



# CO-CREATOR.SPACE ACADEMY: PROGRAM INTRODUCTION



#ADAPTANDTHRIVE



# Captain's Log

- Backstory
- The Why behind Co-creation - did you know?
- Co-Creator guiding principles
- Why does Co-Creation make sense?
- Value proposition
- Who is a co-creator?
- Our approach
- Co-Creator Captains
- Co-creator 6 Station Journey
- Passenger Reviews
- Flight Plan Options

# Back story



"AS ORGANIZATIONAL DEVELOPERS WE KNOW THE SOCIAL RESEARCH -  
HOW CAN WE BRING IT TO LIFE?"



2018 Elizabeth Lembke and Anne-Cécile Graber, two people-passionate femmes, discussed the need for proactive mindset change in organizations. Not to simply accept the *status quo* but rather to tap into the expertise of employees at all levels and realize the potentials in the new world of work.

These thoughts led to the **co-creator model** for organizational design and culture build - with a practical corresponding facilitator certification.

The launch instructions are in your hand now.



”  
Co-creation is a  
prerequisite for innovation.  
It is based on a common WHY.

It welcomes  
plurality of expertise, perspective,  
and insight  
to build adaptive solutions.  
The ownership is shared.

“

# Did you know?

That the Top 3 Uniquely Human characteristics on a company's nimbleness and financial performance are...

Story telling  
Collaborating  
Envisioning a different future\*

That engagement surveys are a false proxy for the health of an organizational culture

That a High Performance Culture is 1.5x - 3.5 x more innovative, collaborative & brings out best in employees\*\*

That fulfilled employees thrive via impact, growth and relationships *and* that a fulfilled employee brings means:

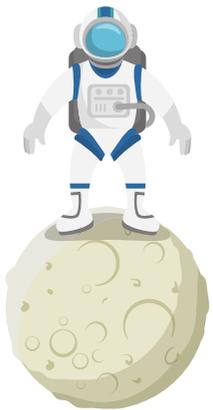
= higher performance x longer tenure x net promoter\*\*\*

# Co-Creator guiding principles

Everything must start with *Desire*.  
The necessary knowledge and skills follow.

Value-Creation in a volatile world: the User's User  
Why would they be thankful and need what you are offering?

The future of work is social, adaptive and personal.  
Soft is the new hard. Uncertainty is the new black.



Not everything must be an innovation.  
Yet everything is subject to evolution.

People working together with technology.  
Technology working for people.

# Counterindication Warning...

The business world is in pain... symptoms you may be experiencing are

- 🔥 Product and customer needs are not aligned
- 🔥 Digital transformation confusion
- 🔥 Vision and values on posters do not match behaviors
- 🔥 Focus on efficiency has come with a hefty price-tag
- 🔥 Fear of risk-taking and censure
- 🔥 Rewards for "inside the box" thinking
- 🔥 Decisions are made far away from the actual problems
- 🔥 The skills you want are not on the market -  
but also not in your workforce
- 🔥 Fear and Loathing of AI: what is my future in work?
- 🔥 Fill in the blank: \_\_\_\_\_



# Our Approach

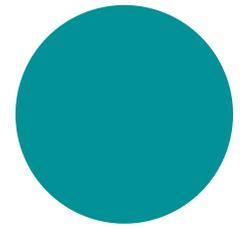
We offer a program for organizations and individuals who want to:

- foster co-creation by removing barriers,
- tap into expertise, and
- foster proactive mindsets

to develop adaptive solutions and to foster the spirit of co-creation within an organization's culture.



# Co-creator.space Captains



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Chief Talent Navigator at *Transforming Talent* (HR consulting)

Publisher *Transforming Talent Insights* Newsletter

(Dipl. Psych.) B.S. & M.S. in Work, Cultural and Pedagogical psychology

Bachelors in Anthropology, Archaeology and German

15+ years of HR experience

Multiple Innovation Awards

FranklinCovey Benchmark

Co-Founder HRImprov

Conference Chair for Talent, Culture and Learning Futures topics

Certified systemic coach (DVBC)

Proud Oregonian and honorary Swabian (aka German)



Anne-Cécile Graber

[acgrabere@co-creator.space](mailto:acgrabere@co-creator.space)

International Organizational Development Consultant

Publisher of the *Human Centered Management* Podcast

M.A in organizational sciences, Bachelors in International

Business Administration and Information Systems

5+ years of OD experience

Professional Scrum Master

TEDx Talk Speaker

Specialties include systemic moderation, systemic coaching, and

Design Thinking

Originally from Paris, also consults in German, English and

Spanish



# 6 Station: Co-Creator Journey

Based in systemic and design-thinking and in the spirit of open innovation, we offer workshops and facilitator training for internal co-creators via six stations, which highlight the key phases and experiences necessary to foster a culture of co-creation.

**Station 1:**  
**Enamouring  
User's Users**

**Station 2:**  
**Co-Creation  
Centering  
"Why"**

**Station 3:**  
**Beliefs,  
Principles  
and Culture**

**Station 4:**  
**Talent  
Evolution,  
Growth and  
Leadership**

**Station 6:**  
**Adapting  
and  
Moving  
Forward**

**Station 5:**  
**Beyond  
Teaming**

Designed for:

- Small-to mid-sized organizations
- Transformation-ready large organizations
- Private-equity purchased companies
- Start-ups (scaling)
- People and culture roles (HR)
- Communities-of-Practice



# Flight Plan Co-Creator.space

**#Co-Creator Challenge:** get your feet wet in Co-creation in a 12 station challenge via the Co-Creator Online Academy

**Co-Creator Test Flight:** interactive test flight workshop to experience solution finding ala "what would you google, to challenge the *status quo*"? Bookable as an event for teams, organizations, companies, innovation design labs



