What is the Creative Economy?
Our session in one minute...
How organizations surprised us all

Stephen Denning

Former Director, Knowledge Management, World Bank
What is the Creative Economy?
What is the Creative Economy?

Three big shifts are under way:

**Goals**: A shift from maximizing shareholder value* to continuously adding value to customers

**Management practices**: A shift from hierarchical bureaucracy to collaborative leadership practices

**Metrics**: A shift from narrow financial goals to metrics that reflect contributions to prosperity

*as measured by the current stock price

http://www.forbes.com/sites/stevedenning/2014/11/05/three-key-issues-the-drucker-forum-should-address/

Goal: Make money for shareholders (as reflected in share price).

Role: Managers are controllers of individuals.

Coordination: Bureaucracy: rules, plans, reports.

Values: Efficiency, cost cutting.

Communications: Top down commands.
The Creative Economy

Delighting customers

Goal

Communications

From controller to enabler

Role

From command to conversations

From value to values

Values

Transparency

Improvement

Sustainability

From bureaucracy to Agile, Scrum, Lean

Coordination

The elements are interlocking
This is a paradigm shift
“The future is already here. It’s just very unevenly distributed.”

William Gibson
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