

Market Shaping Tool

METHOD DESCRIPTION

The purpose of the tool

- To create a common understanding of the barriers to market for the ecosystem
- To produce a common roadmap and an implementation plan for Market Shaping activities



Workshop duration:
3 hours



Who should be involved?
Ecosystem actors



Participants:
~10 / ecosystem theme

Preceding work:
Organise a Purpose Creation Workshop as well as a RDI Roadmap Workshop before using this tool



Suggestions for preparatory assignments

Pre-work: Think about what types of barriers to market exist on the way to the ecosystem goals



Recommended workshop setup

Face-to-face workshop recommended; online workshop possible. Parallel working groups needed; one group per ecosystem theme



Assets needed

Printed canvases for a face-to-face workshop (size A1 or A0 on the wall; one set of canvases per ecosystem theme) OR online canvases (e.g. Miro or Padlet)



Other hints and tips

This tool can be used in different phases of the ecosystem lifecycle to follow the progress of the development

Instructions

How to prepare for the exercise



Send a calendar invitation to a 3-hour workshop



Send an e-mail to all workshop participants one week before the scheduled event and ask them to think about, as a pre-assignment, what types of barriers to market they see on the way to the ecosystem goals. Attach the outcome documentation from the earlier Purpose Creation Workshop to this email.



Ask all participants to present their pre-work outcomes at the workshop



Print-out or prepare online canvases for the workshop

How to run the workshop



Start working in one big group and then break into smaller working groups of maximum 10-15 persons. Arrange one working group per ecosystem theme. Come together again as the large group in the end.



Produce thematic Market Shaping plans in parallel groups - in each group: Ask each participant to write down their pre-defined barriers to market on post-it notes. Read through the notes. Ask the participants to vote those barriers that they consider most important. Engage the group into a discussion to develop a plan of Market Shaping activities for each selected barrier; act as a secretary in this phase.



Create joint understanding of hostile systems and their management - in each group:

Ask each participant to write down their suggestions/ideas for hostile systems on post-it notes. Let the participants tell the others what they have considered as hostile powers and why. Ask the participants to vote those hostile systems that they consider most relevant. Engage the group into a discussion to develop a plan for Hostile System Management activities; act as a secretary in this phase.



Summarize the outcomes in a joint session in the end and inform the participants about the next steps.