

# TNE reference card<sup>(1)</sup>

## 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 1<sup>st</sup> 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

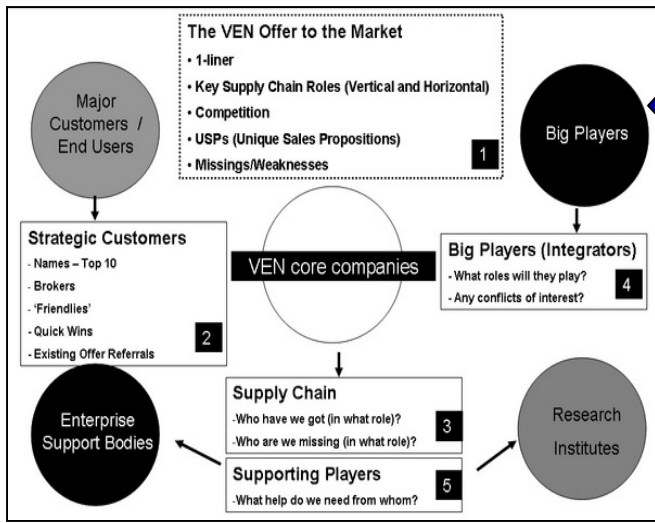
B. A Generic Quantitative Business Model for VENS

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

# TNE reference card <sup>(2)</sup>

## THE NETWORKED ENTERPRISE

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

