

Gut gerüstet für Zukunft & Innovation?

Workshop Science 2.0



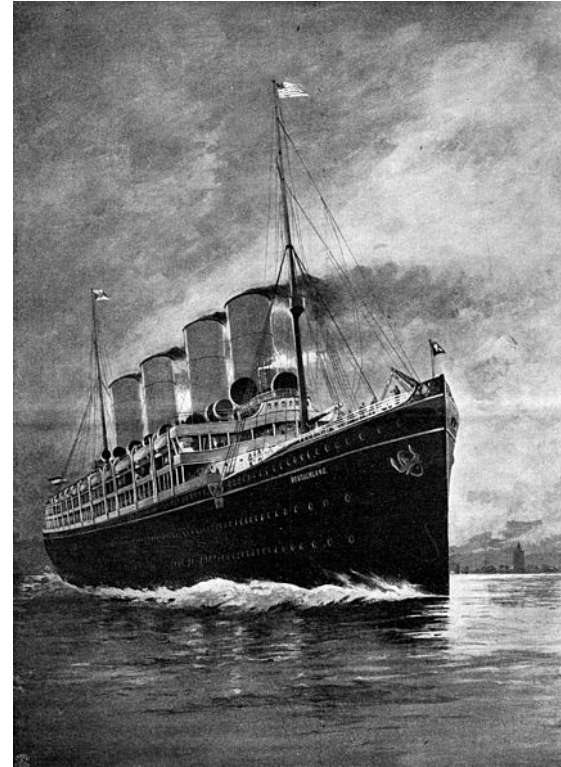
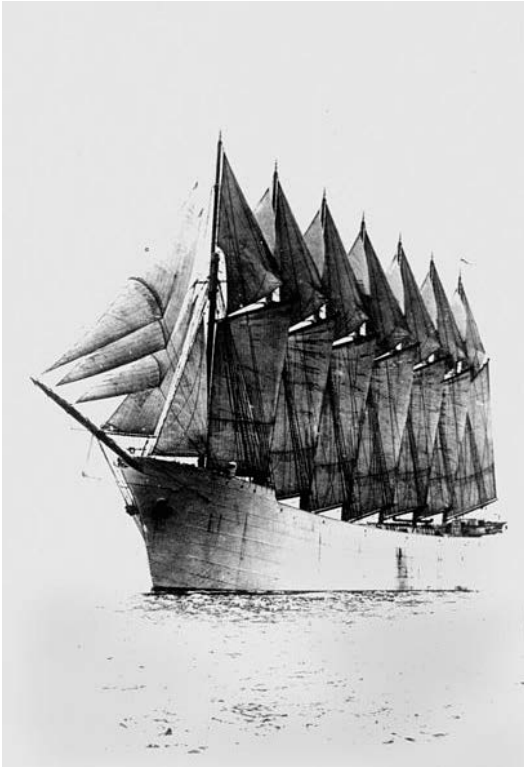
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103. Bibliothekartag

Bremen, 04.06.2014

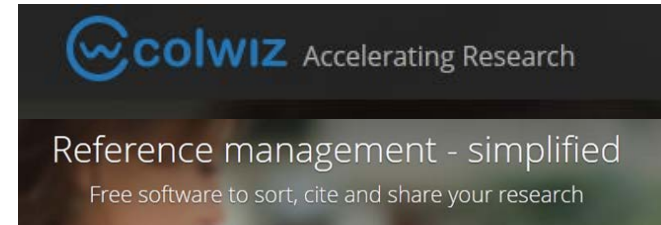
Bibliotheken = Segelschiff oder Dampfschiff?



Quelle: „Thomas W. Lawson (ship)“; Lizenziert unter: public domain; verfügbar im Internet unter:
http://en.wikipedia.org/wiki/File:StateLibQld_1_172555_Thomas_W._Lawson_%28ship%29.jpg, Item is held by John Oxley Library, State Library of Queensland.

