The Network Always Wins — Peter Hinssen

STATIC => FLUID
- Career (salary, contract, dedication) => project (fee, assignment, passion)
- Trust / loyalty => commitment /relevance; Vert. org chart => horiz. network node
- Who do you work for? => What are you working on?
- Go of hybrid organizations: chaos = not the opposite of hierarchy!
- Creative destruction and cyclical regeneration from the ashes of failure
- What is your Dynamic Quotient => intrinsic dynamics of fluid organization

MARKETS CHANGE
- Conversation mgt: customers trust each other & their tribes
- Using mobiles in store for info changes purchasing decision
- Personalized one to one interaction, one customer at the time
- Recommendation engines based upon trust / serendipity
- The future of marketing is network-neuro-economiscs
- Permission (influencing tribes) ... iso interruption marketing
- From funnel => loop approach (seek patterns, insights, embrace complexity
- X-prize => big prize for commercial flight => million $ business

BIG DATA
- Technology can absorb avalanche of info
- Augmented intelligence => human/technology
- Put connected data at center of yr business
- The network = effective filter (distill intelligence from info)
- Amazon: aggregating data from purchasing & reading habits

NODES
- Some agents in network more influential
- Connecting through the nodes of the network
- If you = not visible, you don't exist, feed the network
- Rich club phenomenon: rich nodes concentrate

PUNCHLINE
- Markets are networks of information with interacting customer at the heart
- Your inside world has to become a network as well: Innovation, Social & Structured network
- Information, intelligence & innovation flow more intense through networks
- Trinity of an organization: combination of markets, strategy & workforce

VUCA WORLD
- Volatile: instability, turbulence, ... forever
- Uncertain: more uncertainties than certainties
- Complex: butterfly effect: little things => huge impact
- Ambigu: not a single straight answer, black or white

VACINE
- Velocity: companies to move at speed of market & ecosystem
- Agile: capacity to change, transform, respond
- Creativity: connect the dots (trust they will)
- Innovation: able to remain relevant
- Network: able to influence markets (networks of info)
- Experimentation: implement a risk attitude

CLOCK SPEED
- How quick from idea to marketable product/service?
- Internal clock outpacing external clock?
- Understand rate of change outside / capacity of speed within

NON-LINEAR
- Understand the connections / strength of relationships
- Feedback = fundamental characteristic of dynamic systems
- Emerge from disorder through spontaneous self-organisation
- Understand bigger picture, pattern, not each individual element