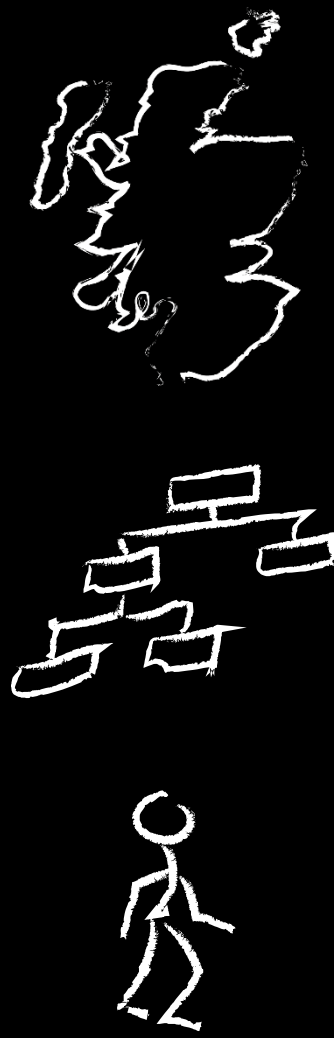


Troed Troedson

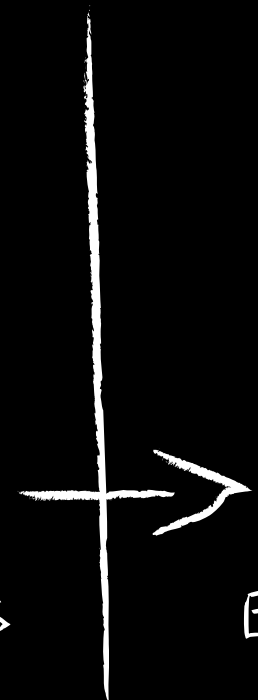
Paradigmbrokers

Competence = The ability to compete

# Competence = Knowledge & Information

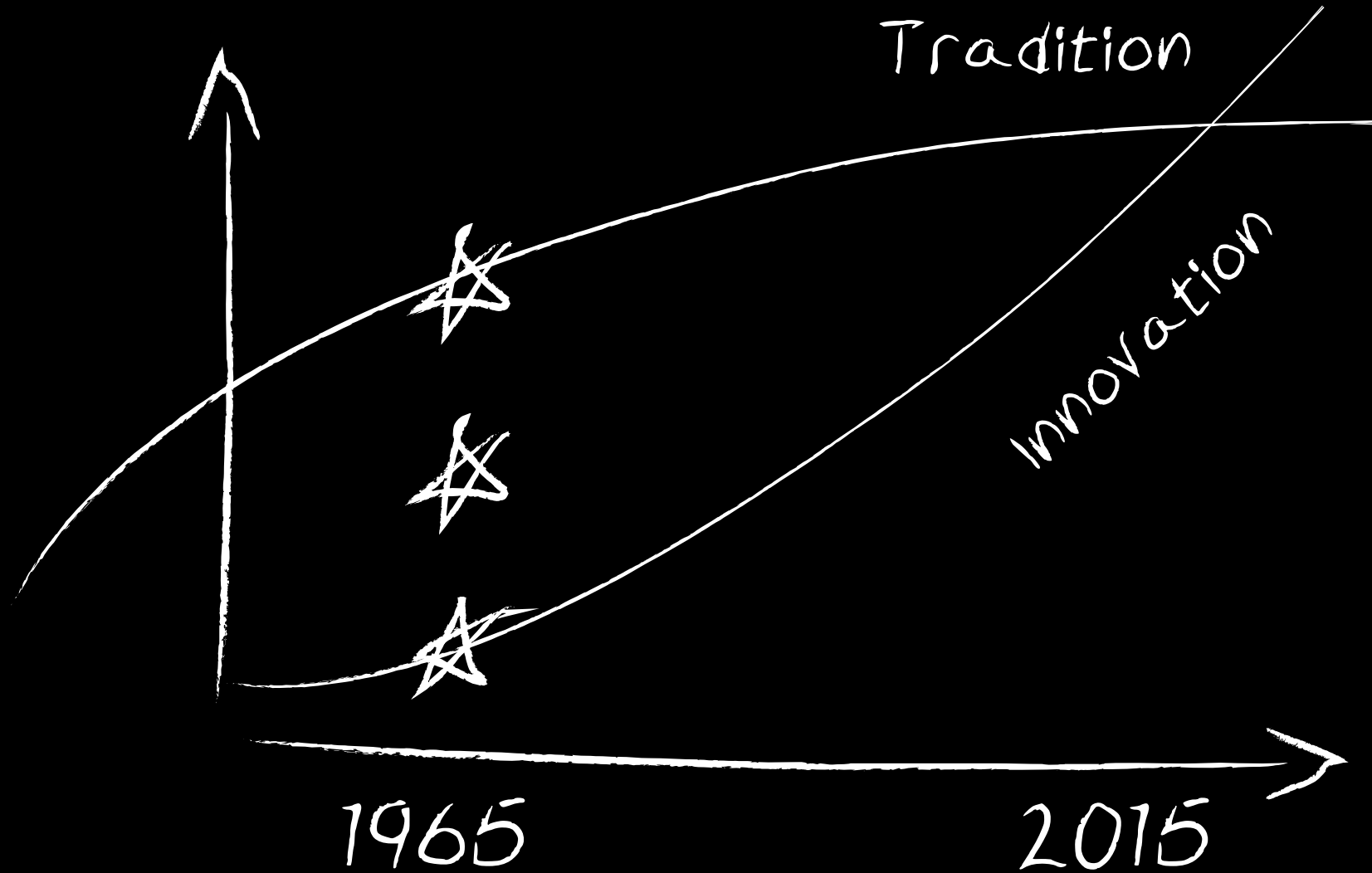


Nobody knows  