**Space Crew:** systematic team intervention and workshop to develop adaptive solutions that address the core needs of the enduser

**Co-Creator Academy:** Co-Creator.Space moderation and facilitator training for internal Co- Creators

## Station 1: Enamouring User's User

- What do they really need you for?
- Be the future beyond product or service: continual innovation in a disrupted world
- Abundance vs. scarcity in decision making and risk-taking

Clear understanding of your niche, the real needs behind client's expectations

## Station 2: Co-creation Centering *Why*

- Social trends in future of work
- About Purpose: impact, growth, relationships
- Accountability to self and to broader impact of endeavours

Galvanize around a common-Why and What does good look

## Station 3: Beliefs, Principles & Culture

- Mindset before skillset
- Power of mental models & culture in organizations
- Align measures to reward behavior that supports principles

Identify core beliefs and principles that foster a strong culture of co-creation.

## Station 4: Talent Evolution & Growth: Leadership

- 21st Century Competence
- Flex as learner, teacher and ingénue.
- Co-creator leadership
- Role *not* job definition: autonomy with responsibility
- Tapping resources beyond the obvious

Enabling talent growth and leadership:  
now and in the future



## Station 5: Beyond Teaming

- Fantasy football business model
- co-constructive discourse
- Nimbleness, financial performance focus, enabled via collaborative technology

Guiding principles and activities to enable extreme teaming

## Station 6: Adapting and Moving Forward

- Slow down to speed up
- Change Capability building
- Speed, connectivity and integration of learning for your organization
- Fostering a thriving community of practice

Being comfortable in the magical learning zone of change and growth

# Passenger Reviews



"Moving from team to network"

"Diversity is great - Amazing how fast open people can connect"

"Best A-Ha: The interconnections between the Stations"

"Great fun and lots of aha moments at co-creation meet-up session...Want to build great teams and #innovation culture? ... #womenleaders"

"Co-Creation is a development path that can be different for each individual. Be brave"

"I loved it! Such a great experience with so much fun and wisdom delivered in just a few hours..."

"Co-Creation is a lot of fun!! It shows how important culture is"

"Thanks for your energy and competence..."



# Ready for Lift-Off?

#CO-CREATOR CHALLENGE

CO-CREATOR TEST FLIGHT

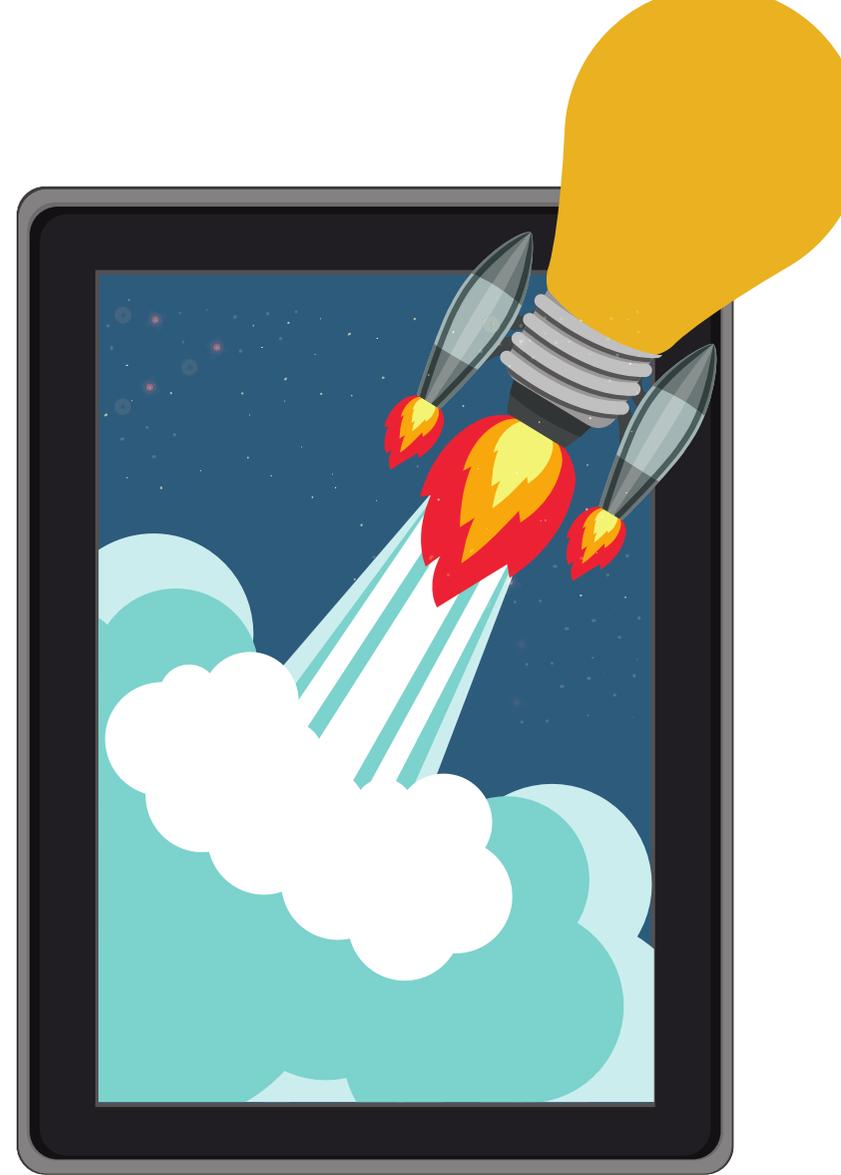
SPACE CREW

CO-CREATOR ACADEMY

## Mission Control

Insta us @ cocreator.space

YouTube us @ Co-Creator Space





[www.co-creator.space](http://www.co-creator.space)



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