

# Creating Tomorrow's Organizations Today

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# today

1. yesterday's organizations are broken.
2. today's environment is disruptive.
3. tomorrow's organizations need to be more human.



# yesterday's organizations





# yesterday's organizations



<http://www.flickr.com/photos/65446248@N00/4847488400>

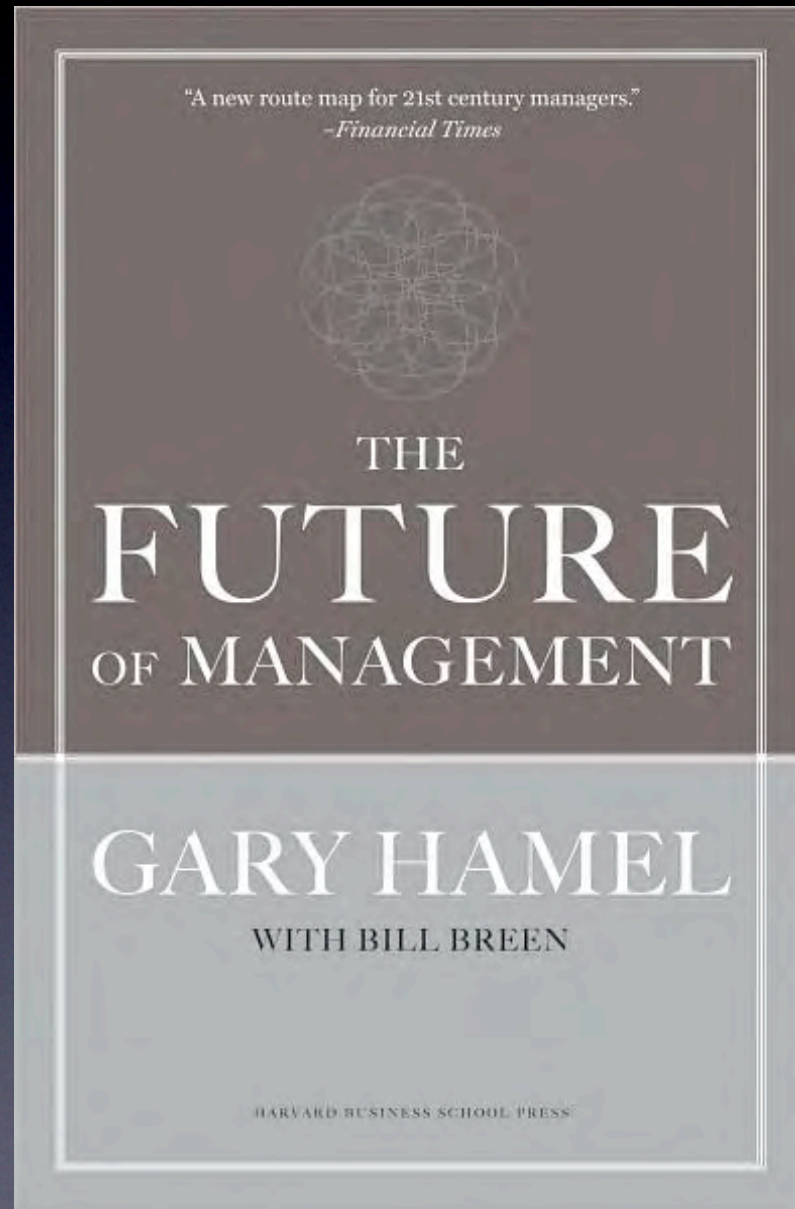


# yesterday's organizations





# yesterday's organizations



yesterday's organizations

are broken



# yesterday's organizations

Today's biggest human challenge isn't leading broken organizations slightly better.

It's building better organizations in the first place.



what is different now?

3

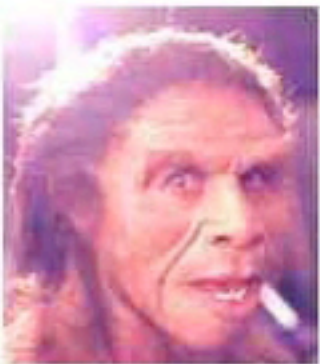


# what is different now?

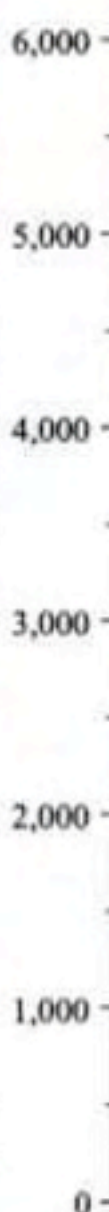


## I. pace of change





Population  
(in millions)



Stem Cell Research  
Approved in U.S.

