

OUR CHANGING WORLD (1950-2005)

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	Centralised, 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 customisation
EXECUTION	Make & Sell	Sense & Respond	Distribute & Dialogue	Stage	Guide
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	+ inner peace, purpose, cause, global well-being, "wealth", security, planetary survival
CUSTOMER BENEFIT	Material, price, choice, belonging, status	Material, convenience, time saving	Mental, choice & control	Memories, status, health	Meaning, aliveness, total well-being