



09 Platform Leverage

“The way to get started is to quit talking and start doing.”

Walt Disney, creator of Disneyland.

Experts



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Challenge Background

The platform sustainability drives effective “Collective Intelligence” and design thinking method to inspire, categorize, and structure all requirements, processes, and stakeholders' roles that need to be placed in order to develop the Global talent platform and capabilities that best fit requirements – Blended together with Idea management platform and Talent Accelerator Platform where all the stakeholders find it useful attractive updated and source of the top human capital talents and various fields that make the system sustainable.

How can the GTP manage sustainable competitive advantages and compete with other smiler platforms? Sustainable competitive advantages are a set of assets, characteristics, or capabilities that allow an organization to meet its customer needs better than its competition can. Sustainable competitive advantages are difficult to duplicate or replicate.

[Read more](#)



Challenge Background

Sustainable competitive advantages answer the question, “What are we best at in our market?” The answer creates a set of 2-3 long-term, unique strengths that a customer values.

Your competitive advantage is what you, your company, or your department does better than anyone else. The sustainable part refers to your ability to continue doing those things long-term. And yes, you can have more than one advantage, and you can also develop advantages. However, you don’t have to possess them all now.

How can GTP provide a sustainable competitive advantage?

Relation To Goal

As one of the main objectives of the GTP is to inspire and empower gifted and talented youth from all over the world to lead innovation with contemporary knowledge, skills, values and resources to leverage their positive impact on new future. However, this objective could not be achieved if GTP was not sustainable enough to reach that goal.

Problem Statement

Based on the information you have gathered in this journey and keeping in mind the design principles of the Global Talent Platform, in your group, work collectively, shed light on your past positive and negative experiences in your previous educational endeavors to pave the way for the GTP design team to consider them.

Further, propose initiatives, settings, and other opportunities, to engage problem-solving teams to innovate solutions, and opportunities, and create settings to develop a sustainable GTP provided with all technological, operational, and manageable such platform.

Solutions Recruitment:

Envision as a group how GTP to maximize the benefits of this platform in an external environment. Recall the team's experience to make it a sustainable solution. GTP is a place for the initiative to provide a journey of opportunities to empower young minds to be future leaders within various educational and industrial settings.

- How to maximize the benefits with an external environment?
- How to make this platform sustainable for a long time, many usages, and with minimum resources?

Tools

- Background links
- Resource links
- User defined journey
- Convergent and divergent brainstorming

Communication Tips

- Use the challenge pathway
- Use the analytical tool to understand the phenomena and bring new perspectives to your solution
- Ask the *subject matter experts* to get insights
- Create stick notes, drawings and data/graphs, if necessary
- Clearly state the problem, the solution and the potential impact
- Upload your solution to the platform

Ready, Set, GO!

- Leader of the group discusses the strategy, defines roles, and motivates the team, and formulate the solution collectively.
- As a group, discuss the background and review any relevant links and literature
- Assign group tasks for the allotted time
- Go through the brainstorming process
- Reconvene the team approximately 20 minutes prior to session end
- Communicate your solution in a clear and interesting format

