



Navigating
the New
Economy

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A Whole New Mind

Strategies for the Conceptual Age



You move from

The Information Age to
The Conceptual Age



Economic Challenge

- How do you continue to build value and jobs in an economy that is facing...



The Conceptual Age

- Moving from a society built on logical linear, computer-like capabilities of the Information Age to an economy and a society built on the inventive, empathetic, big picture capabilities of the Conceptual Age



The Triple A Threat

- Abundance
 - We've got everything we need
- Automation
 - Computers can do many tasks faster and cheaper
- Asia
 - Knowledge workers overseas can do it just as well for less money



3 Questions

1. Can someone overseas do it cheaper?
2. Can a computer do it faster?
3. Is what I'm offering in demand in an age of abundance?

If you answer **YES** to questions 1 & 2 and **NO** to question 3 - then you're in trouble.



High Concept – High Touch

- Ability to
 - create artistic and emotional beauty,
 - detect patterns and opportunities,
 - craft a satisfying narrative
 - Detect seemingly unrelated ideas into a novel invention
- Example
 - Apple Computers invents iPod & iTunes



The Six Senses

1. Function & Design
2. Story
3. Symphony
4. Empathy
5. Play
6. Meaning



Information Age Leaders

- Computer Programmers
 - Create Code
- Accountants
 - Crunch Numbers
- Lawyers
 - Craft Legal Documents



Function & Design

- Not just function but also Design
 - It's no longer sufficient to create a product, service, an experience or a lifestyle that is merely functional. It's economically crucial and personally rewarding to create something that is also beautiful, whimsical or emotionally engaging
- Example:
 - Umbra



Conceptual Age Leaders

- Creators & Empathizers
- Pattern Recognizers
- Meaning Makers
 - Artists
 - Inventors
 - Designers
 - Storytellers
 - Caregivers
 - Consolers
 - Big Picture Thinkers



Story

- Not just argument but also Story
 - When our lives are brimming with information and data, its not enough to marshal an effective argument - someone will rebut your point. The essence of persuasion, communication and self-understanding has become the ability also to fashion a compelling narrative.
- Example:
 - Mazda



Symphony

- Not just focus but also Symphony
 - Information Age required focus and specialization. Opposite is required. Not just analysis but synthesis - seeing the big picture and crossing boundaries, being able to combine disparate pieces into an arresting new whole
- Example
 - HP creates portable, solar powered camera for villages in India



Meaning

- Nor just Accumulation but also Meaning
 - We live a world of breathtaking material plenty. That has freed hundreds of millions from day-to-day struggles and liberated us to pursue more significant desires: purpose, transcendence and spiritual fulfillment.
- Example
 - Volunteer holidays



Empathy

- Not just logic but also Empathy
 - Capacity for logical thought is part of being human. But in a world of ubiquitous information and advanced analytic tools, logic alone won't do. What will distinguish those who thrive will be their ability to understand what makes their fellow humans tick, to forge relationships and to care for others.
- Example
 - WestJet



Examples

- Local Canadian Companies that have moved into the Conceptual Age



Play

- Not just seriousness but also Play
 - Ample evidence points to enormous health and professional benefits of laughter, games and humour. Serious is good but too much sobriety can stall a career and harm your health. In the Conceptual Age, in work and in life, we all need to play
- Example
 - Flexible Work Schedule



West Toronto Paint & Wallpaper

- Retail store that was under attack from opening of 3 big box stores
- Strategy:
 - Focused on adding value through colour consultations
 - Hired Fine Art Graduates
 - Added Fine Art Gallery



AvanceCad

- Architects & Designers couldn't keep drafting staff
- Strategy
 - Create an outsourcing company for Architects & Designers
 - Build value through local project management
 - Tap into Asia labour pool & Automation cost savings



TCS Sensors

- Traditional sensor connector business under attack from cheap imports
- Strategy
 - Develop new line of unique microprocessor sensors
 - New Consulting business on product development with clients



Navigating the New Economy Strategic Workshop

- A full day strategic workshop - Applying the 6 Senses
 - What is it you really provide - redefining what you do
 - Identifying your client
 - Who is the competition
 - Who are your partners for growth
 - Where are the gaps that you can take advantage of
 - What does your company need to do to redefine itself
 - What resources do you need
- **Plus** 3 months of Consultation