B. Genome Project

Man on Moon

High-Speed Computers

War on Malaria

I. Airplane

*Disc. New World,  
Black Death  
Peak of Rome  
Peak of Greece,*

*B. 1st Ag. Rev.  
B. Pottery*

*I. Plow*

*1st Irrigation Works  
1st Cities*

*B. Metallurgy  
B. Writing  
B. Math*

Dolly, the Cloned Sheep

PCs

Nuclear Energy

Disc. DNA

Penicillin

I. Automobile

I. Telephone  
Electrification

Germ Theory

B. Railroads

I. Watt Engine

B. Indust. Rev.

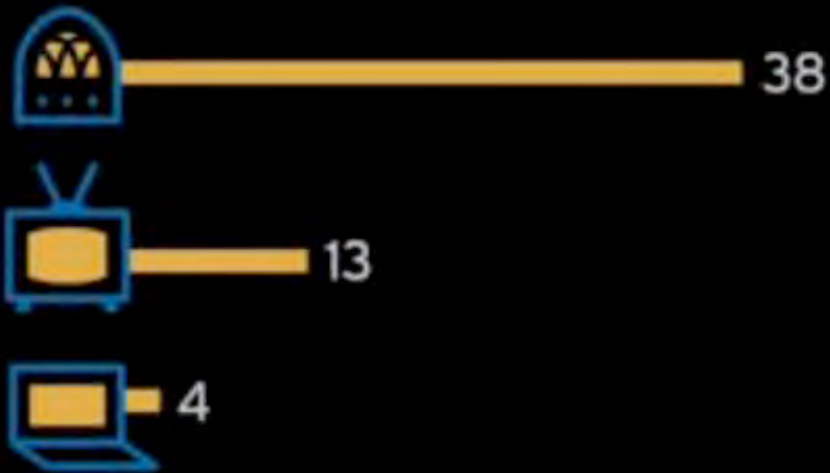
B. 2nd Ag. Rev.

Time  
(in years)