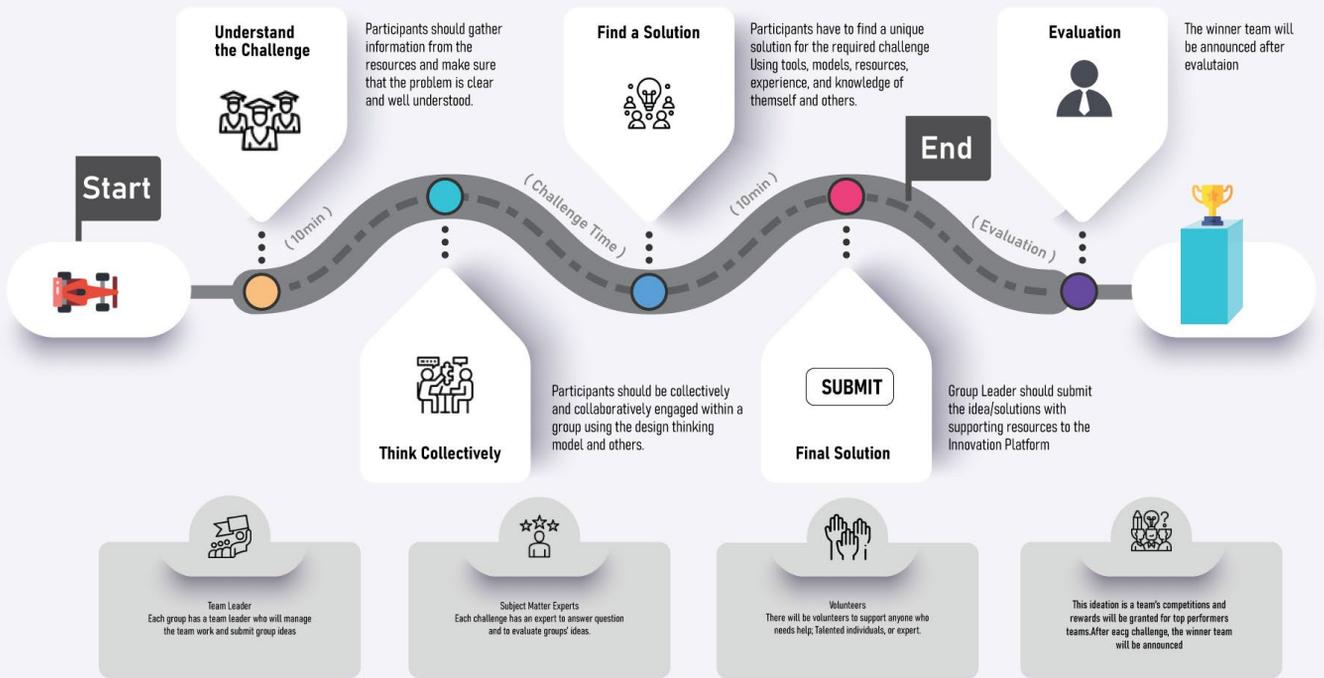
Specific Result

- How to maximize the benefits with external environment
- How to let this platform sustainable for a long time, many usages, and with minimum resources?

Resources

1. [What is Sustainability - YouTube](#)

How Ideathon Will Happen? For each challenge



Challenge pathway (120m)

1

Understand the problem

Take few minutes to know the understand the real problem and the expected result.

According to the information you gathered through the Challenges, illustrate what resources are needed to develop this platform.

2

Sustain it

- Using the post up principle to gather ideas regarding to:
- How can the platform be a place for mega projects and partners?
- How to let others use this platform?
- How to let this platform sustainable for a long time and many usage?
- Why you believe your proposed platform is going to win

Post up

3

Submit your ideas!

Condition "Design Principles"

Platform thinking variables to be consider for designing a successful platform

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SMART



Platform Objective

Digital Platform is required to design with future talent business needs and priorities, complexity, and technical maturity. We Mawhiba then merge with our patterns, practices, and principles of enterprise platform towards the existence of a Global talent platform – one of its kind at a global scale whose objective is to "Inspire and empower" talent that can create a positive impact on humanity

STEM
Only it serve to talent domain of Science Technology, Engineering and Math.

MODULAR
Module design with micro-services to be integrated with other Sponsor platform

AGE
The Platform will be for the age group above 19+ to early 30s.

REVENUE
The platform to sustainable with business model characteristics in terms revenue generation.

TECHNOLOGY Platform Virtual
The Platform to be virtual space allows diverse stakeholders to benefit or contribute towards its value.



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Design Principle Cheat List

What is Platform Thinking

- It is Software Based open environment with open infrastructures,
 - It is orchestrator for connecting diverse systems across sectors with our border
 - It is harnesser the network affect
 - Connecting Multiple stake holder towards resource benefit and value output
- In nutshell : The new way of thinking and executing is in terms of participants that interact to create and consume value e.g., Uber,

Ref: <https://www.thoughtworks.com/insights/blog/art-platform-thinking>

What is Platform Design

Platform design involves a spectrum of design choices regarding the infrastructural capabilities and governance mechanisms employed by a platform. These choices are made within the framework of the market within which the platform operates, the interactions that market participants engage in, and the incentives needed to attract participation.

Ref: <https://platformthinkinglabs.com/materials/the-three-design-elements-for-designing-platforms/>