

new infrastructure

a freerange exploration

context

- paradigm shift
- culture change
 - push to pull
 - long tail
 - openness
 - people-centric

innovation and KT

- it's not what you do it's the way that you do it
- provocations - old vs new

old and new

elites	everyone
corporation	movement
client/server	web services/SOA
media savvy	tech savvy
patenting	parenting
command & control	trust and share
central planning	increment or disrupt
professional	pro-am
product or service	product/service system

old and new

public relations	brand communications
continuity plan	disruption ethic
demographics	human beings
web 1	web 2
big hits	seeds/chunks
mass media	micro media
corporate speak	conversations
big ad campaign	viral marketing

old and new

big	small
control/own	participate/evolve
your ideas	our ideas
secretive elite group	community of shared interest
search for profits	search for meaning
control/deference	participation/invention
ms project	backpack
work/life balance	enjoyment/free range
creation	emergence

old and new

classification/taxonomy	tagging/folksonomy
short-term	long tail
Descartes	Gaia
Soap - personal physical hygiene	Soap - messaging framework
Broadcasting	Dialogue
Elitism	Pluralism/Democracy
Opportunities with	Opportunities because
Control/order	Messy/freerange

old and new

Fixed	organic
Developed	developing
Ego-centred	Ego-less
Closed	Open
Promotional newsletters	Online learning for users
Hire word of mouth marketing firm	Create something worth talking about
Hire a branding expert	Know thyself and promote from within
Compelling fakes	Authentic and supported

old and new

focus groups	employee field trips
print ads	training articles
shouting about being better than your competition	talking about what you've learned from the competition
product placement in fake worlds (eg tv/films)	donating samples to those who could benefit
show and tell	discover and experiment
educate, inform and entertain	learn, inquire and play
slick brochure	real, user created case studies
press release	blog/buzz

old and new

serious, aggressive plans	humourous, enjoyable experiences
heavy shit	lightness
corporate message	genuine point of view, straight-talking and humility
positioning	take a position
concealing the inner workings	revealing the inner workings
brand outside/culture inside	culture is brand
serving a market	being part of a community
talking to the market	engaging in discourse with the community

old and new

union agendas	grassroots communications initiatives - eg intranets/wikis
hierarchical org chart	hyperlinked org chart
cost-cutting	value generating

sources of inspiration

- cluetrain manifesto
- doc searls
- hugh macleod
- johnnie moore
- anthony mayfield
- peter burden
- cathy sierra
- howard greenstein
- uncle nick