Years it took to reach  
a market audience of **50 million**

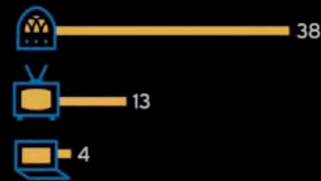




**facebook**

+200 mil  
in 9 mos

Years it took to reach  
a market audience of 50 million



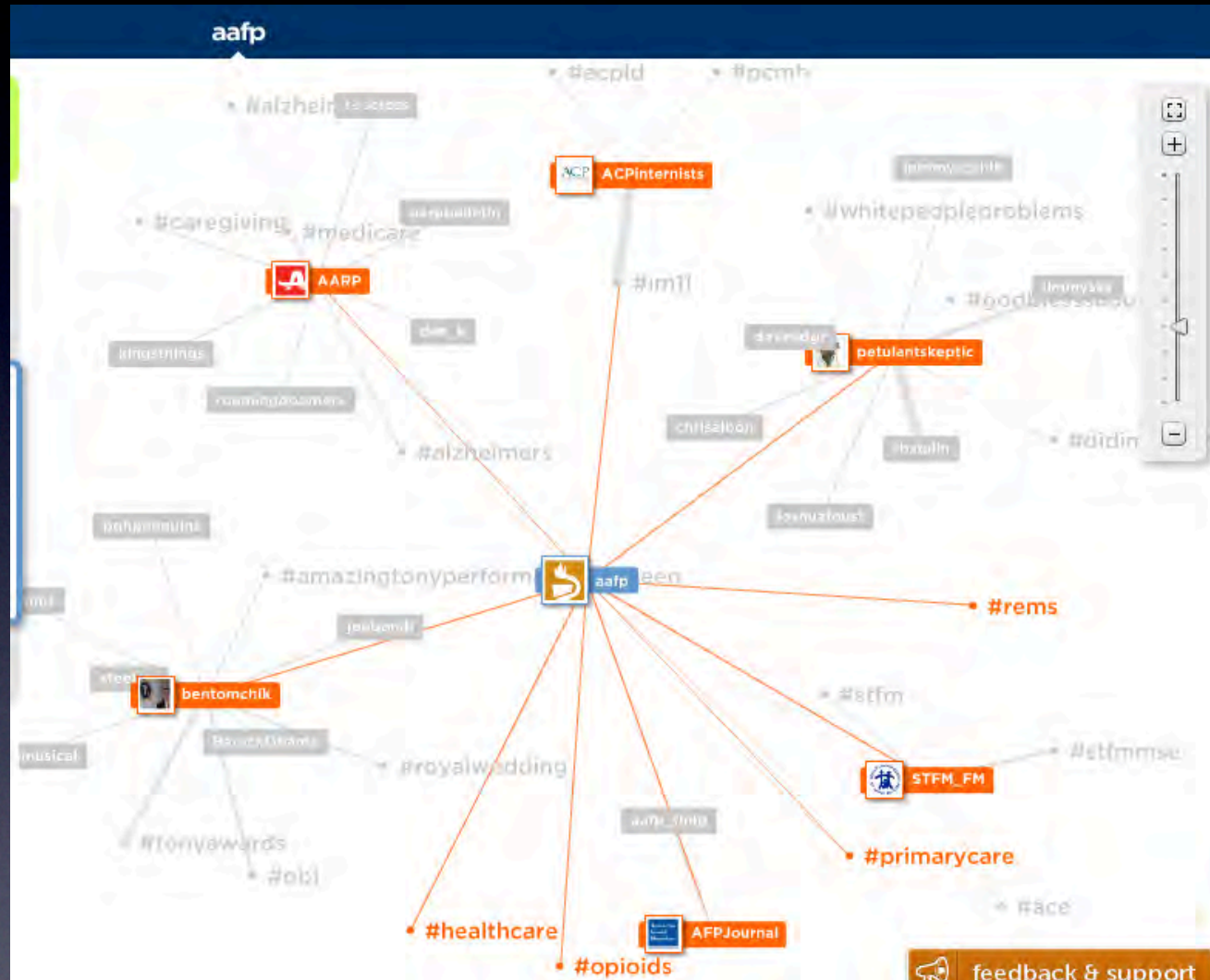
+1 bil  
in 9 mos







# what is different now?



## 2. the social internet



The Power of Organizing Without Organizations

# HERE COMES EVERYBODY

Revolution doesn't happen when society adopts new technology, it happens when society adopts new behaviors

CLAY SHIRKY



WITH  
AN UPDATED  
EPILOGUE



"A fascinating survey of the digital age . . . An eye-opening paean to possibility." —*THE BOSTON GLOBE*

# COGNITIVE SURPLUS

CREATIVITY AND GENEROSITY  
IN A CONNECTED AGE

# CLAY SHIRKY

[http://www.amazon.com/Here-Comes-Everybody-Organizing-Organizations/dp/0143114948/ref=pd\\_bxgy\\_b\\_img\\_b](http://www.amazon.com/Here-Comes-Everybody-Organizing-Organizations/dp/0143114948/ref=pd_bxgy_b_img_b)

<http://www.amazon.com/Cognitive-Surplus-Creativity-Generosity-Connected/dp/1594202532>



consumers  
are now  
producers





# WIKIPEDIA

*The Free Encyclopedia*

[http://en.wikipedia.org/wiki/Main\\_Page](http://en.wikipedia.org/wiki/Main_Page)



# what is different now?



## 3. generational shift

<http://www.flickr.com/photos/99911874@N00/2139654509>



silent  
generation



1925-42  
(69-86)

baby  
boomers



1943-60  
(51-68)

generation  
x



1961-81  
(30-50)

millennial  
generation



1982-2005  
(6-29)



