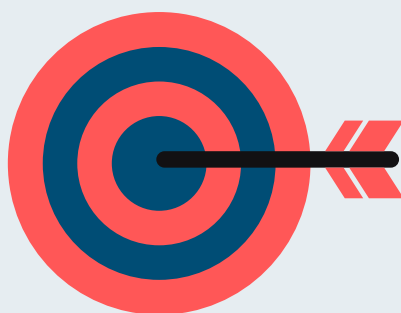


IS YOUR ORGANIZATION READY FOR THE FUTURE?

In the last five years, technology-driven innovations have disrupted organizations all around the world, and changed the way we do good business. In his book "Exponential Organizations" Salim Ismail explains how you can take control of the future and disrupt instead of being disrupted.

Here you will find 5 keys element to see if your organization is ready for the future.



STAFF ON DEMAND

Do you utilize the power of freelance?

Making your workforce flexible to match a constantly changing the demand is key to being agile and competitive. Freelancers offer expertise and high energy for time-limited and specific tasks. Just make sure to know exactly what value they should add..



DISRUPT OR BE DISRUPTED

Are you surviving or striving?

New technology is constantly changing the way we live, work and think. Your organization needs to be in sync with the new technology within your field. The competition is no longer the big company across the road but the start-up that digitizes your product and gives it away for free.



TRANSFORMATIVE PURPOSE

Do you have a clear WHY?

What highly aspirational purpose is your organization offering to your workforce? The organization's "why" should be oriented to goals of the heart and mind. The purpose should be ubiquitous for all employees and customers.



CROWD ENGAGEMENT

Do you leverage your crowd?

Utilizing the minds around your organization will increase loyalty and decrease marketing cost. Crowd engagement can easily be converted to community around your product and purpose, thus increasing your brand's value.



IMMUNE SYSTEM

Is your system open for change?

Organizations' immune system will make sure to that change is very difficult. It will attack new ideas and change in behavior through company culture and rules. If your organization is going to survive you need to enable change to happen.