anything  
(almost)  
1965



Everybody knows  
everything  
(almost)  
2015

# Degree of innovation



Surrounding pressure



No pressure

Surrounding pressure



Reasonable  
demands

Surrounding pressure

High pressure  
Need to be  
cutting edge

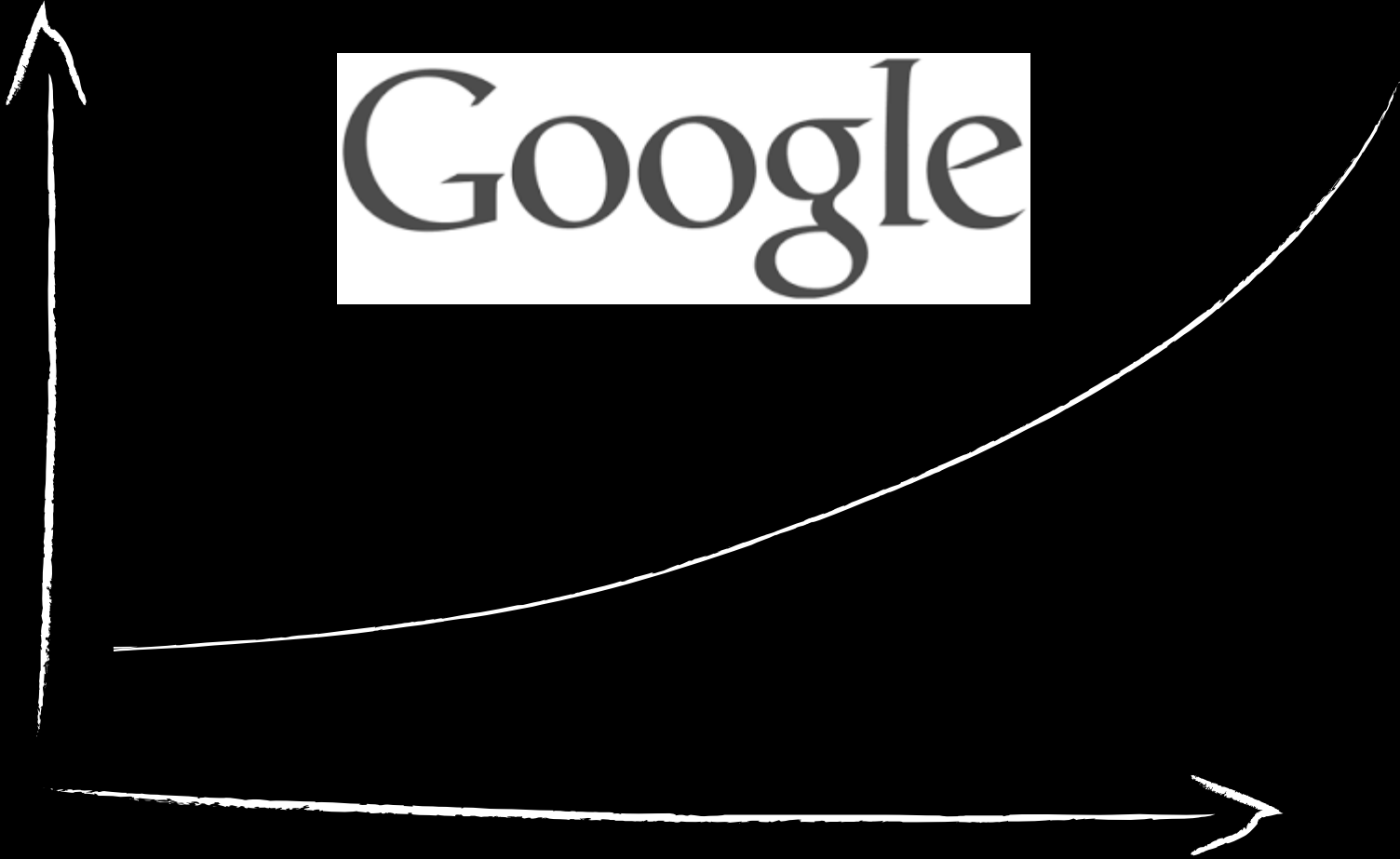


Surrounding pressure

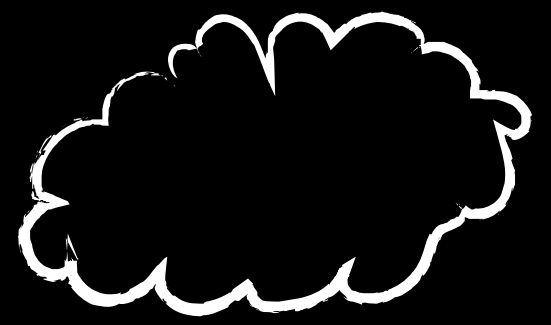
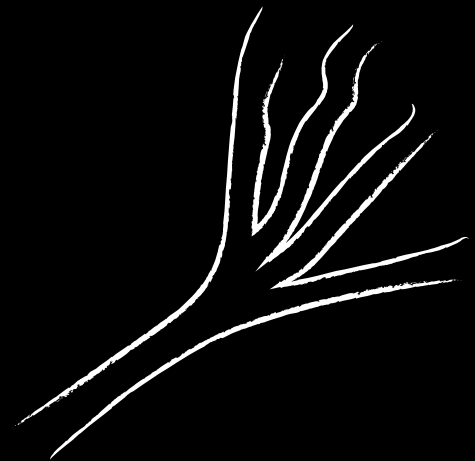
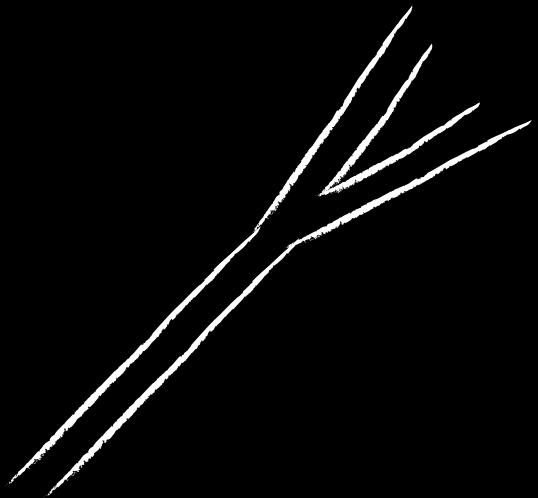
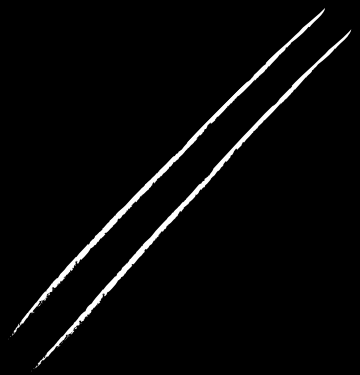