baby  
boomers



millennial  
generation



generation  
x

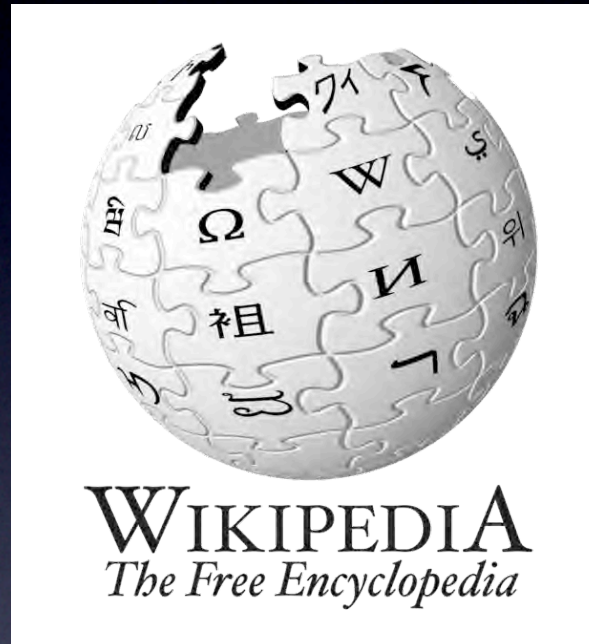




# what is different now?



pace of change



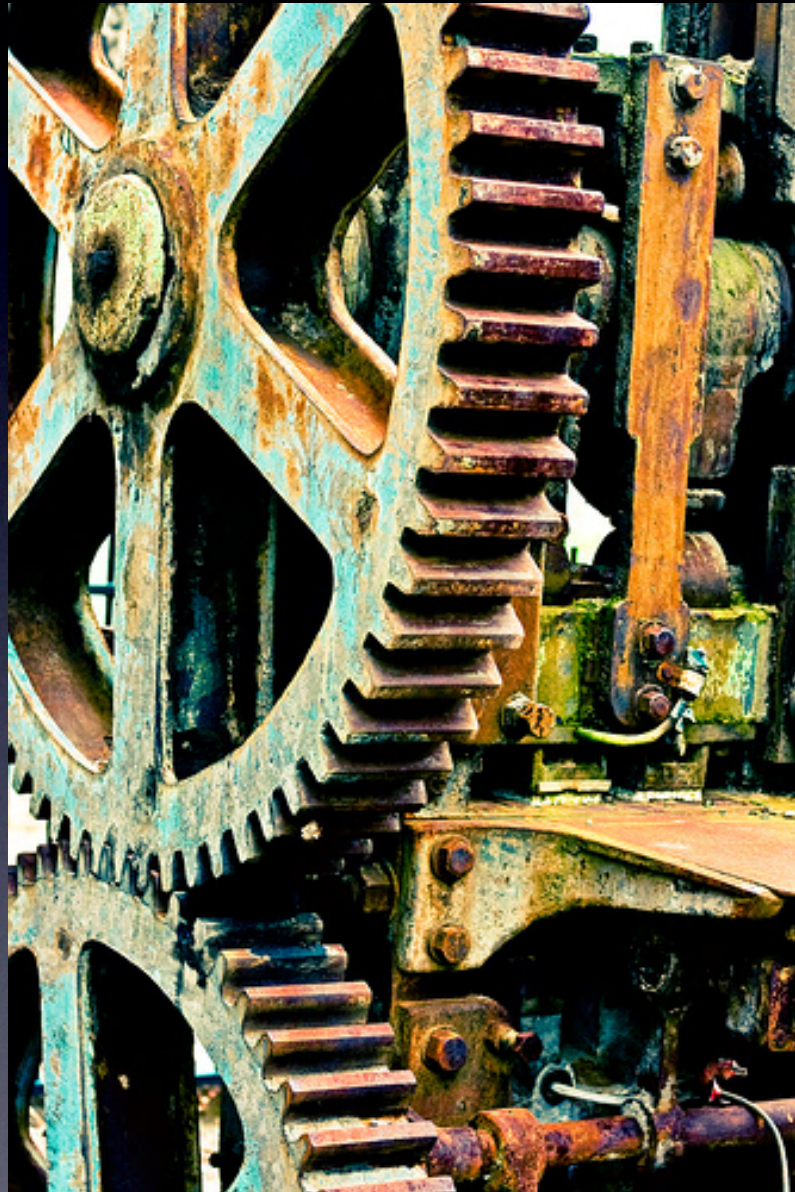
social internet



generations



# tomorrow's organizations





# tomorrow's organizations



<http://www.flickr.com/photos/40645538@N00/4231247311>



tomorrow's organizations

open

trustworthy

generative

courageous



the wright brothers did not  
possess a pilot's license





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