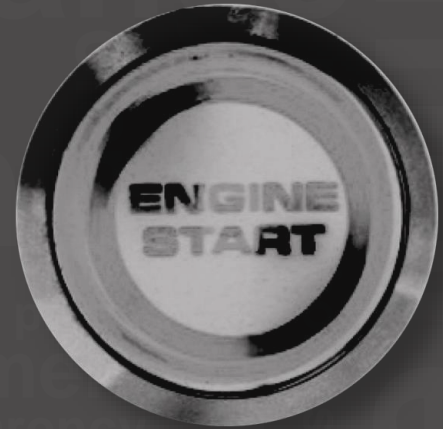


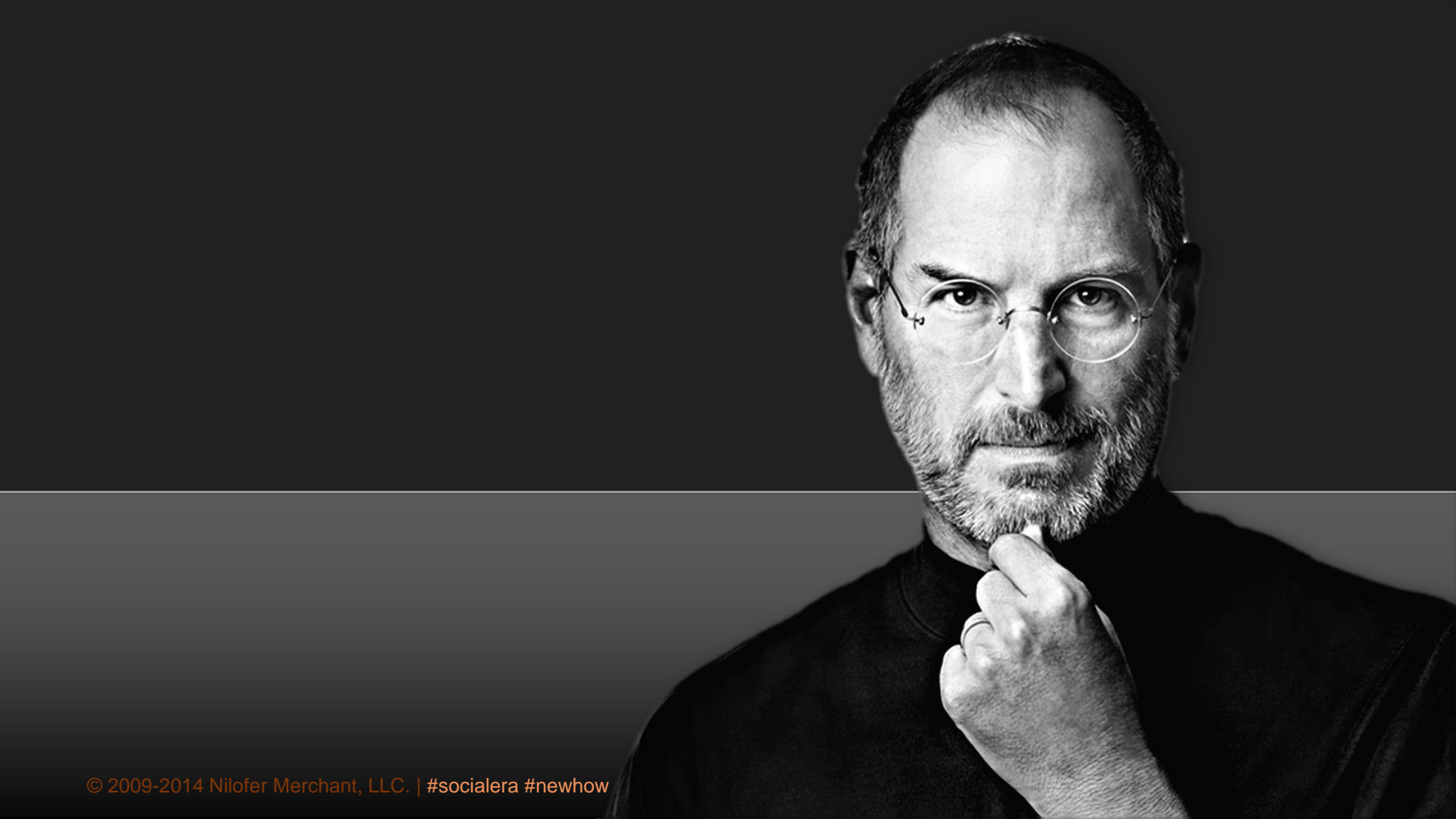
Creating the Future

of work

Social Era

Drucker Forum





To (re) Invent The Future

- *See/k around corners*
- *Be willing to unlearn*
- *Not “if”, but the new “how”*

