- General managers with strategy and innovation responsibilities
- Senior marketing, sales, service and customer relationship managers
- Business development managers
- Business process owners
- Senior IT executives
- Senior HR managers
- Senior managers with R&D and product development responsibilities
- *To maximize*

Learning objectives

This program reveals new opportunities for companies who can embrace the age of the informed, networked, connected, empowered and participative customers and stakeholders, and engage them as active co-creators of mutual value.

You will learn how the four powers of co-creation will benefit your enterprise, its people — your own life:

- The power for customers, employees and other stakeholders to have new experiences of value
- The power for customers, employees and other stakeholders to lower risks and costs for themselves
- The power for managers to increase strategic capital and returns for the firm
- The power for managers to lower risks and costs for the firm

Through actual case studies of implementations in global companies, you will learn the tools to manage co-creation of value with your customers and stakeholders, and how to mobilize your organization around the power of creation.

You will discover your new role in the evolving co-creation reality of business and will return to work with a new mindset and practical tools to devise and implement new initiatives that will tap into new sources of value creation and profitable growth.

Visit: MichExecEd.com
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Unique Feature

Whether you are B2B or B2C, private or public sector, you will practice a practical “how to” approach to generate and implement ideas through the framework and tools of co-creation. Using your own organizational context, you will learn together with your peers and generate ideas specific to your organization. Through actual examples of business implementation, we will discuss how you can mobilize your organization around co-creation and morph existing processes to leverage the new ideas.

We will also discuss how you will have access to resources and support in following through with actual execution inside your organization *after* the program.

Program Focus

The Co-Creation Paradigm

- Explore how different types of organizations from around the world are discovering and igniting new growth opportunities through the co-creation movement

Co-Creation in Action

- Tools of co-creation
- The case of financial services

Putting Co-Creation to Work for You

- Co-creation workout
- Leverage the power of co-creative engagement interactions and experiences



Dialogue of Co-Creation Ideas and How to Make them Work for You

- Expand your thinking and practices of value creation
- Generate fresh, new ideas for growth in your business through co-creation

From Ideas to Execution: Next Steps for You and Your Organization

- Understand how to build the capabilities for co-creation

Planting the Seeds and Nurturing the Roots of Co-Creation

- Learn how to mobilize your organization and transform your business and management process through co-creation

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