

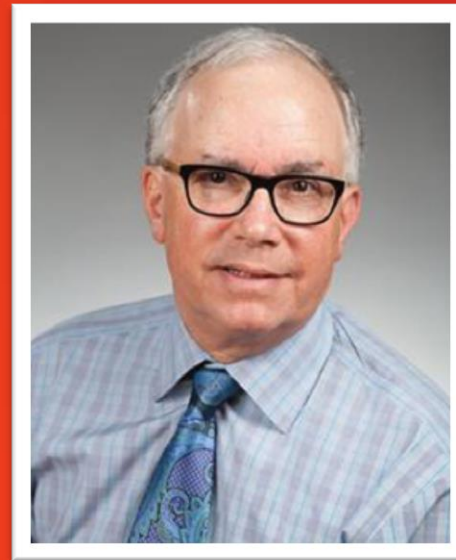
Managing for Success In the Knowledge Economy

Presenters: David Grebow & Stephen J. Gill

Today's Presenters



David Grebow



Stephen J. Gill



**We are living
through
the most
astonishing
time ever in the
history of work.
Period.**




We have *zoomed* from
labor-intensive work to
mind-intensive work
in less than
50 years



**Companies must stop
thinking of people
as liabilities and
start growing people
as valuable assets.**





Companies all over the world have become leaders by redefining and redesigning the ways they manage people and enable them to learn.



Being able to effectively work with people's minds is the only way an organization can succeed in this emerging mind-intensive economy.

These leading companies are profitable, with no problem finding and keeping the most talented people who are passionate about working for them.

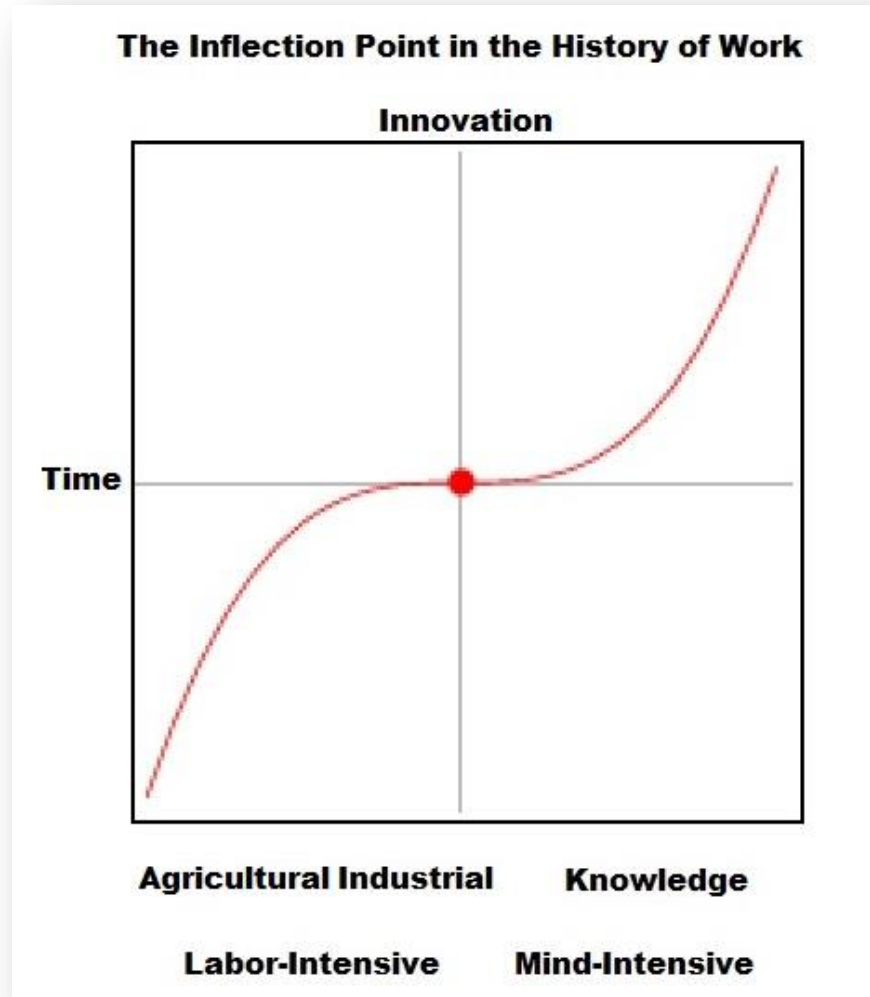


These leading companies can teach the lagging companies how to successfully manage and learn in a mind-intensive organization.