Insufferable  
pressure  
Need for radical  
change

Google

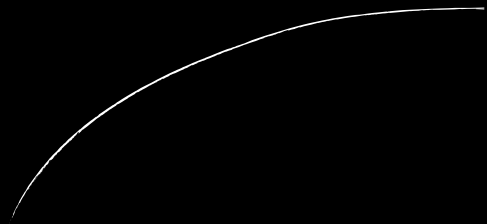






Branch logic

Cloud logic



No pressure

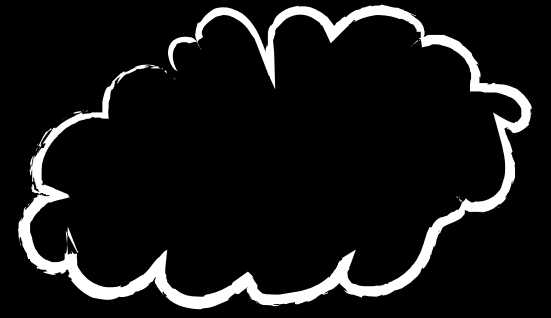
Moderate pressure

High pressure

Extreme pressure

Innovation = Speed & Direction

Pace & Understanding



Cloud logic



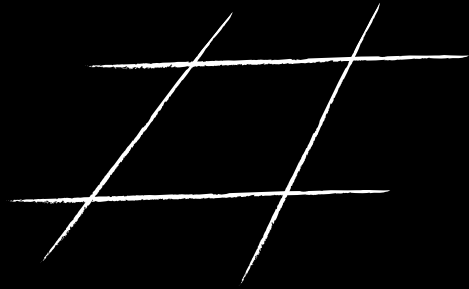
Extreme pressure

1815

Energy

Knowledge

Understanding



Competence

Muscles & energy

Brains & Education

Communication skills

Quality

Matter

Functionality

Values and opinions

Strategy

Stay where you are

Long term planning

Short term iterations

Generalism

Specialization

Complexity

Identity

Collectives

Individuals

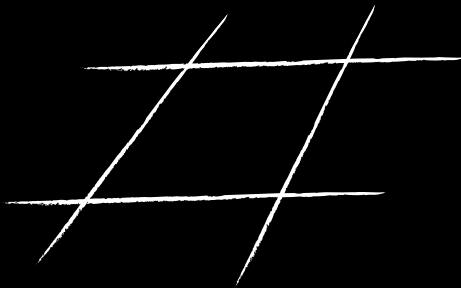
Clusters

# Place logic

# Branch logic

# Cloud logic

Cost/benefit



Marg cost + q

=



Marg bent + q

=

=



Marg cost + p

=



=

Marg bent + p

=

=

