Working with ecosystem partners to engage with customers

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ecosystem
a complex network or interconnected system
Starting point - vendors and customers
... moving towards ecosystem mapping...

**LEVEL 3**
PARTNERS / VENDORS
"LEARNING DEVELOPERS"

**LEVEL 2**
PARTNERS HELPING TO RENEW VALUE PROP.

**LEVEL 1**
ECOSYSTEM PLAYERS (DRIVERS)

EXITING PLAYERS

Vendor A
Vendor A
Vendor A

LEVEL 3

GOVERNMENT / EDUCATIONAL ADMIN / REGULATORY ECOSYSTEM

Pilot-customers
Cities etc.
Decision makers
Organizations related to learning...

LEVEL 2

Providing input for service development

LEVEL 1

Helping to create radical new business models, new positioning on the market etc.

OPERATIONAL

TACTICAL

STRATEGIC

EMERGING PLAYERS

Vendor A
Vendor A
Vendor A

Vendor A

Providing support & services.

Microsoft
Device & tech companies
Start-ups

ICT-companies

Microsoft
Understanding high level change drivers in the learning ecosystem
Finland and the ecosystem for learning...
Finnish market is changing and evolving

01 Digitalization of learning (21st century learning, Curriculum change 2016)

02 Sandbox effect (PISA, globalization of learning)

03 Public discussion (open content, Price discussion, relevance of publishers in developing education)
Content (as we know it) is not the primary driver for learning in 2020 - 2025.
Extra twist = political climate
Strategic shift during 2016-2017:
We need to be faster, smarter and aim to be thought leaders in learning...
How to engage with a learning ecosystem?

We need to be a relevant partner in a complex, interconnected system…
Ok, so how to engage with potential ecosystem players?
Word of caution!

Understand (mitigate) the consequences or outcomes when entering a new ecosystem!
To successfully navigate digital transformation and protect against digital disruption, all organizations need to develop three core capabilities (Professor Michael Wade):

1. Hyper-awareness
2. Informed decision-making
3. Fast execution
Master **both** sides of the ecosystem game

Why do we need to partner with other players?  
What is our role?  
We want to be thought leaders!

We master the learning process from A to Z!  
We can increase the usage% of existing tech investments!  
We love <3 Google, Microsoft, Onenote, Classroom...
Case

STEAM & MICROSOFT & CITY OF OULU
Step 1: Become a platform for change

1. Create an agenda based on the ecosystem partner needs.
2. STEAM = high on Microsoft agenda
3. Invite the right team
4. Take a role in leading the learning discussion
5. Be humble.
Focus on the student and teacher needs and pain points!

How to create value?
Co-create with actual end-users
Prototype with partner view-point in mind
Link school your business targets with the efficient use of partner learning tech!
Prototype as fast as possible!
DON’T reinvent the wheel!
Case

GOOGLE CLASSROOM
Use existing concepts to start the dialogue

- Joint creation with the client team
- Google / O365 compatible
- Video-based guidance
- Materials for teachers, students and assessment
Promote how it would benefit partner users...
How to create a sustainable ecosystem strategy?
4 Beginners - recipe for Success?

80%

Start the discussion on partner terms
• Understand their business model
• Understand key value points
• Know thy partner

BE FAST! Prototype & POC

Engage with real customers

20%

BUILD INTERNAL CAPABILITIES & MINDSET
Understand the internal capabilities needed

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<thead>
<tr>
<th>Facilitation skills</th>
<th>Business manager</th>
<th>Publishing Manager</th>
<th>Publishing editor</th>
<th>Role X</th>
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1. *Round of weighting* for competency categories will be done with the following values for each role:
   - 0.2
   - 0.4
   - 0.6
   - 0.8
   - 1

2. *Round weighting* for each individual competency dimension will be done with the following values:
   - 1 = Supporting competency
   - 2 = Core competency
   - Supporting competency empty = no importance

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<th>Business Planning</th>
<th>Sales Management</th>
<th>Customer Offer Planning</th>
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<th>Instructional design</th>
<th>Assessment &amp; student excellence</th>
<th>Competency X</th>
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Questions?
Thank you!