

# Co-Creation Skills

When a partnership is greater than the sum of its parts

CoCreation

Claus Springborg, PhD



Drawing on the collective intelligence, skills and knowledge of teams and communities makes it possible to create more value for all stakeholders. This is the basic idea behind strategies, such as user-driven innovation, intrapreneurship, cluster management, and growth through partnerships.

However, the outcome of such co-creation initiatives often fails or falls short of the potential that could have been realised. Far too often, participants prepare themselves for co-creation projects by formulating narrowly defined outcomes they will push for – before meeting the people they are supposed to co-create with. Such predefined outcomes lower peoples’ capacity to listen to each other in ways that allow them to capture and implement the true collaboration potential.

In this course, you learn the skills needed to optimise your ability to both participate in and lead co-creation projects. The course is based on research on collective thinking from MIT (Dialogue and Theory U) and on research on what managers can learn from collaborative art practices.

## Methods

The course is an energizing mix of practical reflective exercises, short presentations of relevant research, and group dialogue. To ensure relevance, the course focuses on working with the participants’ own challenges.

## Learning objectives

- Identify your strength and weaknesses in relation to co-creation
- Develop a plan for practicing the skills you personally need to upgrade your capacity for participating in and leading co-creation sessions
- Capacity to identify and draw on co-creation strengths in other participants.
- Knowledge about how to draw on the collective intelligence, skills and knowledge of teams and communities.

## Claus Springborg, PhD and lecturer at CBS

10+ years of experience teaching leadership and co-creation skills, management theory, systems of personal development, and entrepreneurship as an executive educator and as a lecturer at business schools across Europe. Being active as publishing academic, entrepreneur and social entrepreneur, I’m passionate about developing theories through practice and for practice. In my teaching, I value humanistic principles, precision, reflexivity, and humour.



## Testimonials

“It’s amazing to see how quickly and powerfully these techniques can work. And the embodied perspective brought considerably more energy to the decision-making process. Great stuff!”

Daved Barry, Professor at Copenhagen Business School, Copenhagen

“Claus is a true communicative talent. In essence, he is able to talk passion into his sessions and his creative teaching approach and strong communication skills spills over into his business-oriented workshops”,

Tom Elberling, Strategist, Marketing & B2B Sales Manager, Copenhagen

“I am constantly amazed at the power of Claus’ interventions. Claus somehow simplifies the process of transformational change. He takes the drama and fear out of everyday issues and blocks. He works with such grace and focus”

Craig Douglas, Chairman of the Board at Tribalogic Ltd., Edinburgh

“Working one-to one with Claus is truly transformational – he brings exceptional skill, insight and sensitivity in working with life long, unresolved, and persistent issues. It is and has been a life-changing gift and wonderful adventure. Be open and expect change!”

Sue Belcher, management consultant, London

“Claus offers a deep and comprehensive package that I can weave into my busy work and family life. In particular, the razor-sharp way ‘fuzzy’ spiritual subjects are presented and discussed is so helpful”

Andy Hockaday, Ethical Investment Adviser, London