

Ecosystem Coaching and Shadowing

Sometimes a particularly complex project or ecosystem requires additional assistance. Partnering Resources offers coaching and shadowing services to those who want to have someone “at their back” as they facilitate their ecosystem mapping and analysis project. Coaching services provide as needed, one-on-one phone coaching (a minimum of three sessions is required). Shadowing provides support throughout an entire mapping and analysis cycle.

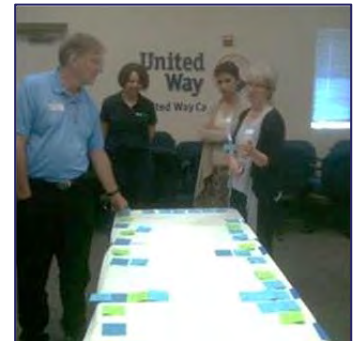
Results: Increased confidence in ecosystem mapping and analysis capabilities; decreased likelihood of errors during a mapping process; and support for tricky ecosystem issues.

CONSULTING SERVICES

Consulting services are designed to help organizations quickly gain the insight and information they need to improve their productivity within complex business ecosystems. Services include facilitated ecosystem mapping, ecosystem analysis and optimization, and ecosystem vulnerability assessments.

Ecosystem Mapping

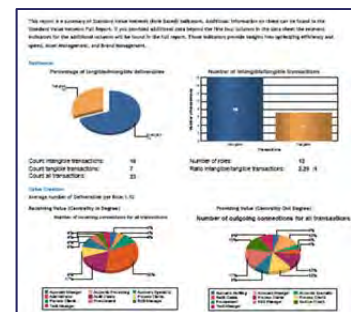
Our ecosystem mapping methodology generates visual maps of complex ecosystems. Through a four-hour participatory process, a small group of six to ten stakeholders creates an ecosystem map. Together, we conduct an initial analysis, examining qualities such as purpose, balance, critical roles, reciprocity, disconnects, gaps, and opportunities. After the session, Partnering Resources transfers the map into Visio and delivers a summary report with the map and initial analysis. This is the first, and primary, service we offer since all other services require a basic understanding of the ecosystem.



Results: Deeper knowledge about how the ecosystem operates, more nuanced awareness of the company's position within it, and indicators of ways to increase influence.

Ecosystem Analysis & Optimization

Our Ecosystem Analysis and Optimization service provides analytical tools and metrics that measure the ecosystem and specific organizations within it. After Ecosystem Mapping, we test the ecosystem for resilience, risk, stability, and reciprocity. We gauge ecosystem productivity against measures chosen by the client, such as perceived value, value creation, social value, and value conversation. We bring this initial analysis to a four-hour session in which we discuss the data, map the desired future, identify red flags and issues requiring immediate attention, set tracking measures, and identify actions to improve position within the ecosystem.



Results: Increased understanding of the health and productivity of a specific ecosystem and a target organization within it; identification of red flags and issues requiring immediate attention; and ability to set goals and track progress over time.

Ecosystem Vulnerability Assessment

The Ecosystem Vulnerability Assessment is a modified risk assessment tool tailored to ecosystems. Its purpose is to identify the companies, industries, organizations and issues upon which organizations depend in order to be successful. The tool walks participants through identifying events that could disrupt the organization's operations, impede its ability to deliver, or undermine its profitability; assessing the organization's vulnerability; and planning actions to mitigate negative consequences. For more information, see [Planning Your Business Strategy in the Corporate Ecosystem](#) (Townsend, 2007).

Results: Increased understanding of risks within the ecosystem, the organization's risk response capabilities, and risk mitigation strategies.

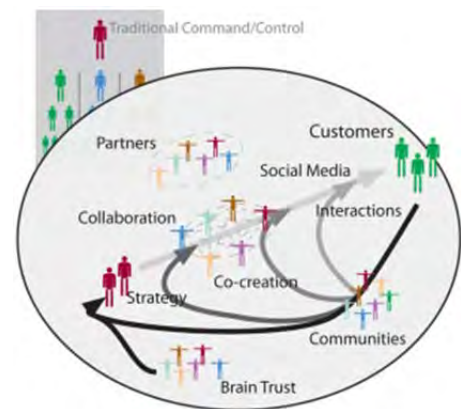
OUR PRACTICE

Partnering Resources is a management consultancy that specializes in helping individuals, teams, and organizations thrive in our networked world.

Our practice is grounded in knowledge of [organizational networks](#): the complex, interrelated, and often messy webs of relationships that drive all organizational activity. By tapping into networks, we accelerate change initiatives, find hidden high potentials, and increase collaboration. We help organizations use [networks to improve performance](#) and change more effectively.

Partnering Resources' ecosystem practice is based on our own research and consulting practice as well as the ideas and techniques developed by [James F. Moore](#), the originator of the business ecosystem concept; [Marco lansiti & Roy Levien](#), who identified important roles within the ecosystem; [Verna Allee](#), who developed methods for mapping complex ecosystems; W. Chan Kim and Renee Mauborgne, the thinkers behind [Blue Ocean Strategy](#); and others. We constantly scan emerging knowledge and tools to bring the latest, most helpful resources to our clients.

Our ecosystem clients include:



Adaptive Business Ecosystems.
Image from the Alliance for Business Innovation.