

Professional GBS®

New Business Capabilities



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How to Transform GBS into a Business Partner

If your goal is to move your GBS up the value chain and your client perceives GBS as an operational supplier rather than an innovative partner, then this pillar would be of value.

Pillar Overview

- ▶ To help organizations identify new business capabilities that bring exponential value to the business.
- ▶ To coach teams on the best practices to collect top-down, bottom-up, and outside-in ideas.
- ▶ Educate teams on digital technologies, top practices for implementation, and pitfalls to avoid.
- ▶ Share an approach to bringing ideas from incubation to launch using principles from Design Thinking, Lean start-up, and Agile development, including iterative approaches that leverage concept briefs, prototypes, and MVPs (minimum viable products).
- ▶ Mentor teams on approaches to avoid implementation failures via disciplined portfolio, program, project, and change management.
- ▶ Advise teams on proven methods to ensure adoption and value realization.



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Why It Matters

Creating value through new business capabilities is a key lever for GBS to grow the top line for their enterprise.

According to McKinsey, 70% of digital transformations fail, most often due to resistance from employees. Only 16% of employees believe their company's digital reforms have enhanced productivity and are sustainable long-term.

The opportunity here is to provide innovation/transformation teams with best practices gathered by practitioners with decades of experience.

Without these capabilities, organizations will continue to waste their scarce resources working on initiatives that don't realize their full potential.



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Inixia's Approach

Inixia's approach to GBS' exponential value creation is the gold standard in the industry. Our founders were the first in the industry to extend GBS' mandate from process operations to business model innovation, and their model is now used worldwide.

DESIGN OF DELIVERABLES:

3 Workshops of 3 hours each:

WORKSHOP 1 – FRAMEWORK

The first workshop will provide proven approaches to anticipate business needs and see possibilities. It will prepare the workgroup to execute a top-down, bottom-up, and outside/in assessment to discover the top value creation opportunity. Inixia's team will coach participants to understand the difference between innovation/new capabilities and more routine continual improvement.

WORKSHOP 2 – LANDSCAPE

The second workshop will train the workgroup on how to apply design thinking, lean, and agile approaches to move the idea from concept to MVP (minimum viable product). This workshop will guide teams on the techniques to fully validate the idea as it evolves to ensure business relevance.



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WORKSHOP 3 – EXECUTION

The third workshop will provide coaching on pitfalls to avoid and disciplined approaches for execution. The Inixia team will share ways to amplify ideas via memorable messaging and best practices on adoption.

- ▶ Follow-up office hours and feedback sessions, max of 8 hours, provided in 1-hour sessions.
- ▶ Tools and templates are provided in written/designed form for customization and use.

Elapsed Duration

The duration of the engagement not to exceed a total of 3 months.

Cohort Design

The cohort could be focused on one service/business process area or be targeted at a center of expertise for innovation/transformation for an enterprise-wide lens. The optimal group would include those targeted at the business area ripe for transformation. This would include relevant Service Managers, Process Owners, and key Business Stakeholders. The ideal cohort size would be 15-20 people. It is possible to have input providers come in for parts of the process to adequately represent their needs.

Scope

The focus of the adoption pillar for new business capabilities is the identification of top value creation opportunities. An end-to-end view of the business process is needed, and this is likely to cross organizational boundaries.



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Who Should Attend

- ▶ The intended attendees should include key players targeted at a specific business opportunity. This would include Service Managers, Subject Matter Experts, Business Process Owners, and Key Stakeholders.
- ▶ We recommend that this design work be done ideally at an end-to-end business process level and be chartered appropriately so that workshop attendees are empowered to make decisions on behalf of their companies.
- ▶ This workshop requires that the GBS Leaders should have previously gone through the Professional GBS module of Service and Transformation Management.

The Inixia Team

The Leading Business Transformation program is **led by Global Industry Leaders, each with over 20 years of experience successfully developing, leading, and driving high-impact transformation projects in Fortune 20 companies.** These projects ranged from multi-million-dollar process transformations and innovations to billion-dollar global acquisitions and divestitures.



Filippo Passerini
Co-Founder and President



Tony Saldanha
Co-Founder and CEO



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Pricing

The pricing per cohort is \$60,000

How to Enroll

To learn more about how Inixia can partner with you on building new business capabilities, email us at information@inixia.com

information@inixia.com

Contact Us

To learn more, contact us at

information@inixia.com



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Adoption Services

Inixia offers 7 customized trainings designed to help individuals, leaders, and organizations fully adopt the skillset, mindset, and toolset to transform their business process operations.



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