

"The *Connected Company* is a clear, simple roadmap
for business strategy in the 21st century."

—Dan Pink, Author of *Drive* and *A Whole New Mind* (Riverhead)

THE CONNECTED COMPANY

DAVE GRAY

Founder, XPLANE

with THOMAS VANDER WAL

Foreword by ALEX OSTERWALDER

O'REILLY®

The Connected Company Dave Gray

Amit Tiwary, Bhuvan Unhelkar



The Connected Company Dave Gray:

The Connected Company Dave Gray, Thomas Vander Wal, 2014-12-02 With a foreword by Alex Osterwalder The future of work is already here Customers are adopting disruptive technologies faster than your company can adapt When your customers are delighted they can amplify your message in ways that were never before possible But when your company's performance runs short of what you've promised customers can seize control of your brand message spreading their disappointment and frustration faster than you can keep up To keep pace with today's connected customers your company must become a connected company That means deeply engaging with workers partners and customers changing how work is done how you measure success and how performance is rewarded It requires a new way of thinking about your company less like a machine to be controlled and more like a complex dynamic system that can learn and adapt over time Connected companies have the advantage because they learn and move faster than their competitors While others work in isolation they link into rich networks of possibility and expand their influence Connected companies around the world are aggressively acquiring customers and disrupting the competition In *The Connected Company* we examine what they're doing how they're doing it and why it works And we show you how your company can use the same principles to adapt and thrive in today's ever-changing global marketplace

Value Creation Gautam Mahajan, 2016-06-20 This book is about giving the CEO what he wants to know about Value creation and success

Managing in a VUCA World Oliver Mack, Anshuman Khare, Andreas Krämer, Thomas Burgartz, 2015-07-15 This book examines volatility uncertainty complexity and ambiguity VUCA and addresses the need for broader knowledge and application of new concepts and frameworks to deal with unpredictable and rapid changing situations The premises of VUCA can shape all aspects of an organization To cover all areas the book is divided into six sections Section 1 acts as an introduction to VUCA and complexity It reviews ways to manage complexity while providing examples for tools and approaches that can be applied The main focus of Section 2 is on leadership strategy and planning The chapters in this section create new approaches to handle VUCA environments pertaining to these areas including using the Tetralemma logics tools from systemic structural constellation SySt approach of psychotherapy and organizational development to provide new ideas for the management of large strategic programs in organizations Section 3 considers how marketing and sales are affected by VUCA from social media's influence to customer value management Operations and cost management are highlighted in Section 4 This section covers VUCA challenges within global supply chains and decision oriented controlling In Section 5 organizational structure and process management are showcased while Section 6 is dedicated to addressing the effects of VUCA in IT technology and data management The VUCA forces present businesses with the need to move from linear modes of thought to problem solving with synthetic and simultaneous thinking This book should help to provide some starting points and ideas to deal with the next era It should not be understood as the end of the road but as the beginning of a journey exploring and developing new concepts for a new way of management

