

WHAT'S SO DIFFERENT ABOUT THE KNOWLEDGE ECONOMY?

Don Simpson's Innovation Expedition team developed 21 Axioms* to illustrate the complex environment today's Renaissance Leaders operate in.

It thrives on paradox

Traditional value chains are being re-formed



Knowledge-enhanced products & services command PREMIUM prices.

Time and location are less important

It's built around networks



Its key resource, KNOWLEDGE, is abundant, not scarce.



It's dependent on FLEXIBILITY, not rigidity for peak performance

Its cycle is FAST ACTION, then adjustment based on feedback

Its DNA is COLLABORATION

Its power source is INFORMATION & COMMUNICATION technologies

Two important laws are MOORE'S LAW and METCALFE'S LAW



Its customers want JUST-IN-TIME, customized, high-quality, low-cost products & services

Its key challenge is increasing productivity of knowledge workers

EXPLICIT KNOWLEDGE has more value than implicit knowledge

Its language is the language of systems thinking

It contains VIRTUAL products, virtual organizations and virtual communities



It's driven by innovation

Organizations are understood as living organisms, not machines

Its markets are self-organizing and built around CONVERSATIONS



Knowledge moves quickly to where demand is high and barriers low

Matter matters less

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