



The Alliance for Business Innovation is a global nonprofit organization dedicated to helping members adapt and thrive in today's fast-changing, uncertain and increasingly complex business environment.

It is a rich and diverse network of business organizations and executives, supported by collaborative methodology and the expertise of Alliance Fellows.

It is increasingly evident that 20th century business practices are not up to the challenges of the 21st century and that some are counter-productive. The Alliance provides a forum, process and community for members to:

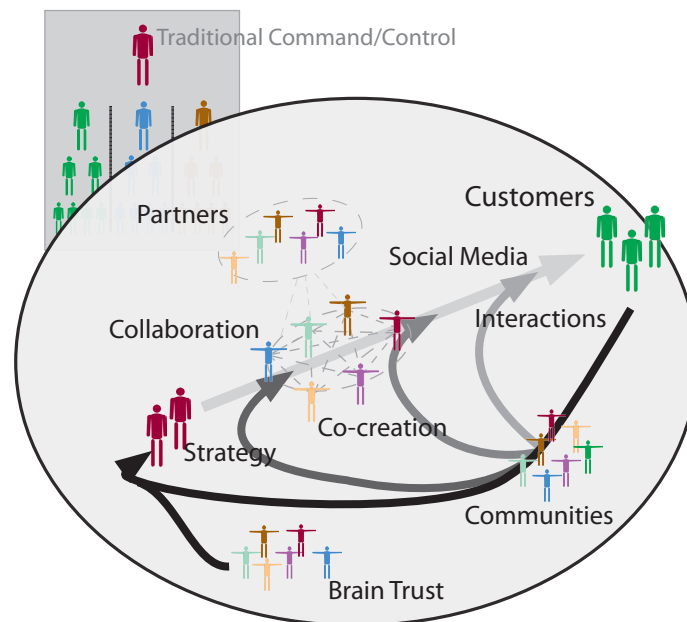
- Gain insights into the emergent business dynamics;
- Recognize what needs to be changed and
- Collectively wrestle with the practicality of getting there from here.

By becoming immersed in the Alliance's experiential and collaborative programs, leaders become equipped to lead, develop, and initiate actions for thriving in the face of constant change.

Alliance programs and methods address adaptation throughout the business ecosystem. Top executives learn to strategically embrace changing dynamics and changes in customers. Adaptive and action-oriented leadership development is fostered throughout the organization. Employee engagement and collaboration is directed at implementing and aligning new processes. And, they stimulate synergistic alignment by partners and other stakeholders.

The Alliance as a Bully Pulpit

The Alliance tackles the pressing business issues associated with rapid change and innovation by building new organizational capabilities. But, it also acts as a Bully Pulpit. It has developed a framework and methodology for nurturing an **Adaptive Business Ecosystem**. This framework is used to encourage members to face up to the need to shift from traditional hierarchical, command/control business practices to more collaborative and adaptive ecosystem-based models.



In addition to envisioning a future-state business model, it provides the means to make the required shift in employee, partner, and organizational behaviors. The experiential nature of Alliance programs ensures that members internalize and apply principles that foster trust, co-operation, alignment of goals and co-adaptation.

The Alliance Framework for an Adaptive Business Ecosystem

The framework uniquely:

- Embodies a co-adapting, outside-in approach to business, one that facilitates compelling customer experiences and enables outcomes they find to be both-meaningful and valuable.
- Recognizes that social media impacts customer decisions and is a potentially rich source of customer insight and demand creation.
- Engages leaders and employees across traditional functional units in generative and collaborative processes to optimize organizational alignment, metrics, goals, and customer centered strategies and solutions.
- Motivates employees to take collaborative and complimentary roles that deliver customer value, rather than performing internally focused tasks.
- Integrates implicit learning with work to help leaders, employees, and partners see the implications of changes and to take adaptive action.

Alliance Activities

Insight and Implications

Alliance Research Fellows are constantly on the lookout for emerging shifts in business dynamics. These insights are shared with members in-person and through virtual forums. Summaries are disseminated freely to the general business community.

