

TNE reference card⁽¹⁾

THE NETWORKED ENTERPRISE

TNE Stage >>

Selection

Identifying viable sectors, companies & individuals

Incubation

Critical Mass of companies on board working to real VEN plan

Key Priorities

Select Area
Identify Companies
Educate in the VEN concept
Establish Viability
Commit key players to Incubation Phase
Engage Leader and Coach
Plan Incubation

Establish VEN Strategy via comp. synergies
Identify and engage all key stakeholders & missing companies
Commit critical mass of comps. to Mobilisation Phase
Put interim leadership team in place
Continue VEN Education
Plan Mobilisation

Key Resources

F- VEN Quickstart Guide
C1 - VEN Communities & Projects
T1 - VEN Scoping & Configuration

B1 - Top Ten Foundations
C4 - VEN Social Dimensions
T2 - VEN Synergy Discovery
T3 - VEN Stakeholder Engagement

The Networked Enterprise: Competing for the Future Through Virtual Enterprise Networks

by Ken Thompson

Published by Meghan-Kiffer Press (Jan 2008)

Mobilisation

Organising itself & establishing its identity

Mkt Testing

Looking for 1st collaborative business success

Key Priorities

Develop the basic VE Governance model
Ensure brokerage in place
Get all VEN meetings including up and running
Address Legal Issues
Continue VEN Education
Implement & Train initial Collaboration Platform
Plan Market Testing

Develop VEN Brochure, Branding & Website
Review VEN Strategy
Develop Generic VEN Sales Presentation
Plan and execute VEN "Market Listening" / Sales campaign
Make 3 formal presentations/bids
Plan Viability Phase

Key Resources

I - VEN Technical Architectures
B2 - VEN Roadmap
C2 - VEN Governance Model
C3 - VEN Legal Frameworks
T4 - VEN Ground Rules
T5 - VEN Karma

B2 - VEN Measurement Model
B5 - VEN Process Architecture
T6 - Developing New Team Member Behaviors
T7 - VEN Capability Heatmaps
T8 - Opportunity-Led VEN Development

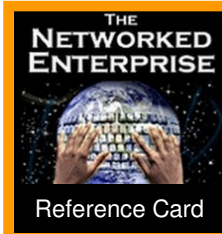
Key TNE Links

Bioteams Blog:

<http://www.bioteams.com/>

TNE Book:

<http://tinyurl.com/y9g764q>



Viability

Successfully Selling & Delivering collaboratively

Differentiation

Differentiated with branded prods/servs & innovation plan

Commerciality

Enough income to cover own operations & costs

Key Priorities

Establish opportunity review process
Establish formal brokerage
Complete first successful virtual delivery and CRM of
Enhance VEN Technical Infrastructure
Develop future contracts blueprint
Develop a healthy sales pipeline

Create New Product Development Infrastructure
Develop product/service strategy/branding
Create VEN market identify in innovation & IP
Look for product reseller opportunities
Establish links into local R&D Innovation Schemes

Develop Business Model & 5-year Business Plan showing revenue, costs, profitability, finance, capital and management as
Define options on commerciality and ownership which address needs of all key network stakeholders

Key Resources

C. VENS are a major global trend
D. VEN Case Studies

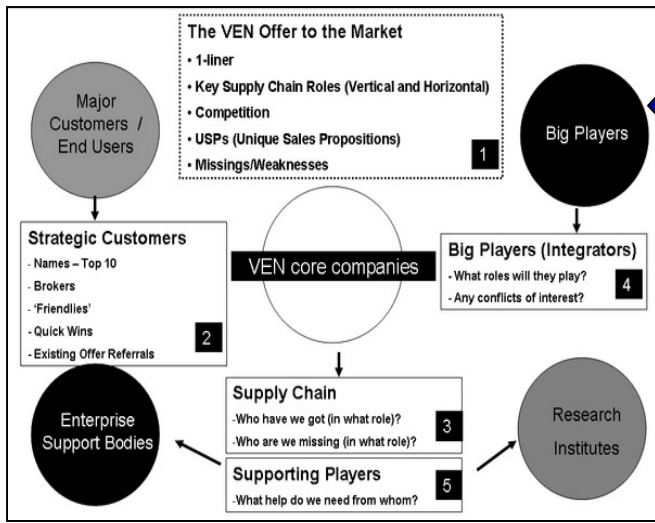
B. A Generic Quantitative Business Model for VENS

F- VEN Quickstart Guide
C1 - VEN Communities & Projects
T1 - VEN Scoping & Configuration

TNE reference card ⁽²⁾

THE NETWORKED ENTERPRISE

Technique	Objective
T1 – TNE Scoping and Configuration	Correctly configure TNE with the best chance of success.
T2 – TNE Synergy Discovery	Discover TNE critical synergies at the start of a collaboration more effectively than “creeping death”
T3 – TNE Stakeholder Engagement	Identify the required TNE stakeholders and actions needed to be taken to engage them.
T4 – TNE Ground Rules	Develop effective TNE <i>Ground Rules</i> , to guard against freeloaders & “bad apples”
T5 - TNE Karma	Determine TNE Karma, what members want and what they will contribute to get it.
T6 – TNE Behaviors	Expose critical behavior dilemmas in TNE, which if not discovered, would threaten its success.
T7 – TNE Capability Heatmap	Establishing TNE collective capabilities for business development, new member and partner development.
T8 - Opportunity-Led TNE Development	Identify right strategic customers for TNE.



TNE Ground Rules Checklist (T4)

- Trust Damagers:** What will damage trust?
- Trust Destroyers:** What will destroy trust?
- Conflicts of Interest:** The most likely scenarios to arise and to how handle?
- Team Boundaries/Member Types:** What are the boundaries of the team and types of member participation (e.g., Core, Reviewer, Expert..)?
- Information Sharing:** Where to be transparent and where to be private?
- Issue/Conflict Resolution:** How will we resolve issues/conflicts, and what will be the main stages?
- Decision-Making Practices:** How will we make decisions in the main categories: Strategic: Wide Operational (affects most project members), Narrow: Operational?
- Meetings:** What will be the team meetings? Purpose, frequency, attendees and channels (face to face, phone, online)?
- Induction/Mentoring/Buddying:** How will we handle new team members joining?
- Communications Tools:** Which tools will we use for which type of communications (urgent, important), and “Reply by” Times?
- Sanctions:** What sanctions will we employ and how will we agree on them? Red Card/Yellow Card or Penalty Points?

TNE Stakeholder Engagement (T3)

- Define TNE Offer to the Market:**
1-liner elevator pitch
Key Supply Chain Roles
Competition
Unique Sales Propositions
Weaknesses
- Identify the Strategic Customers:**
Names of the Top 10
Brokers
“Friendlies” and Quick Wins
- Identify the Big Players:**
What roles will they play?
Identify/manage potential conflicts of interest?
- Assess TNE Supply Chain:**
Who have we got (in what role)?
Who are we missing (in what role)?
- Identify other Key Supporting Players**
What help do we need from whom?

TNE Capability Heatmap (T7)