The Doodle Revolution Sunni Brown, 2014-01-09 There is NO SUCH THING as a mindless doodle What did Einstein JFK Edison Marie Curie and Henry Ford have in common They were all inveterate doodlers These powerhouse minds knew instinctively that doodling is deep thinking in disguise a simple accessible and dynamite tool for innovating and solving even the stickiest problems Sunni Brown's mission is to bring the power of the Doodle to the rest of us She leads the Revolution defying all those parents teachers and bosses who say Stop doodling Get serious Grow up She overturns misinformation about doodling demystifies visual thinking and shows us the power of applying our innate visual literacy She'll teach you how to doodle any object concept or system imaginable shift habitual thinking patterns and transform boring text into displays that can engage any audience Sunni Brown was named one of the 100 Most Creative People in Business and one of the 10 Most Creative People on Twitter by Fast Company She is founder of a creative consultancy an international speaker the co author of Gamestorming and the leader of a global campaign for visual literacy called The Doodle Revolution Her TED Talk on doodling has drawn more than a million views on TED.com Her work on visual literacy and gaming has been featured in over 35 nationally syndicated news programs and reported on in The Wall Street Journal CNN.com the BBC Fast Company Inc Magazine etc She lives in Keep Austin Weird Texas Yes! on Demand Kathy L. Middleton, 2016-11-21 Borrowing winning techniques from the business world this book examines ways you can make library service more personalized focused and solutions oriented for your patrons When it comes to delivering the quality personalized service your patrons expect the staff is the most important resource in the library It only follows then that by empowering staff breaking and fixing rules cultivating creativity and focusing on results your library can meet and exceed patron expectations To help you accomplish that and more this book presents the yes model for customer service and explains how to use the model to build morale and grow a loyal engaged and highly satisfied community The book shows how techniques borrowed from successful retail models can be applied to every part of library service from reference circulation and technology services to children's and adult services Beginning chapters describe the role of staff in transforming a culture of no into one of yes Next are explanations of tools administrators can use to support changes that will lead to a more contented customer base Finally the book addresses how to eliminate no through personalized service and by defining and tearing down obstacles that often block use of library products and services This approach not only will make for happier patrons but will build staff morale foster support and ensure that your library remains relevant for years to come **Data - Value - Creation** Fiona van Maanen, Ken van Ierlant, 2023-12-14 This book offers a vision and approach to formulate an answer to the many challenges from a holistic perspective and with data as the source for value development Both on a geopolitical and macro level but also on a corporate microlevel the digital transformation 4.0 as described in this book offers a clear manageable vision and approach to give our society and economy a new boost using data as the new source for value creation **Lean in the Classroom** Vincent Wiegel, 2019-08-22 The current way of organizing education is not tenable in the coming decade We need to address how we

teach how we organize schools how we increase the effectiveness of learning how we construct classrooms and how we deploy new technologies Lean management philosophy has been successfully applied across many industries from manufacturing to healthcare financial services and construction Recently interest in Lean has steadily increased in the education sector as it was originally introduced in that area s administrative and support processes Currently the introduction of Lean and its potential in education is gaining wider exposure because of massive looming changes for example the introduction of technology in education as EdTech within the traditional system and as MOOCs demographic changes budget pressure new pedagogies the entrance of more and more private providers and changing demands of society and industry on the curriculum What is missing is a joint framework that will allow schools teachers directors and boards to harness the potential of these developments and then execute a strategy Lean Education LE offers the potential to streamline the execution of strategy and teaching It accelerates the development of new courses and studies that are closely aligned to the needs of students It supports the integration of new technologies without overburdening teachers and staff Lean in the Classroom brings all these elements together into a coherent framework so schools can make necessary changes in one concerted effort Teaching professional support managing the daily work and changing the way schools function are brought together as a schoolwide strategy to organize learning in a way that serves our students by making the most of their talents This book is the first to define LE in all its aspects course design actual teaching and learning processes school management and the organization of supporting processes It is firmly based on the Lean management philosophy in conjunction with pedagogy The book draws on both scientific research in the field of Lean management in general and Lean education in particular In addition it is predicated on many years of hands on experience applying Lean both inside and outside the education sector

Doing Enterprise-Architecture Tom Graves,Slade Beard,2025-10-07 Enterprise architecture is a set of business practices that connect an organization s strategy with its management of change It is concerned with the structure and story of the enterprise and ensuring that everything across the whole enterprise will work together in the most effective way Yet when doing enterprise architecture what should we do in what sequence and for what business purpose What skills and leadership do we need What results should we expect And how can we prove the business value of what we do This book sets out to answer those questions and show how with the right architecture support every change in the organization can be a change for the better The book explains that to achieve this we will need a literal architecture of the enterprise that can start anywhere and can address every aspect of the enterprise including people machines IT and more We will need architecture development methods that can work consistently and in the same way everywhere for every type of content or context at every scope and scale with every timescale and throughout every stage of the change process We will need those methods to support not just planned change but provide continuity over longer periods These methods must also respond fast to unexpected opportunities risks and large scale challenges arising within the organization and its market and from the real