Core Programs

The Alliance offers highly participatory programs that deal with new and critical business challenges. Alliance Fellows help bring the new issues and dynamics into focus, but this is just a catalyst. The real action takes place when members engage in a collaborative and experiential process of discovery and generate new possibilities and business solutions.

Our base program is ***Nurturing an Adaptive Business Ecosystem***. Members are exposed to the logic of our Adaptive Business Framework. Most importantly, they actively experience it as they work through the challenges and issues. In the process, members are immersed in the use of social computing tools that generate high value and performance. These tools are the backbone of how members can leverage the Alliance online community in an ongoing effort to ensure that their organizations adapt and thrive.

We offer in-depth programs on all the critical aspects of an adaptive business ecosystem. The focus of these programs constantly adapt to address emergent issues and the needs of members. They are co-developed by Alliance Fellows who bring thought leadership, Alliance Experience Leaders with expertise in alignment and implementation of new practices and technology, and Advisory Council members who bring perspectives on making organizational change actionable.

Co-Development Labs are intended for the management teams responsible for turning strategic visions into practices. They enable members, across functional units, to delve deeply into a specific emerging need, challenge, or opportunity. Labs use field-tested methodology to bring to light challenges, and turn them into new possibilities. Through an iterative methodology, practical solutions are designed and plans devised to optimize performance, adoption, and acceptance. The group's collective intelligence expands the generation of ideas and innovation. The collective experience of members is also applied to organizational barriers to change.

One Co-Development Lab focuses on **Virtual Work**. In this Lab, members and experience leaders co-create practical solutions and a road-map of when alternative virtual platforms and processes are adopted and effective. Other CoDevLabs are created in response to insights, needs, and new possibilities identified by members.

Incubation Programs

Incubation programs are a customized offerings of the Alliance where our methodologies and expertise help an organization's internal team seize a new opportunity or implement innovation. Incubation programs produce an immediate pay-off in productivity and strategic advantage. The collaborative experience fosters organizational adaptive potential.

Research

Alliance research initiatives all have a common theme, regardless of the issue or topic. They always provide insights into the practicality of taking action. Our research:

- Investigates emerging business dynamics and innovation.
- Brings to light the fruits of the collaboration and collective intelligence inherent in our programs.
- Takes an in-depth look at specific challenges, issues, methodologies, business models, new technologies at the behest of members and sponsors.

Alliance Online Community

The Alliance community is a working laboratory for members. It, in effect, becomes a networked brain trust where members can engage in discovering and applying insights. It is powerful because members share a common framework for action and can leverage and contribute to collective intelligence.

The Alliance Co-evolution and Brain Trust

The Alliance has an evolutionary or adaptive history. It started in 1996 as the eLearning Forum which examined how digital technology facilitates organizational learning and change. In 2008 it became the Center for Learning Innovation and focused on the development of the Alliance's Co-Development Labs methodology. The Center brought executives from Agilent, Apple, AutoDesk, Charles Schwab, Citi, Dolby Labs, FCC Google, Microsoft and Qualcomm into a highly productive cross-corporate environment.

Membership

- Basic Membership (free)
- Executive Membership
- Corporate Membership

Sponsors

The nonprofit status of the Alliance ensures an objective, non-commercial approach to tackling emerging business challenges. It also provides sponsors a way to stimulate future-oriented and expansive marketplace demand for new innovation and technology.

The Alliance is a 501 c3 nonprofit and seeks the donations and grants from corporations, foundations and government agencies.

Contact Us

John I. Todor, Ph.D., CEO
925-372-0251
john@alliancebi.org

Del Langdon, President
925-253-3157
del@alliancebi.org

www.AllianceforBusinessInnovation.org

The Alliance for Business Innovation is a global organization dedicated to helping members adapt and thrive in today's fast-changing, uncertain and increasingly complex business environment. It is a rich and diverse network of business organizations and executives, supported by collaborative methodology and the expertise of Alliance Fellows.

The Alliance holds 501 c3 status with the Internal Revenue Service (USA) which means that grants and donations by individuals and corporations may be tax deductible. Please see our website for ways you can support and participate in the Alliance.