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

- Knowledge-enhanced products & services command PREMIUM prices.
- Traditional value chains are being re-formed.
- Time and location are less important.

It's built around networks

- Its key resource, KNOWLEDGE, is abundant, not scarce.
- Its cycle is FAST ACTION, then adjustment based on feedback.
- Its DNA is COLLABORATION.
- Its power source is INFORMATION & COMMUNICATION technologies.
- Its key challenge is increasing productivity of knowledge workers.
- EXPLICIT KNOWLEDGE has more value than implicit knowledge.

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- Its customers want JUST-IN-TIME, customized, high-quality, low-cost products & services.
- Its language is the language of systems thinking.
- It contains VIRTUAL products, virtual organizations and virtual communities.

It's driven by innovation

- Its markets are self-organizing and built around CONVERSATIONS.
- Organizations are understood as living organisms, not machines.
- Knowledge moves quickly to where demand is high and barriers low.

Matter matters less