



7. BUILD BUSINESS PARTNERSHIPS
OPEN INNOVATION MODELS.

"We all operate in two contrasting modes. The open mode is more exploratory... more democratic. The closed mode is more rigid, more hierarchical, more tunnel-visioned."

JOHN CLEESE

The **Open Innovation Models** tool is for defining the nature of a partnership. Use this tool to select a collaborative business model that defines the role of each partner in relationship that is either cooperative, collaborative or co-creative.

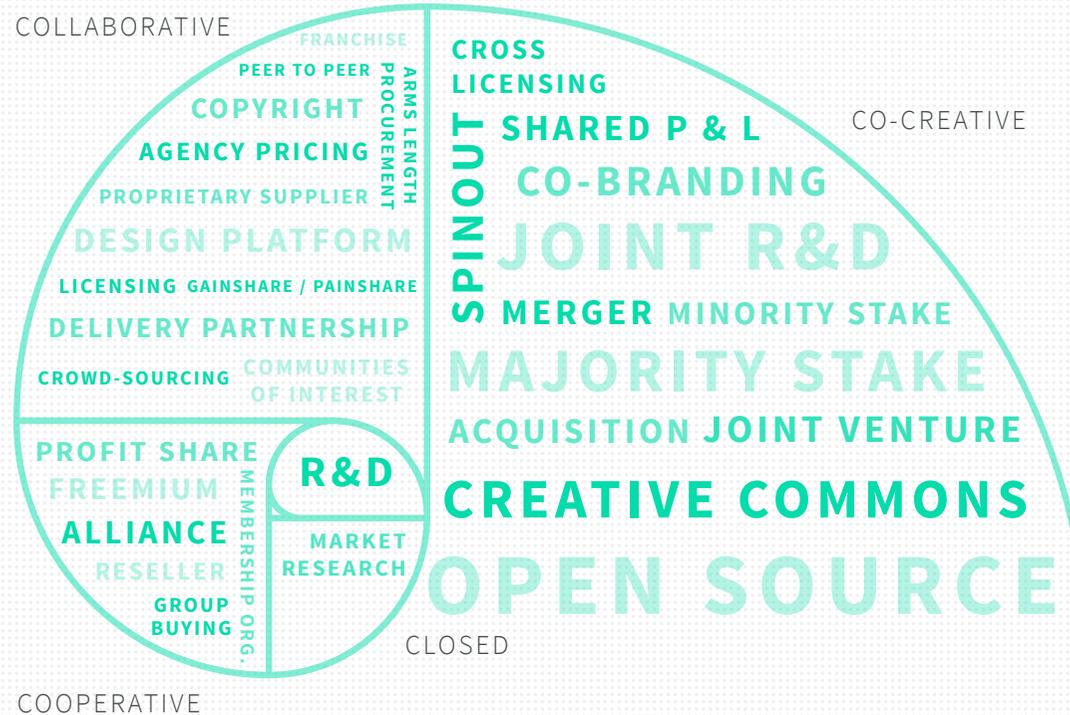


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1 First we mark on the diagram which quadrant fits us best now or in our past. For model definitions please see the back of this tool.

2 Next we mark on the quadrant which of the models we would consider in the future.

NAME :

DATE :

TEAM :