world beyond the enterprise itself The book describes how to satisfy all of those needs using a formal dependency driven maturity model to guide systematic step by step development of the organization s capabilities for enterprise architecture The sequence of steps ensures that at each stage of development the architecture can be relied upon to achieve desired effective business outcomes You Will Learn how to extend your architecture beyond IT to the whole enterprise Learn how to use a service based approach to enhance consistency across the whole architecture Learn how to enhance efficiency effectiveness responsiveness and resilience throughout the enterprise This book is for Enterprise Architects **The New Social Learning, 2nd Edition** Tony Bingham, Marcia Conner, 2015-06-15 Social learning is a fundamental shift in how people work leveraging how we have always worked now with new more humanizing tools accelerating individual and collective reach giving us the resources to create the organization and the world we want to live in In this newly revised and updated edition of The New Social Learning Tony Bingham and Marcia Conner dispel organizational myths and fears about social media By sharing the success stories of socially engaged companies and people the much anticipated second edition persuasively makes the case for using social media to encourage knowledge transfer and real time learning in a connected and engaging way As Steve LeBlanc noted Social learning thrives in a culture of service and wonder It is inspired by leaders enabled by technology and ignited by opportunities that have only recently unfolded Brand new case studies about innovative organizations such as Boston Children s Hospital National Australian Bank LAZ Parking Sanofi Pasteur Cigna CENTURY 21 and Roche Pharmaceuticals illustrate cutting edge social learning approaches that cultivate environments where great people can do their best work The New Social Learning lays the foundation for improving the way you engage with colleagues collaborate with teams anywhere in the world and build workforce capability Take the next step to connect skills and knowledge and move your own organization forward as you reclaim and revolutionize workplace learning *Everything Connects* Faisal Hoque, Drake Baer, 2022-06-15 WALL STREET JOURNAL BESTSELLER USA TODAY BESTSELLER Globe Awards 2023 Publication of the Year Best Business Book 2023 Book Excellence Award Finalist in Business An updated edition for an ever shifting landscape of change In Everything Connects Faisal Hoque noted thought leader serial entrepreneur technology innovator advisor to CEOs BODs and the US federal government and author provides a framework that shows readers how to Holistically connect the when and what with who they are Inspire and lead inside and outside of their organization Generate ideas grounded decisions and long term value Part philosophy part business and part history this book is a kaleidoscopic view of the way humans by being able to think out of the box have been able to achieve greatness for themselves their organizations and the world at large You ll learn from the wisdom of Eastern philosophies that are over 2 500 years old and the interconnected insights of Leonardo da Vinci Couple that with Fortune 100 corporate cross pollination for creativity and startup thinking for how to adapt with ease and you have Everything Connects This isn t just a quick fix for your next financial quarter this is how you succeed in the long run This updated version includes new content that is

inextricably connected to leveraging and thriving in this environment of change Through the lens of the Fourth Industrial Revolution and the COVID 19 pandemic we can see how it s essential to reframe the ways we approach how we work play and live The new content adds further substance to the seminal focus of the first version of Everything Connects and furthers the core message that everything in fact does have a relationship to everything else resulting in a powerful synergy

Brand vs. Wild Jonathan David Lewis,2017-04-21 Today s business leaders operate in an increasingly harsh environment Uncertainty in the economy causes paralysis Quarterly goals drive short term and shortsighted decisions Workforce mobility kills loyalty Iconic products decline as fast as start ups create new categories And the pressure to do more with less combined with the multiplicity of available marketing tools and technology can be overwhelming Now more than ever brands and the people who lead them need clarity and guidance The good news is that people have found ways to thrive in harsh environments for millennia Author Jonathan David Lewis combining the lessons of group survival dynamics with more than a decade of proprietary research into the factors that cause companies to lose their way shows leaders how to thrive in unforgiving business environments by learning to Focus on navigating risk instead of trying to measure or reduce it Cultivate your brand s will to live by staying positive and asking the most important question Are you worth it Read the brand signs by observing the market keeping an eye on performance measures engaging your team and listening to your gut Develop a concept of mission to ensure internal alignment and reduce friction Act with urgency rather than waiting for the right circumstance Brand vs Wild helps readers understand the wilderness in which they find their companies and identify the specific steps they must take to thrive in the Brand Wilderness There is hope in a harsh business world And Brand vs Wild is it