Quelle: „Der Doppelschrauben Schnelldampfer "Deutschland" der Hamburg - Amerika Linie.“, Karel K.; Lizenziert unter: public domain; verfügbar im Internet unter:
http://commons.wikimedia.org/wiki/File:Dampfschiff_Deutschland_00.jpg

Perspektivwechsel

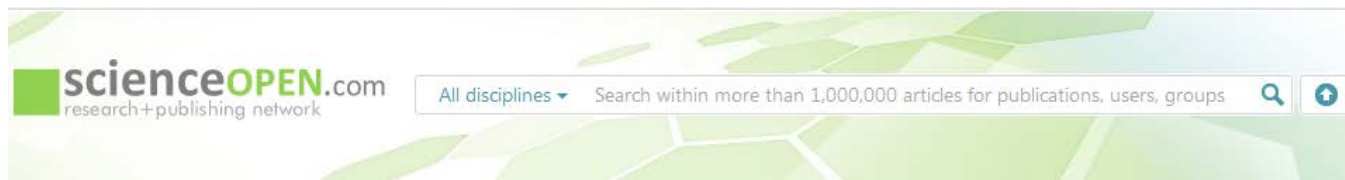


Sie sind der größte Wettbewerber Ihrer Bibliothek.

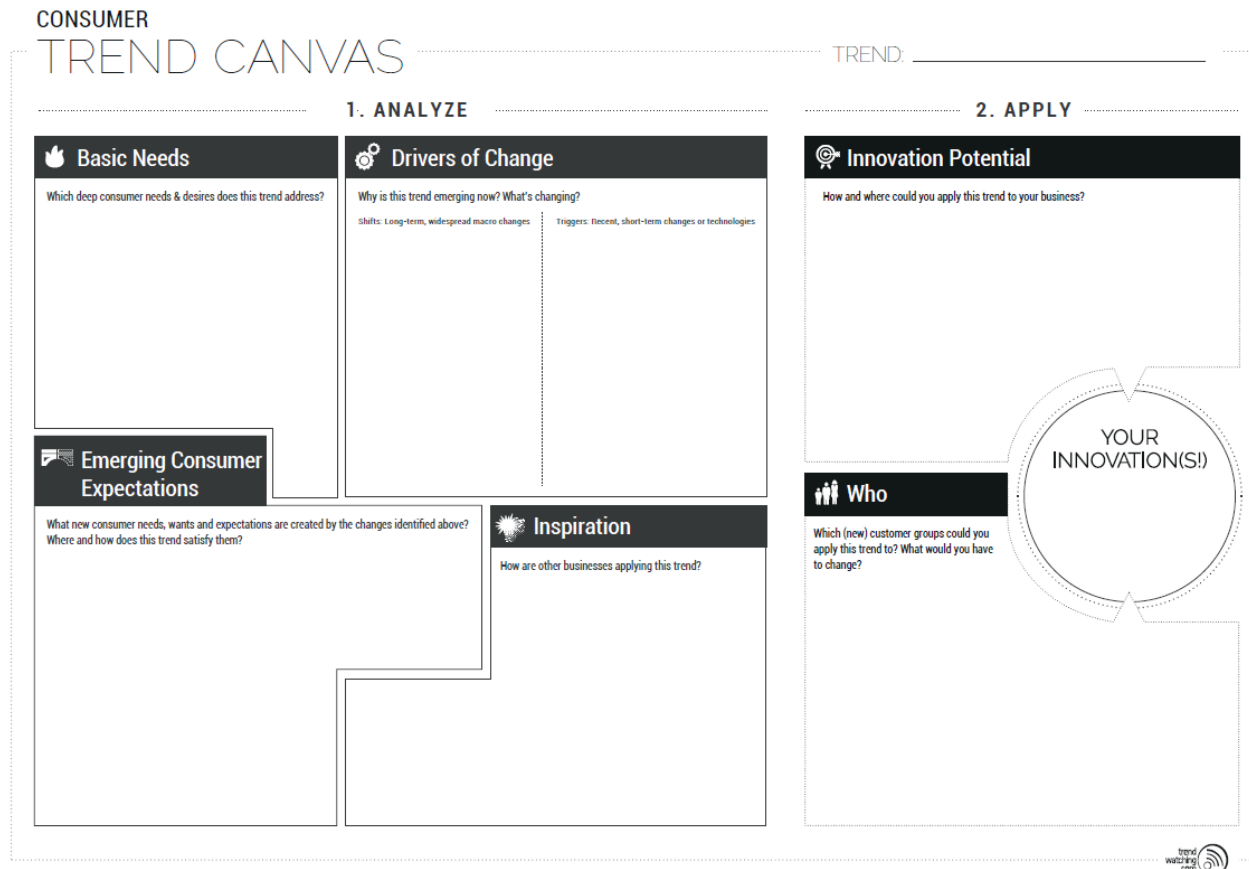
Sie haben 30 Sekunden Zeit.

Wie würden Sie Ihre Bibliothek vernichten?

