

# Weconomics

"The world we have created is a product of our thinking;  
it cannot be changed without changing our thinking."  
(Albert Einstein)

## What work will we do in 2020 en how will we organize it?

This is the central Weconomics question. Weconomics is primary developed to increase productivity of information workers and secondary to create smarter innovations and to solve real world problems like expected shortage of food, energy and water.

## What is Weconomics?

Weconomics is a:

- model to organize work: theoretical framework, simplified looking at the real world
- community with domains, foundation, network suppliers
- program, bridge between model en organization, theory and practice

## What is the next step in our civilization?

In the development of our civilization we see the following evolution:

1. Hunter and collector (period ends: 3000 before Christ)
2. Farmer (period ends: 1850)
3. Industry worker (period ends: 1970)
4. Information worker (period ends ???)
5. What's next ????

What is typical, 2 things:

1. Ever next period lasts shorter (hunting; ten thousands of years, agriculture; thousands, industry; hundreds, information worker...well some generations ....).
2. Workers in the former phase became so productive, that now, only 5-10% of the working population works in agriculture and only 20-30% in the industrial manufacturing?

**The question is:** *what's next, if the information worker becomes more productive? What work will humans do if machines, computers and the Web do all the work?*

Currently we are evolving from the information worker to something else. First we will improve the productivity of the information worker. After the productivity improvement, humans will do other, more smart work then processing information (which is done by efficiently by the Web). Just like machines 'took over' our muscles, the Web will take over our processing work). Humans have (at this moment) a better ability to learn compared with computers. Our spirit is the most powerful instrument there is. Hopefully we use it to improve our welfare and planet. Humans have characteristics like: imagination, consciousness, instinct, wisdom, empathy and hopefully more intellect. Weconomics will help to bring us in the next period of civilization: transform from the information worker to the full (consciousness, awareness, lifelong learning, holistic) knowledge worker.

**The question is:** *how do we make information workers more productive: not through software and computers but through less complex processes and organizations and more cooperation between companies in a community economy and by using the Web (better).*

## Weconomics as a model

Weconomics is a new organization model for the [community economy](#). It's primarily goal is to increase productivity of the information worker by deploying them smarter. It is based on profile -> connect -> collaborate networks (like LinkedIn), Wikinomics principles (like Wikipedia: mass collaboration, peering and sharing, open innovation), it uses community software (no boundaries, open sources etc.) and it is based on what binds us instead of what

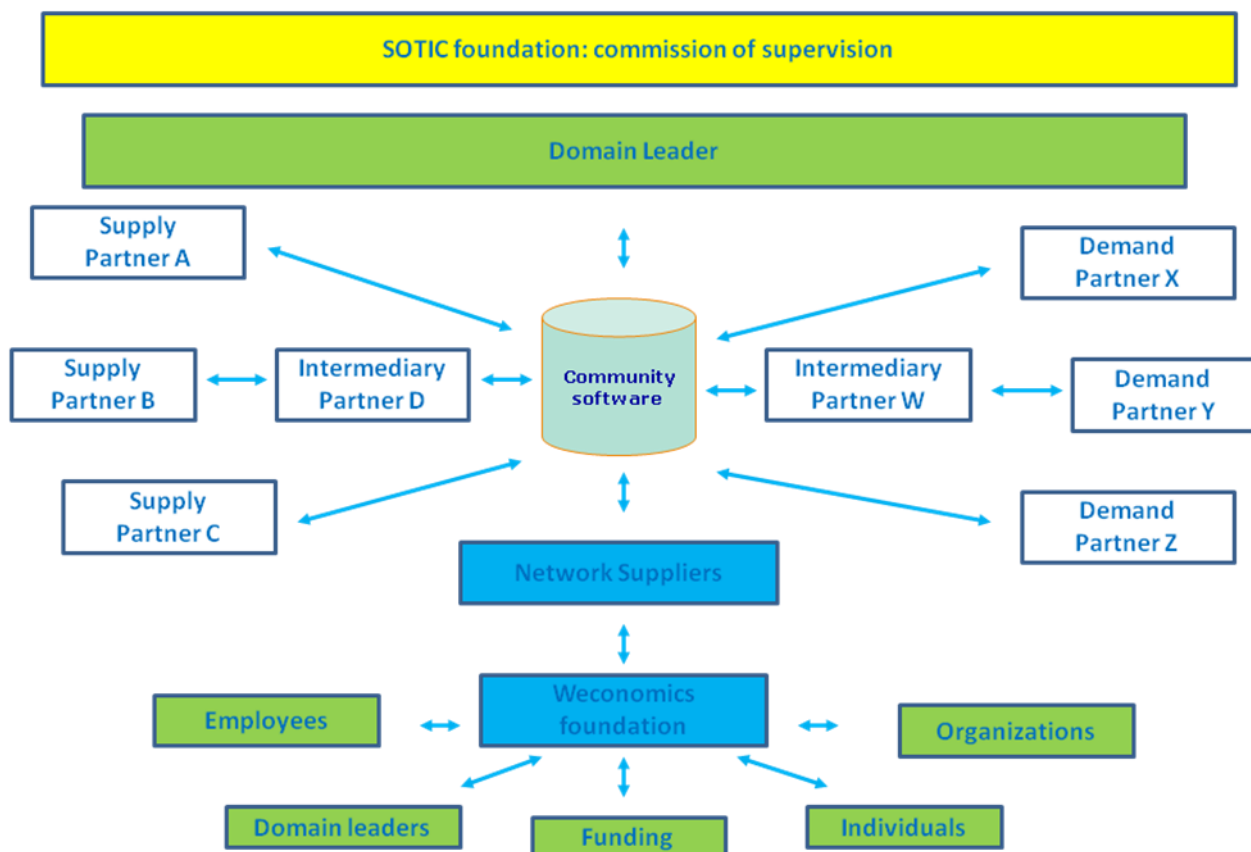
differs us. But most of all, the model expects different behavior from people and a different mindset. That's the real challenge.