Selling Your Value Proposition Cindy Barnes,Helen Blake,Tamara Howard,2017-05-03 A value proposition is created from the combination of a company s products and services and the value gained by the customer It is used to drive better business and is essential to success for any business without it companies are at risk of losing customers and being drowned out in crowded marketplaces Selling Your Value Proposition is a practical user friendly guide to establishing a streamlined customer centric selling process to communicate and express value propositions enabling companies to convey their value creating stories to customers consistently Featuring case studies and interviews with renowned business leaders and influencers Selling Your Value Proposition demonstrates how value propositions adeptly position a business across a range of industries The techniques and skills shared have all been honed through the authors experience with more than 600 companies around the world and clear step by step guidelines will empower all readers to effectively focus their value propositions for competitive success

Tickle: Digital Marketing for Technology Companies Peter Thomson,2013 Tickle is a guide to digital brand strategy The book shows companies how to improve their reputation online and to build relationships with important customers Tickle includes tips and tricks from the fields of public relations advertising marketing sales and customer psychology The book is based on interviews with successful tech startups and global software

companies in London Auckland Sydney and Silicon Valley Social media can now be used to research and build relationships with high value customers This is allowing a new breed of sales teams to target their prospects in increasingly inventive ways Today s marketing team is using the full arsenal of public relations targeted advertising and personalised content Tickle contains secrets from cutting edge PR advertising and digital experts who are building relationships one person at a time Tickle includes an eight step process for embedding customer focused social media into your organisation You will learn how to build your brand online 1 Hygiene Do you have your house in order 2 Audit Where do your customers already spend time 3 Plan Where to play and how to win 4 Listen Your customers are talking about you right now are you listening 5 Curate People who just talk about themselves are boring share interesting content from wherever you find it 6 Create Content drives conversations 7 Host Customers talking to each other in a setting that you created will do your job of marketing for you 8 Convert An escalating transaction model where you start with small purchases and build them into a large sale

The Digital Playbook Dirk Slama,Tanja Rückert,Sebastian Thrun,Ulrich Homann,Heiner Lasi,2023-07-31 This open access book is a practitioner s guide to smart connected products and solutions As a hands on playbook it combines the business and technical execution perspectives to help product companies OEMs manufacturers and equipment operators utilize the full potential of digital enablers especially Artificial Intelligence AI Internet of Things IoT and Digital Twins The Digital Playbook provides comprehensive and actionable guidance helping to address the challenges of creating sustainable and scalable digital business models managing cocreation and sourcing setting up the digital organization and handling the legal aspects For the technical execution perspective the playbook includes the AIoT Framework which explains how to combine data science and AI engineering with Digital Twins as well as software development for cloud and edge The integration with physical product development and retrofit integration of existing equipment is included as well A pragmatic agile approach is introduced that takes common agile inhibitors into consideration A holistic AIoT DevOps approach is described which combines key elements of DevOps for cloud edge and AI Enterprise readiness is ensured by looking at trust and security as well as reliability and resilience for AIoT A large number of real world examples and case studies help ensure practical relevance Readers should have a previous general understanding of digital strategies and technologies This book offers readers a clear understanding of the opportunities as well as the challenges related to building and operating smart connected products and solutions They are given a set of tools and blueprints which they can apply to their practical work in this space

Outcome-Driven Business Architecture Amit Tiwary,Bhuvan Unhelkar,2018-08-06 This book discusses business architecture as a basis for aligning efforts with outcomes It views BA as complementary to enterprise architecture where the focus of technological initiatives and inventories is to understand and improve business organization business direction and business decision making This book provides a practical long term view on BA Based on the authors consulting experience and industrial research the material in this book is a valuable addition to the thought processes around BA and

EA The lead author has direct and practical experience with large clients in applying APQC capability framework for undertaking multiple enterprise wide capability assessments **Value Dominant Logic** Gautam Mahajan,2018-12-07 Increasing disruption diminishing returns and demanding customers require business leaders to create more value remain relevant and stay ahead of competition CEOs must evolve a value creation culture for the company in order to properly balance the interests of customers employees investors and the marketplace People who succeed succeed because they create value but they do so unconsciously Creating value consciously makes you create more value and destroy less value Doing something good or improving the well being of someone creates value You buy and re buy a product on a value basis Value dominant logic is relevant to all of us Value creation is used in all fields but is not well understood This book takes value creation to the next level showing how value is basic to human endeavor and is not focused on enough even when we try to create value Most books on value creation focus on creating monetary value for companies This book suggests that value is greatly created and enhanced by creating value for others To create value for customers one must first create value for the providers including employees suppliers and the society at large The goal is to improve the quality of life and well being This book provides ways of implementing these thoughts and educates readers about value and how to create it