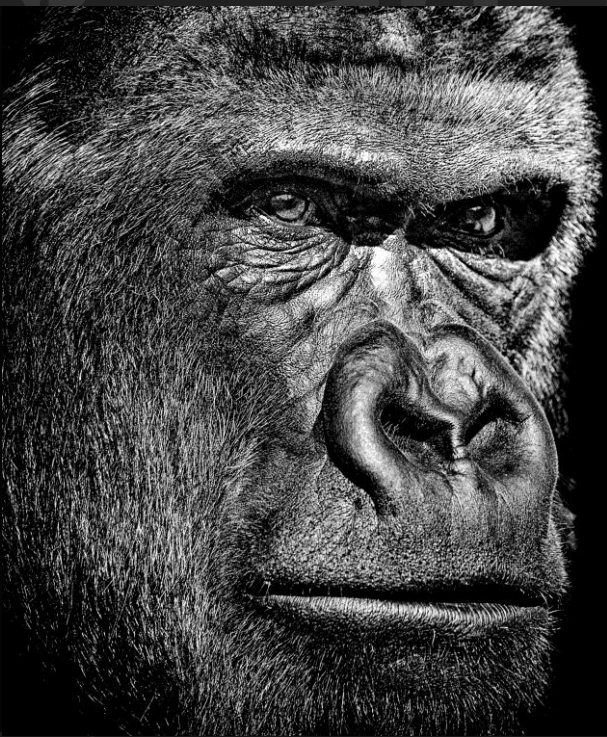
SOCIAL

TEDx

x = independently organized TED event

Social “Disruptions” (across the Enterprise)

Area	Traditional	Social Era Business Models	Example
HR	Employees	Curators / Co-Creators	Singularity University
Service	Call Centers	Peer Communities	McAfee
Capitalization	Few Big Investors	Crowdfunding	KickStarter
Product	Mass Production	Custom Production	Desktop Factory
Distribution	Partnership Contracts	Open Marketplaces	Etsy
Supply Chain	Middlemen with Warehouses	User-Driven Production	Lego Factory
Sales	Sales Team Incentives	Customer Love	Evernote
Marketing	Big Budget	Passionate Users	TED/TEDx



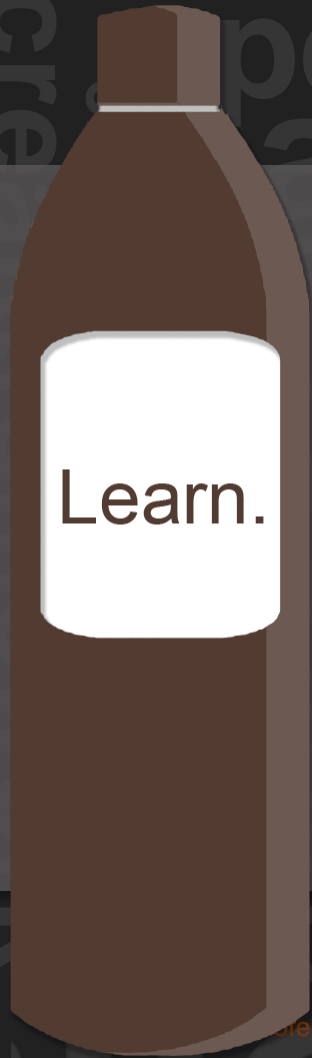
When capital, oil,
land and silicon
are central,
**size
matters**

cre speed design followership
art decision people

But in all other cases,
Connectedness Matters







Unlearning The Fundamentals

Success	Talent	Alignment	Culture
Market Advantage Attained/Kept	The Best & Compensated Accordingly	Organizational	Efficiency
Competitive Advantages Gone, 40 Yrs → 12, or 5*	Anyone. “Even when wrong, minority views help people think better by 30%.” **	Today, connected individuals can do what once only large centralized organizations could.***	Enabling the Autonomy of Knowledge Workers****

* MCGRATH THE END OF COMPETITIVE ADVANTAGE 2013

** NEMETH & GONCALO, 2005

*** MERCHANT, SOCIAL ERA RULES, 2012

**** DRUCKER, KNOWLEDGE-WORKER PRODUCTIVITY CHALLENGE,

1999

the future is not created.
the future is co-created.



@hugh

Who we are is what we make

ONLYness

A yellow Lego figure, possibly a character, is shown from the waist up. The torso is hollow and filled with loose yellow and brown Lego bricks. The word 'ONLYness' is written in a white, 3D, sans-serif font across the chest area. The background is a dark grey gradient.

Chase purpose, together



Exponential b/c Culture of Trust





cre speed design followership
cri art decision people

Create Future

(or-rather)

Co-Create ...

#socialera #newhow @nilofer