Lessons Learned

The Great Inflection Point



5 Key Forces Driving the Great Inflection

The Convergence

- ▶ Technology
- ▶ Automation
- ▶ AI
- ▶ Globalization
- ▶ Diversity

Dangerous Rip Tides

Today At Work...



Organizational Characteristics

20th Century Industrial Economy Managing Hands	21st Century Knowledge Economy Managing Minds
Command and Control	Collaborate and Communicate
Knowledge is Power	Sharing Knowledge is Power
Office Spaces	Learning Spaces
Siloed Organization - Secretive	Open Organization - Transparent
Limited Technology Access	Unlimited Technology Access
Learning is pushed	Learning is pulled





Examples of the New Companies



Different Approaches

- Three Stages of Development
 - ▶ **Traditional** - Only managing hands
 - ◆ Mainly found in mature industries and companies
 - ◆ Example: Clothing manufacturing
 - ▶ **Transitional** – Evolving between the two
 - ◆ Corporations that must change or die
 - ◆ Example: AT&T
 - ▶ **Aspirational** – Primarily managing minds
 - ◆ Technology-based, often newer
 - ◆ Example: Google

GPS for Managing Minds

Which of these best describes your company today?

- A. Primarily traditional managing hands
- B. Moving between traditional and transitional
- C. Transitional moving towards managing minds
- D. Already Aspirational and managing minds



New Roles and Responsibilities

Support Interpersonal Growth	Improve Strengths, Reduce Weaknesses
Stop Punishing Failure	Take Risks and Learn
Enable Collaboration	Provide Effective Feedback
Receive Feedback Effectively	Be Fearless

Challenges and Obstacles

What is the biggest challenge your organization faces to become a managing minds company?

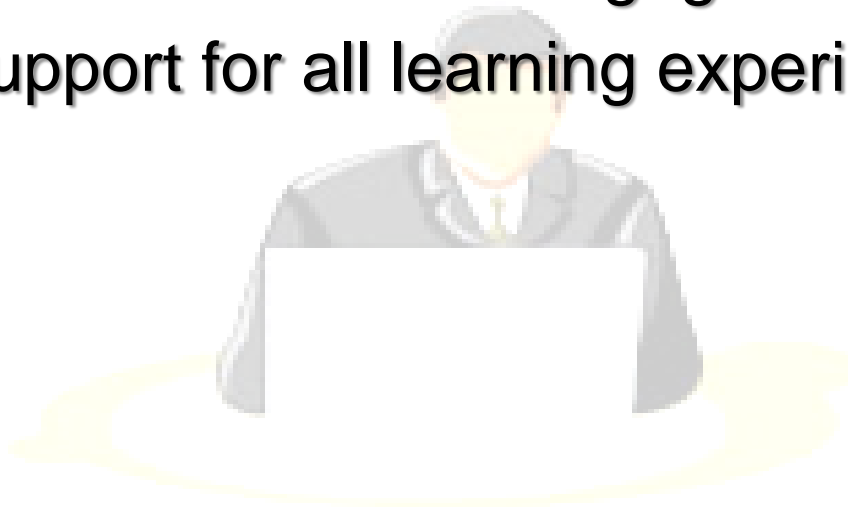
Please chat about it

Companies Trapped In a Time Warp



Individual Benefits

- Feeling fearless at work
- Greater sense of purpose
- Feeling valued, heard and seen
- More involved and engaged
- Support for all learning experiences



Team Benefits

- Greater focus on collaboration
- Better open constant communication
- More engaged team members
- Better support from team members
- More sharing and caring



Organizational Benefits

- More innovation and creativity
- Faster and better decision making
- More competitive and responsive
- Better customer experiences
- Improved community relationships



