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Nota di contenuto	Intro -- Preface -- Q & A -- Contents -- List of Figures -- List of Tables -- 1: Introduction -- 1.1 Being Connected with Each Other -- 1.2 Finding Solutions Together -- 1.3 Being Connected: Finding Solutions Together -- 1.4 Structure and Overview -- 2: Co-creation -- 2.1 Co-creation Versus Collaboration -- 2.2 The Co-creation Mindset -- 2.2.1 Dealing with Change -- 2.2.2 Connection as a Prerequisite -- 2.2.2.1 The Direct Connection from Person to Person -- 2.2.2.2 Connection Through a Common Goal -- 2.2.2.3 Connection Through the Common Process -- EXAMPLE -- 2.2.3 Emotional Experience -- 3: The Basic Assumptions of Co-creation -- 3.1 Co-creation Dimensions

-- 3.1.1 The Co-creation Mindset -- 3.1.2 Values of Co-creation --
3.1.3 The Principles of Co-creation -- 4: The Potentialum
Organizational Model -- 4.1 The Levels and Self-Image of the
Organization -- 4.2 Framework Conditions for an Organizational Model
-- 4.2.1 Influence of the Macro Level -- 4.2.2 Influence of the Micro
Level -- 4.2.3 Developing Organizations -- 5: Structure of the
Potentialum Model -- 5.1 Constituents of the Potentialum Model --
5.1.1 Fields of Action in the Potentialum Model -- 5.1.2 Actors in the
Potentialum Model -- 5.1.3 Impact Factors in the Potentialum Model --
5.1.4 Potentialum Analysis -- 5.1.5 Impact Factors and the Balanced
Scorecard -- 5.1.6 The Tenth Factor: The Human Image -- EXAMPLE --
Untitled -- 6: The Co-creation Process -- 6.1 Phases and Process Steps
in Co-creation -- 6.2 Description of the Four Phases of the Co-creation
Process -- 6.2.1 Phase 1: Connecting -- 6.2.2 Phase 2: Understanding
-- EXAMPLE -- 6.2.3 Phase 3: Deciding -- EXAMPLE -- 6.2.4 Phase 4:
Implementing -- 6.3 Guest Contribution: Anke Bridge Haux-Credit
Suisse -- 7: The Eight Steps of the Co-creation Process -- 7.1 Creating
the Eight Steps of the Co-creation Process.
7.1.1 ``Connect`` -- 7.1.1.1 Personality Dynamics -- 7.1.1.2 The
``Connect`` Attitude -- 7.1.1.3 ``Connect`` in the Process --
7.1.1.4 Setting the Goal -- 7.1.1.5 Topic, Goals, Sub-goals and Projects
-- Example -- 7.1.1.6 Connection via the Goal -- Example -- 7.1.1.7
Connecting Contents -- 7.1.2 ``Discover`` -- 7.1.3 ``Explore`` --
7.1.3.1 The Five Whys Method -- Example -- 7.1.3.2 The Fishbowl
Method -- 7.1.4 ``Share`` -- 7.1.4.1 The Hinge Function of
``Share`` -- 7.1.4.2 Completion of the Understanding Phase --
Example -- 7.1.4.3 Maximum Five Options -- 7.1.5 ``Agree`` --
7.1.5.1 Fields of Action -- Example -- 7.1.5.2 Joint Decision -- 7.1.5.3
The Role of Leadership in Decision-Making -- 7.1.6 ``Create`` --
7.1.7 ``Do`` -- 7.1.8 ``Connect`` -- 7.1.9 Follow-up Co-creation
Workshop -- 8: Transformation of the Organization -- 8.1 Space --
8.2 Guest Commentary: René Massatti (PLAYROOM) -- 8.3 CREATE --
8.4 Forms of Co-creation -- 8.4.1 1-Day Co-creation -- 8.4.2 CC 60
-- 8.4.3 Remote Co-creation -- 8.4.4 Coaching Co-creation -- 8.4.5
Leadership Co-creation -- 8.5 Roles in Transformation -- 8.6
Employees and Corporate Culture -- 8.7 Guest Contribution: Schmid-
Huberty, Beatrice-Matter, Utzinger (Swiss TPH) -- 9: Co-creation: The
Role of Leadership and HR -- 9.1 The Role of Leadership -- 9.1.1
Leadership as an Individual Success Factor -- 9.1.2 Leadership as a
Collective Success Factor -- 9.2 Role of the HR Department -- 9.3 Co-
creation and Leadership Development -- 9.3.1 The Fundamental Role
of Leadership Development -- 9.3.2 The Leadership Values of the Co-
creation Mindset -- 9.3.3 Leadership Development Today -- 9.3.3.1
Eye-to-Eye Leadership -- 9.3.3.2 Eye-to-Eye Leadership Development
and Leadership -- Example -- 9.3.4 The Contribution of Co-creation to
Eye-to-Eye Leadership -- 10: Co-creation and Organizational
Development.
10.1 Co-creation and Types of Organizations -- 10.2 The Eight Stages
of Organizational Development -- 10.2.1 Phase 1: With the Leadership
Team, Recognise the Importance of Co-creation for the Organization --
10.2.2 Phase 2: Let a Leadership Coalition Become the Promoter of Co-
creation -- 10.2.3 Phase 3: Develop a Vision of Co-creation for the
Organization -- 10.2.4 Phase 4: Communicate the Co-creation Vision
to the Staff -- Example -- 10.2.5 Phase 5: Remove Obstacles to Co-
creation -- 10.2.5.1 Interfaces in Organizations -- 10.2.5.2
Overcoming Silo Thinking Through Co-creation -- 10.2.5.3 What If the
Interface Creates a Vacuum? -- 10.2.6 Phase 6: Set Short-Term Goals
to Be Achieved in the Transformation -- 10.2.7 Phase 7: Consolidate

Transformation Successes -- 10.2.8 Phase 8: Anchor Co-creation in Corporate Culture -- 10.2.8.1 Leadership (Processes and Structures) -- 10.2.8.2 Economic Independence -- Example -- 11: The Co-creation Coach and Process Facilitator -- 11.1 The Role and Attitude of the Co-creation Coach -- Example -- 11.1.1 Establish Connection -- Example -- 11.1.2 Goal Definition -- 11.1.2.1 First Round of Co-creation: Determining the Common Goal -- 11.1.2.2 Second Round of Co-creation: Bringing About Identification with the Goal -- 11.1.3 Formulations -- 11.1.4 Energy and Time Management -- 11.1.4.1 Distraction Through Examples -- 11.1.4.2 Dwelling Too Long in Discussions -- Summary -- Epilogue: Caught in the Dilemma -- Do You Know the Prisoner's Dilemma? -- The Author -- References -- Index.

Sommario/riassunto

Co-creation is a major trend in management, yet no one seems to truly know what it is. With numerous examples and a Q&A section, this book explains exactly what co-creation is and how it differs from other forms of collaboration. To do so, it covers three main topics: innovation, trust and commitment. With regard to the first, co-creation creates a sense of psychological security by treating all participants as equals, the most important prerequisite for finding innovative solutions. In terms of trust, co-creation builds on individual strengths. People who believe in each other's abilities trust each other. Lastly, co-creation allows people to arrive at win-win solutions, which is the foundation for taking personal ownership. The book is intended for executives, HR and organizational managers, and those responsible for corporate transformation who want to implement co-creation in a very concrete way, as well as anyone interested in co-creation in general.