(in Anlehnung an Lisa Bodell, Autorin von Kill the Company: 12 Killer-Tools für die Wiedergeburt Ihres Unternehmens)



Wachsam sein für Trends & potentielle disruptive Innovationen durch Science 2.0!



Quelle: <http://trendwatching.com/trends/consumertrendcanvas/>










Das eigene Geschäftsmodell überprüfen

The Business Model Canvas

Designed for: _____ Designed by: _____

On: _____

Iteration: _____

<p>Key Partners</p>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>Business model canvas Business model generation Business model generation Business model generation Business model generation</p>	<p>Key Activities</p>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>Business model canvas Business model generation Business model generation Business model generation Business model generation</p>	<p>Value Propositions</p>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>Business model canvas Business model generation Business model generation Business model generation Business model generation</p>	<p>Customer Relationships</p>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>Business model canvas Business model generation Business model generation Business model generation Business model generation</p>	<p>Customer Segments</p>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Business model canvas Business model generation Business model generation Business model generation Business model generation</p>
<p>Key Resources</p>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>Business model canvas Business model generation Business model generation Business model generation Business model generation</p>		<p>Channels</p>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most costly? How are we integrating them with customer routines?</p> <p>Business model canvas Business model generation Business model generation Business model generation Business model generation</p>		
<p>Cost Structure</p>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive?</p> <p>Business model canvas Business model generation Business model generation Business model generation Business model generation</p>		<p>Revenue Streams</p>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>Business model canvas Business model generation Business model generation Business model generation Business model generation</p>		

www.businessmodelgeneration.com

Es reicht nicht...

- zu wissen, was getan werden muss,
- Konzepte zu schreiben,
- Meetings abzuhalten,
- Präsentationen zu halten,
- Entscheidungen zu treffen.

➔ Umsetzungslücke schließen!

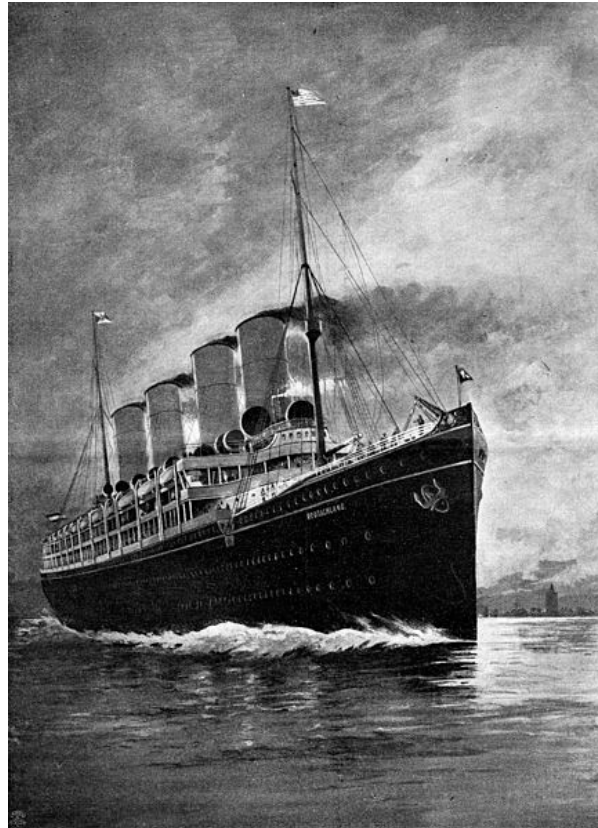
(Quelle: Pfeffer, Jeffrey; Sutton, Robert I.; Wie aus Wissen Taten werden – So schließen die besten Unternehmen die Umsetzungslücke; Campus, Frankfurt/New York, 2001)

Umsetzungslücke schließen: 8 Tipps

- Unternehmensphilosophie
- Weitergabe des Wissens
- Handeln statt Planen
- Fehler als Lernprozess betrachten
- Angst bekämpfen
- Firmeninterne Konkurrenz vermeiden
- Beschränkung auf das Wesentliche
- Rolle der Führungskräfte

(Quelle: Pfeffer, Jeffrey; Sutton, Robert I.; Wie aus Wissen Taten werden – So schließen die besten Unternehmen die Umsetzungslücke; Campus, Frankfurt/New York, 2001; S. 258 ff)

Vielen Dank für Ihre Aufmerksamkeit!



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Quelle: „Der Doppelschrauben Schnelldampfer "Deutschland" der Hamburg - Amerika Linie.“, Karel K.; Lizenziert unter: public domain; verfügbar im Internet unter:
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