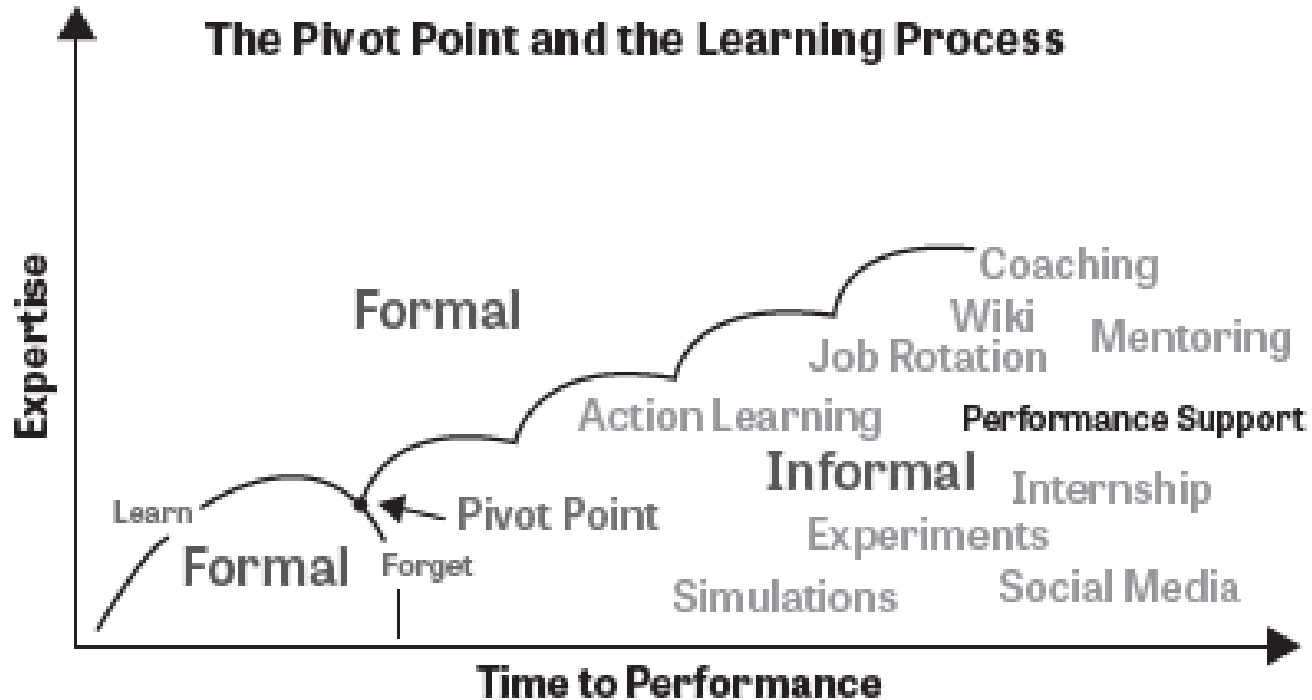


Society Benefits

- Less discrimination
- Better work life balance
- Actions that are sustainable
- Focus on ethical behavior
- Improved interpersonal skills

What You Can Do Now

Use the Pivot Point – Combining Push and Pull



What You Can Do Now

Graduate Community of Learners
to Community of Practice

CoL → CoP

***Zoomed* from labor-intensive to mind-intensive work.**

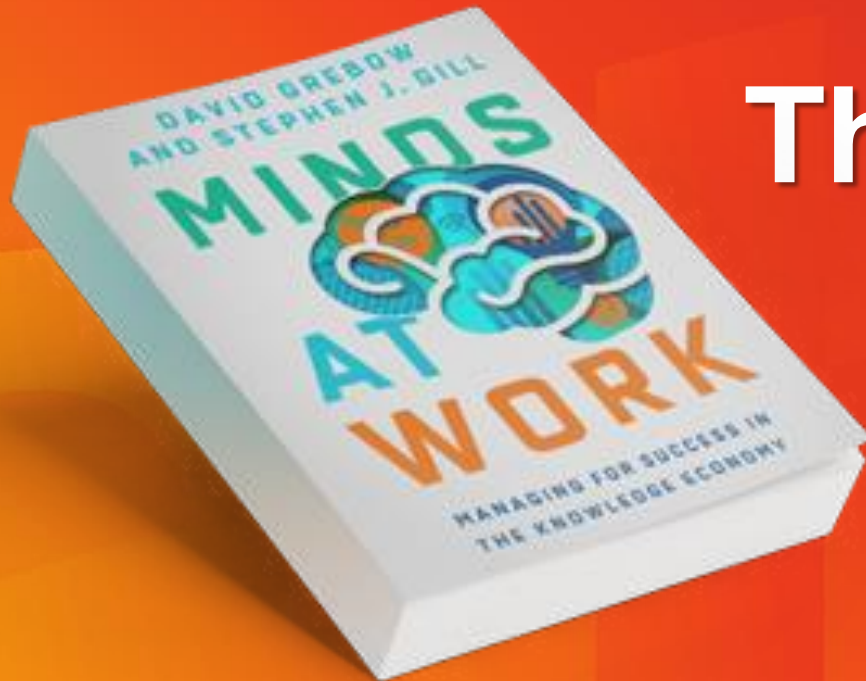
People are no longer liabilities; they are assets to be developed.

Being able to continuously learn is the only way to compete and succeed in a mind-intensive economy.

Smart companies all over the world are already learning how to manage minds.

These companies are profitable with high employee engagement, low turnover, great loyalty.

We can learn from these companies what must be done to successfully manage people in a mind-intensive organization.



The Book

Questions! Answers?

Please Tell Us What You Think

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