

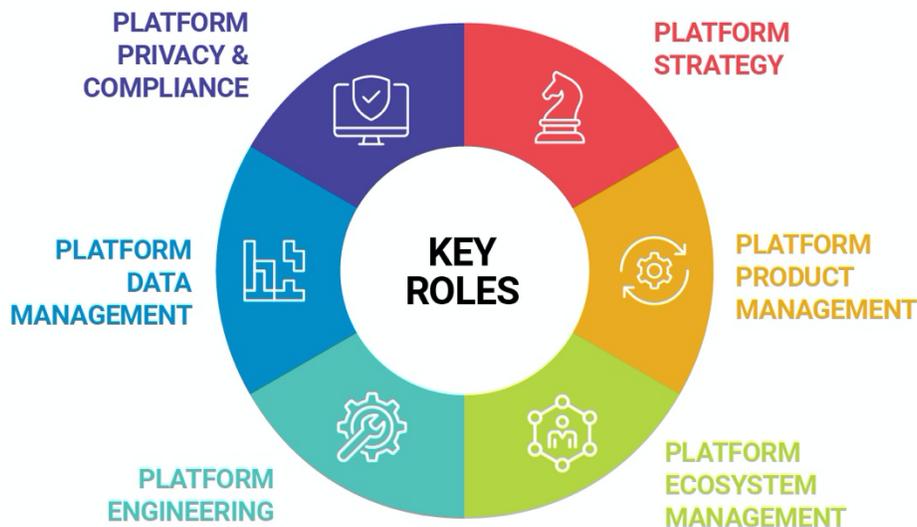
Platform Professional Success Plan

Leverage ADAPT Digital Lab and the Platform Strategy Institute

Platform business models have emerged as powerful drivers of growth and innovation. We now find platforms not only in the top ranks of companies globally by market capitalization, but also across a growing number of industries that include media, travel, transportation, finance, manufacturing, healthcare and more. Platform approaches are also causing enterprises to rethink how they staff their ranks and overcome a shortage of leadership talent.

Many organizations are now looking to grow or acquire specialized talent who can take on the complexities of running platform companies or platform product lines within larger companies.¹ Some of the most sought-after roles include platform strategy, platform product management, platform ecosystem management, platform engineering, platform data management, and platform trust and compliance.

STRATEGIC PLATFORM ROLES



When you do find a new leader, there is still substantial risk, especially in the first six months. This is a period when a new leader must integrate into a new organization and also frame actionable plans, build, or adjust teams and score some early wins. The transition should not only focus on avoiding derailment, but to put in place a clear plan that ensures the leader’s contribution to optimizing strategic achievement.

¹ Evans, P, Parker, G, Van Alstyne, M and Finkhousen, D, *Preparing the Next Generation of Platform Leaders*, Platform Strategy Institute. 2021.

What We Offer

We hit the ground running by providing you with our proven approach to establishing a 180-day platform professional action plan (or whatever time frame you need) to support you and your organization’s need for new hires that perform at the top of their ability. The plan builds alignment on your priorities and develops a complete plan of action with a detailed calendar. Our virtual engagements draw on the ADAPT Digital Lab methodology and help our clients visualize and capture every phase in real time. It brings tremendous value in:

- **Confirming strategic priorities** to lead to your vision of success
- Addressing any **concerns regarding roadblocks or clutter** that threaten your strategy’s advancement
- **Evaluating your resources** to ensure they are well-matched to the work requirements
- **Building or enhancing your communications plan** to align with your strategy and operational plan

The Adapt Digital Lab culminates in a visual, shareable plan complete with roles, responsibilities, and a detail 180-day action plan (or whatever time frame you need). These plans of action have been used by leaders to secure budget approvals, define, and communicate an effective reorganization process and launch a new product.

Action Plan

Return to Work Priorities	Desired Outcome	January	February	March	April	May	June	July
Action 1: Communications	Execute		Completed Comms Plan	Evaluated and Update Comms Plan (review metrics)	Training around comms if needed	Cascading of comms Update comms plan for testing strategy	Re-evaluate comms plan effectiveness	Update comms plan
Action 2: Workplace	Have a Plan		Assess current place challenges around social distancing aligned with updated guidelines	Evaluate additional costs associated with workplace redesign, etc.	Assess training and comms needs			
Action 3: Public Policy	Evaluate	Update local, state and federal guidelines		Assess Gaps in understanding		Assess ongoing needs for current understanding		
Action 4: Employees	Execute	FYxx Program Plan Discussions Fill Open XX Position		Team retreat communicate Leadership Team Plan	Comms training		•Re-evaluate Core Team •Revisit XX Roles	
Action 5: Testing strategy	Have a Plan Begin Execution	Create task force	Preliminary recommendations	Partner with health care provider determined	Assess costs	Create plan with related comms		
Action 6: Finance	Evaluate	FY Budget Plan		Update Budget for workplace actions	Update budget for testing strategy	Update budget for technology enhancements		
Action 7: Technology	Have a Plan		Assess current tech	Evaluate gaps	Assess what new tech, partnerships, etc needed to fill gaps	Evaluate costs		Create plan to Execute

Adapt Labs can be:

An individual engagement structured around the specific needs and success of a single executive.

A team engagement structured around the participation of up to 8 team members collectively contributing to strategic priorities and developing an action plan
Once the plan of action is complete, we will remain engaged as needed to support a successful implementation. Additionally, our library of communications resources can be easily customized and deployed.

Our Team



Shaun Budnik

Shaun is a CPA and retired partner of Deloitte LLP on assignment to DTTL, Deloitte's Global Firm. Prior to her global leadership role, she was president of the U.S. Deloitte Foundation, a nonprofit organization that supports educational programming that is shaping the talent of the future, and a retired partner and KPMG Audit Innovation Leader. Additionally, Shaun served on the judging panel of the firm's first ever Audit Innovation Challenge and was instrumental in making this "Shark Tank" type challenge a reality at KPMG. She served on KPMG's Women's Advisory Board, dedicated to creating a compelling work environment and enhancing career opportunities for women.



Peter C. Evans, PhD

Peter is a globally recognized platform commentator and expert. He is the Managing Partner of the Platform Strategy Institute, an advisory firm serving clients adopting and optimizing their platform strategies. He has over 20 years of experience leading teams in identifying, framing, assessing and communicating high-priority marketplace trends and disruptions that support business planning and investment prioritization. He has held senior strategy, innovation and market intelligence roles at large global enterprises including General Electric, KPMG and IHS/CERA. He has written extensively on platforms including, most recently, the report *Preparing the Next Generation of Platform Leaders*. Dr. Evans received his BA from Hampshire College and his master's degree and PhD degree from MIT.

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