The Value Imperative Gautam Mahajan,2018-11-13 The Value Imperative is about understanding and creating value to become more prosperous obtain higher levels of success as a business and as a person and become a better executive manager and leader The book describes value and its creation a practitioner concept that encompasses all aspects of human endeavor and happiness and covers different aspects of value and how they impact you business society technology innovation and creativity and education The book demonstrates how to identify where value exists how it can be increased how it is destroyed and dissipated and how it can re emerge The author also describes the 6As required of successful executives Understanding Context Andrew Hinton,2014-12-02 To make sense of the world we re always trying to place things in context whether our environment is physical cultural or something else altogether Now that we live among digital always networked products apps and places context is more complicated than ever starting with where and who we are This practical insightful book provides a powerful toolset to help information architects UX professionals and web and app designers understand and solve the many challenges of contextual ambiguity in the products and services they create You ll discover not only how to design for a given context but also how design participates in making context Learn how people perceive context when touching and navigating digital environments See how labels relationships and rules work as building blocks for context Find out how to make better sense of cross channel multi device products or services Discover how language creates infrastructure in organizations software and the Internet of Things Learn models for figuring out the contextual angles of any user experience **Change Your Space, Change Your Culture** Rex Miller,Mabel Casey,Mark Konchar,2014-09-29 The fastest easiest way to shift culture toward engagement and productivity Change Your Space Change

Your Culture is a guide to transforming business by rethinking the workplace Written by a team of trail blazing leaders this book reveals the secrets of companies that discovered the power of culture and space This insightful guide reveals what companies lose by viewing office space as something to manage or minimize With practical tips and implementation details the book helps the reader see that the workspace is in fact a crucial driver of productivity and morale Change Your Space Change Your Culture was born out of recent studies that expose truly outrageous Oh my God realities More than 70 percent of the workforce either hates their job or they are just going through the motions Half of all office space is wasted Those shattering facts exist because office space is generally regarded as overhead or sunk cost Most buildings today clearly communicate the low priority placed on people friendly design Poor workforce engagement is baked into the culture This book provides guidance on turning this around by rethinking and reshaping space to align with the way people work Specifically this book moves from the high altitude view down to the details on how to Discover the fastest easiest and most cost effective way to shift culture Add square footage by using space more effectively Boost employee engagement and vitality by the creative use of space Learn how space can become a powerful productivity tool We all know that design space and flow have a powerful effect on the human psyche Our homes museums sports arenas places of worship and even airport terminals reveal that Environment can inspire dread or enthusiasm distraction or focus collaboration or isolation That s why the office must be designed to inspire the desired culture and workflow if it s not properly designed no program training or rules will be effective over time Change Your Space Change Your Culture is the practical guide to office space the foundation of an engaging culture

Revolutionize Learning & Development Clark N. Quinn, 2014-04-07 Transform learning and development practices to make your programs relevant and meaningful Existing training and development practices need a major overhaul Learning and development practitioners and managers must increasingly face the fact that old methods are no longer relevant in today s tech savvy world and in many cases they simply don t work In Revolutionize Learning and Development you ll get a straightforward look at how people really learn and get introduced to practical steps for rethinking redesigning and reestablishing learning delivery This book shows you how to take advantage of new understandings and new technologies so you can make a meaningful impact on your organization In four sections the book lays out crucial background knowledge conceptual frameworks and practical steps for transforming learning and development so that it has the greatest return for businesses Managers practitioners and executives will benefit from the illustrations vignettes and sidebars that highlight the author s advice and expertise Learn to avoid the pitfalls of outdated and irrelevant learning solutions including those that ignore the importance of clear objectives proper execution and thorough evaluation Discover the practical steps for implementing the best and most effective strategies for making the most of training programs Benefit from a thorough examination of what happens when managers and practitioners make major changes in strategy leadership and technology Get familiar with the roles of research based frameworks performance support and informal learning Don t

let learning and development myths derail you Find out how to breathe new life into your programs with practical guidance designed to inspire today s best learning technology solutions

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