2010

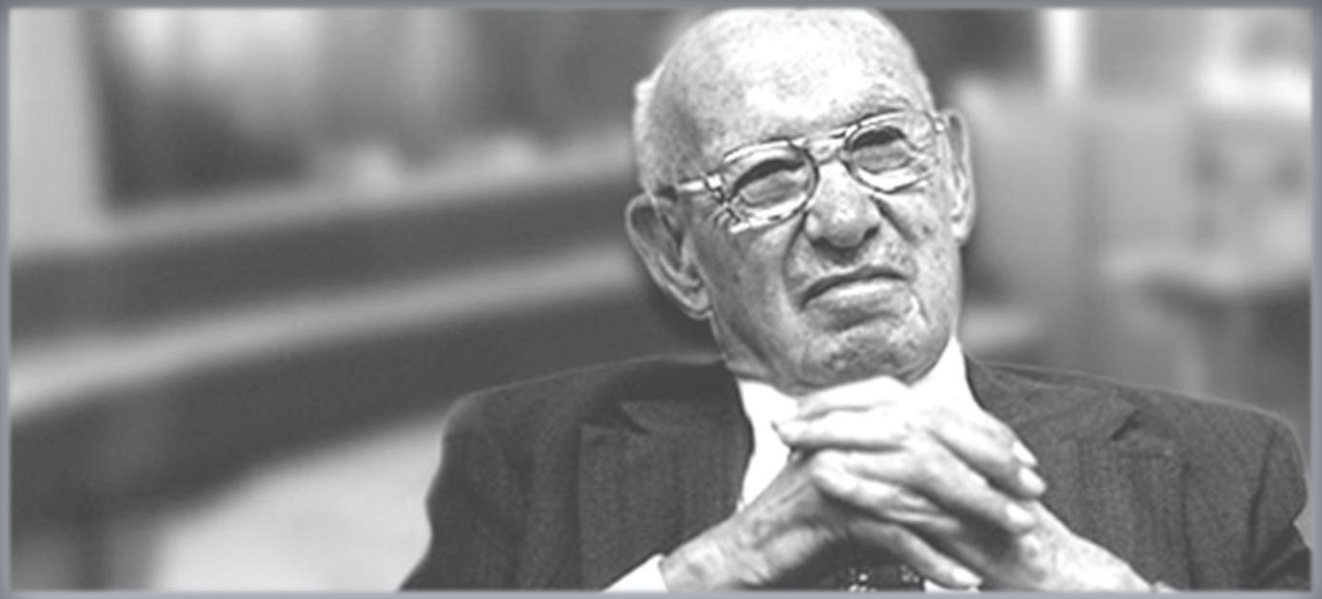
MANAGING IN THE NEXT SOCIETY

2ND GLOBAL DRUCKER FORUM

WHERE TECHNOLOGY-ENABLED LEARNING LIVES, INNOVATION THRIVES.

John Ambrose
Vice President – Strategy

SkillSoft Corporation



"No organization can depend on genius; the supply is always scarce and unreliable…The purpose of an organization is to enable common men to do uncommon things."

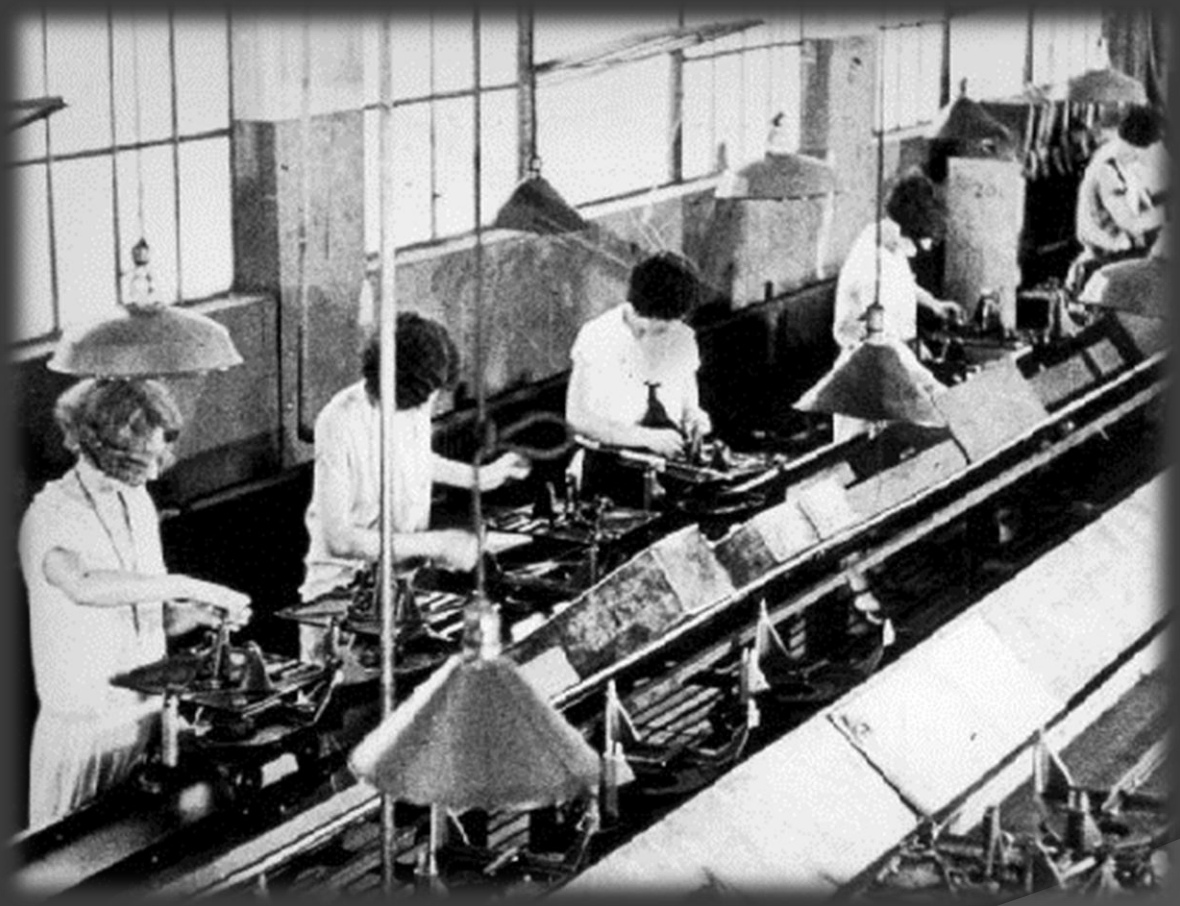
Tomorrow is an opportunity.





