# Chapter A: Self-organisation

1. **Turn employees into entrepreneurs**
   
   1.1. decentralise the organisation and implement a strategy of zero distance to users
   
   1.2. create Microenterprises (MEs) and empower them to take their own decisions
   
   1.3. unleash entrepreneurial energy by fairly sharing the added value within the ecosystem and with employees

2. **Enable collaboration between autonomous ecosystem partners**
   
   2.1. invite MEs and external partners to bid for work to realise a leading goal
   
   2.2. eliminate middle management and instead coordinate and align work within an ecosystem through smart contracts such as the EMC contract
   
   2.3. foster trust and collaboration among ecosystem partners

3. **Drive a performance culture and continuous optimisation**
   
   3.1. create full transparency on performance against leading goals
   
   3.2. identify performance gaps and focus on how to close them
   
   3.3. hold everyone accountable for delivering on commitments

4. **Instill a growth mindset**
   
   4.1 motivate individuals to realise their full potential
   
   4.2. set and achieve ambitious stretch goals for higher value creation
   
   4.3 enable the ecosystem to organically evolve and new EMCs to emerge
Chapter B: Value expansion

5  Anticipate evolving user needs

5.1. understand the evolution of markets, industries, and platforms and how to compete on user value

5.2. identify potential new use cases and respond quickly to new business opportunities

5.3. develop critical capabilities for innovation and execution

6  Continuously improve the user experience

6.1. understand and eliminate user pain points to improve the user experience

6.2. facilitate experimentation and fast learning from what works and what does not

6.3. leverage technology, creativity, and co-creation for ecosystem innovation

7  Generate ecosystem revenue

7.1. enhance single user interactions and life-long user relationships

7.2. maximise user touchpoints and the interactive user community

7.3. increase the share of recurring revenues

8  Build an ecosystem brand

8.1. shape a differentiated and sustainable ecosystem brand identity

8.2. enrich the user experience with brand experience across the entire ecosystem

8.3. attract new partners to the ecosystem through its strong brand appeal and its sharing added value mechanism
EFMD Global
88 Rue Gachard box 3
1050 Brussels, BELGIUM
P +32 2 629 08 10
F +32 2 629 08 11
VAT BE 411 610 491

efmdglobal.org
corporate@efmdglobal.org

EFMD is an international not-for-profit association (aisbl)