

OUR CHANGING WORLD (1950-2010)

| AGE | Industrial | Post Industrial | Information | Communication | Creative |
|---------------------------------------|--|--|--|--|--|
| ECONOMY | Manufacturing/Consumer | Service | Knowledge | Experience | Transformation |
| METAPHOR | Machine | Clock | Web/network | Satellite Receiver | Butterfly |
| OFFERING | Material Product | Operations/Services | Information | Event | Individual |
| ASSETS | Financial Capital & resources | Financial & Social Capital | Digital & Intellectual Capital | Social & Relationship Capital | Creative/Transformative Capital |
| INTELLIGENCE | IQ | EQ | IQ/EQ | IQ/EQ | EQ/SQ |
| SCIENTIFIC FOUNDATION | Newtonian Physics | Quantum Physics | Complexity Systems Theory, Network Theory | Psychology Evolutionary Biology | Transpersonal psychology Cosmology Consciousness |
| TECHNOLOGY | Centralized, mainframe, integrated hard & software, proprietary | Personal computing, parallel processing, | Internet, distributed processing, hardware and software separate, HTML, Java | Web 2.0 Ubiquity, Convergence, Open source, pick n mix | User Generated content; full interactivity, mammoth customization |
| EXECUTION | Make & Sell | Sense & Respond | Distribute & Dialogue | Stage | Enable Emergence |
| EXCHANGE | Transaction | Interaction | Learning | Encounter | Transformation |
| STANCE TOWARDS OTHER COMPANIES | Suppliers, competitors or customers – distrustful, closed, secretive | Suppliers, competitors or customers | Alliances | Partners, Co-opetition Some collaboration | Federated, collaborative networks Transparent, sharing, open |
| SOURCE OF ADDITIONAL PROFIT | Economies of scale, standardization | Value add or Cost reduction through automation, outsourcing, downsizing, BPR | Replace bricks & mortar with e-channels; global connectivity | Enriched experiences; | Customer sets prices according to perceived value |
| INNOVATION OPPORTUNITIES | More, better, different products | Different services, more efficiently delivered; offering greater perceived value | Business model innovation; | Collaborative innovation; new business models and ecosystems; real and virtual | New customer centric ecosystems; |
| MARKETING | Control, Target, Exploit PUSH , CRM | Serve | Motivate | Motivate | Converse and Inspire PULL , CEM |
| PERSONAL PURPOSE VALUES | Individual prosperity, security, comfort, wealth | + convenience, time | + control, ability to predict, anticipate, access | + diversity, stimulation, wellness, opportunity to learn | purpose, cause, global well-being, “wellth”, security, planetary survival, actualization |
| CUSTOMER BENEFIT | Material, possessions, security, belonging, status | Material, convenience, time saving, status | Mental, choice & control | Memories, status, health | Meaning, aliveness, total well-being |

