

Wayfinders

Transforming the way value is created

Crowds, Clouds & Connections: Designing Work for the 21st Century



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“A man should look for what is, and not for what he thinks should be.” Albert Einstein

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The way in which business creates value is undergoing a revolution. The design and organization of work is being redefined by the emergence of new practices. Social media is an obvious game changer, as are technology and the rise of the internet generation amongst others. These developments represent tremendous opportunity for business. They have arisen in times of great economic difficulty and are adept at overcoming the limitations and constraints implicit in traditional models of business. The combination of these factors has an effect that is greater than the sum of its parts. Whilst many organizations have adopted these trends to some degree, they remain as appendages to the traditional model of business, exerting minimal influence. One reason is that it has been difficult to implement these phenomena in a concrete way into the design and organization of work. The good news is that the understanding and value of these phenomena have now reached sufficient maturity for meaningful incorporation into the mainstream model of business. The talk presents these phenomena in a clear and relevant way as options for putting business onto a new trajectory of growth and development.