The shift

- Shift 2 Isolated competitor to innovative connector
  - Co-creation
    - Collaborative, cumulative, social activity
    - Partnerships and semi-fluid teams
      - Posse
        - 4-5 Very different people
        - Very different skill sets
        - Shared values and purpose will allow them to assemble quickly and work tog easily
        - Across the world
        - problem-solving diversity
        - reciprocity in providing support
        - develop deep trust and respect for each other
          - invest time in learning about each other and developing the relationship
  - Attractor
    - sharing ideas, passion, expertise and problems
    - so people want to work with you
  - broad network of weak ties
    - good at self-monitoring - so quickly fit in with the group
- five forces
  - Demography & longevity
    - Ascendance of gen y
      - aspirations for work life balance and interesting work
        - More autonomy, more coaching from their leaders
        - Interested in learning and mastery
        - more thoughtful, reflective sense of oneself and work
    - Increased longevity
      - people working longer
      - Poor ageing baby boomers
    - Global migration
      - to cities
      - towards better paid work
  - technology
    - tech capability increase exponentially
    - 5 billion connected
      - global consciousness
    - cloud becomes ubiquitous
      - bringing tech to anywhere with internet access
    - gains in productivity
    - increases in social participation
      - user generated content
      - open innovation apps
    - mega-companies and micro entrepreneurs
      - micro-entrepreneurs working cooperatively in ecosystems around an idea
    - avatars and virtual work
    - cognitive assistants
    - jobs replaced
  - Globalisation
    - 24/7 global world
    - Emerging economies
    - China & India
      - Engineering and IT grads
      - Shortage of management skills
    - Frugal innovation from developing nations
    - Global education
    - Urbanisation
    - Bubbles and crashes
    - global underclass
      - lack of skills
  - Society
    - Traditional family structures are replaced
      - dislocated,geographical separation, divorce
    - Reflexivity
      - reflect on what is important
      - make conscious choices, tough decisions & trade offs
    - powerful women
    - Balanced man
      - more involved in family
    - decline of happiness
    - increase leisure time
      - could be more passive leisure
      - or could be use of cognitive surplus
  - Energy resources
    - Energy prices increase
    - env catastrophes displace people
    - culture of sustainability?
      - Low carbon world
        - commute and travel less
        - avatars and virtual work
- Shift 3 voracious consumption to impassioned producer
  - Focus on sustainable, high quality of living (rather than high standard of living)
  - Express yourself through creativity rather than consumption
  - Let go of preconceptions around success
    - Frugalism, minimalism
      - so can spend more time on other commitments, pursue work for meaning rather than $
      - sharing
  - sit with the anxiety of not pursuing status
  - focus instead on mastery and meaning
  - embracing the anxiety of the tough dilemmas
- Shift 1 Shallow generalist to Serial mastery
  - Sense of meaning and purpose and connection to cherished, freely chosen values is the only thing that will give you the energy to do this repeatedly
  - Awfully hard work
  - As you keep reinventing yourself wrt career - continuous sense of M& P, consistent values will stop you from feeling d...
  - dedicated to developing skills in areas you love which you believe will bring meaning to your working life
  - Be able to work out what KSA will be at a premium?
    - create value
      - grass roots advocacy
      - social entrepreneurship
      - micro-entrepreneurship
    - are rare
      - increasing demand
        - health
        - energy conservation/renewable energy
        - New Node
        - creativity & innovation
        - coaching and caring
      - decreasing availability (e.g retirement)
    - difficult to imitate
      - by people, machines, apps
  - Self -marketing
    - creating and crafting credentials
  - slide and morph skills as opportunities arise
  - Longer working life
    - becomes more imp to have meaning and be interesting
  - think like a craftsman
  - link with communities in your area of developing mastery to share and develop knowledge
    - your big ideas crowd
- Mosaic career
- Reflexivity
  - What is truly important to me?
    - constructing own working life - meaning and interest
    - purposeful construction of deep sustaining relationships
      - regenerative community - face to face, warm
    - making the choices to live a life aligned with this
      - need to be thoughtful, determined and energetic
      - need to know what you value
      - need to be able to sit with the anxiety. to see that it is the range of emotions that bring meaning and texture to life
        - of not fitting in
        - of uncertain income
        - of lack of status
      - need to be more mindful so we notice the moment to moment choices that shape our lives
      - take risks, be courageous, say no, be proactive
    - Dealing with the distractions of the 24/7 world
      - need the willpower to stay focussed
    - Balance work, charity, family, community
    - Empathy
      - Contribution to global community
  - invention of self through debate and self-reflection
    - be honest about your feelings and shortcomings