The realities of post-recession workplace

The Industrial Age of Work…



…The Industrial Age of Training



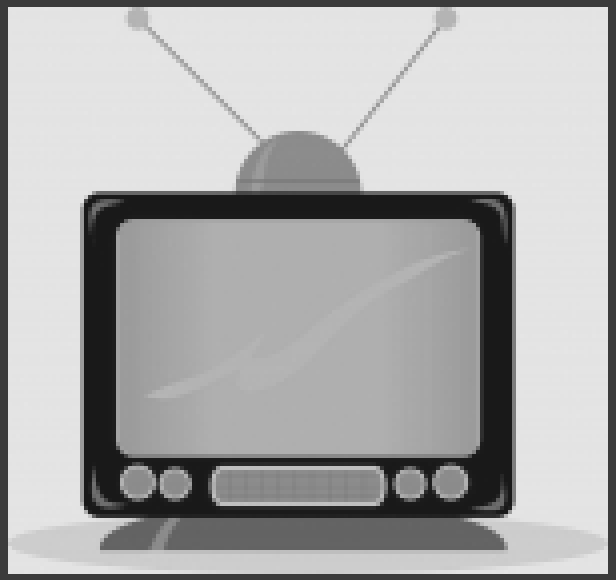
Knowledge Worker Productivity

1. Knowledge worker productivity demands that we ask the question: "What is the task?"
2. It demands that we impose the responsibility for their productivity on the individual knowledge workers themselves. Knowledge workers
3. **Continuing innovation has to be part of the work, the task and the responsibility of knowledge workers.**
4. **Knowledge work requires continuous learning on the part of the knowledge worker, but equally continuous teaching on the part of the knowledge worker.**

— a matter of the quantity of output. Quality is at least as important.

6. Finally, knowledge worker productivity requires that the knowledge worker is both seen and treated as an "asset" rather than a "cost." It requires that knowledge workers want to work for the organization in preference to all other opportunities.[3]


FADA






future





#4

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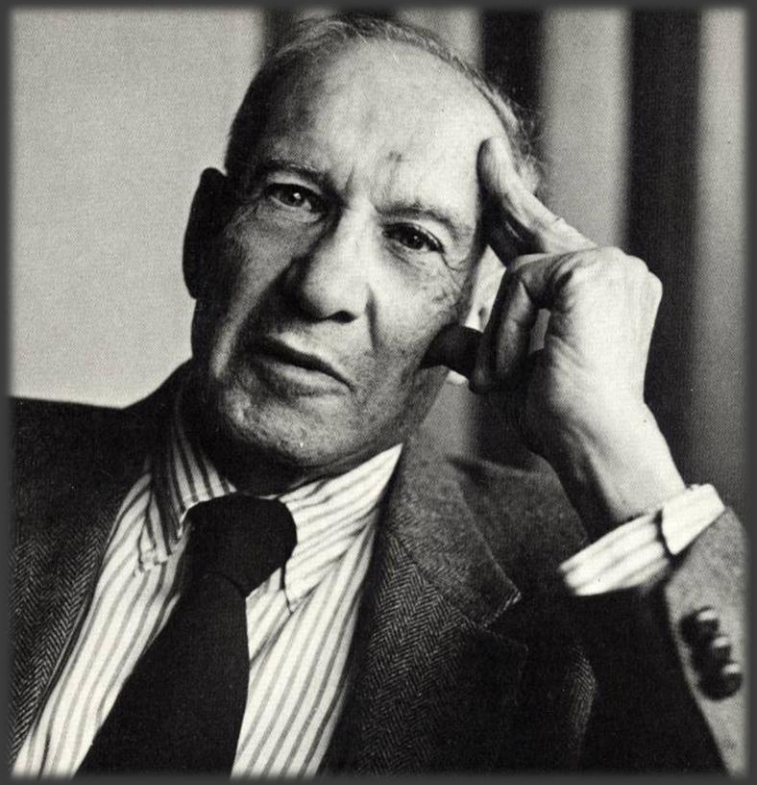
World's Most Innovative Companies

Bloomberg Annual Global Survey, 2010

TECHNOLOGY + LEARNING = HUMAN POTENTIAL^2

MAKE LEARNING UBIQUITOUS.

MAKE LEARNING SOCIAL.



"The great majority of the new jobs… require a different approach to work and a different mind-set. Above all, they require a habit of continuous learning."



"Knowledge has to be improved, challenged, and increased constantly or it vanishes."



"If only HP knew what HP knows, we would be three-times more productive."

Lew Platt, Former CEO

Former CEO, Hewlett-Packard

Perhaps:

"If our companies knew what our companies don't know, they'd be 3^2 times more innovative"



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