In our present (global) economy it is necessary to improve productivity constantly. But there is more in life than only economic growth. What about sustainable welfare and happiness? And how are we going to dealing with the limited resources of our planet? Weconomics could grow into another economic model that gives us all more sustainable welfare & prosperity and prevent another financial crisis and help us to solve real world problems like food, water and energy shortage.

In this period of change, it is the perfect time to develop a new organization model. Most of the existing models where developed for military purposes or developed just after the industrial revolution. Peter Drucker already focused on this in his 1993 book: "Post-Capitalist society": "it is time to develop a model that supports the growth of productivity of knowledge workers. Knowledge is in our western society more important then capital. Capital by itself does not create wealth, innovation, or increases the productivity. Knowledge produces ideas, innovations, efficiency, and productivity. No longer is financial capital the most important production factor but knowledge or human capital. And knowledge workers don't have physical limitations as factories have. Now we can work time, place and company independent."

### Weconomics as a community

Weconomics is a community, a network of organizations who work with the Weconomics model and program.



### Weconomics as a program

The Weconomics Program will increase the productivity of the information worker, so people can spend at least 50% of their time, serving planet earth and other people. This program should focus our goals, skills and resources. With the Weconomics Program you can double your productivity in your domain within 10 years.

## Developments and problems

Trends that rapidly change our (information processing) work situation:

- economy service / knowledge based
- learning is working, working is learning
- structural shortage on labour market for specialized knowledge workers
- workplace independence empowered by technology
- the world is flat: global competition forces new rules
- internet generation (I-gen or Generation Y) entering the labour market
- from (on average) 20 years in 1960 to 4 years working at same employer
- 6 on 7 people think they don't have a meaningful job
- more contractors 2003: 54.000 starters, 2007: 100.000 in the Netherlands
- demographic developments (relatively more elder people), 1 million less workers in 2040
- life long learning, e-Portfolio, MyLifeLeadership will be the new HR instruments
- work style youngster: more collaboration, peering, continuously learning & feedback



## Vision

Based on these developments Weconomists have the vision that:

- processes, instruments and IT will be more individual and community driven
- collaboration is more important than content that is more important than software
- company based systems as we currently know them will disappear
- organizations will communicate more via social media and web services
- the quality of information (trusted, semantic, secured and Just In Time) will be key
- we will create assembly line of information workers (without human beings)

Stop thinking from the organization's point of view (walls, FTE's, organization charts, management development programs, functions, shareholders). Start thinking from the individual's, process' and community's point of view: from company to community.

## Ambition/goal

Weconomists have the ambition to deploy people smarter in order to improve productivity and more effectively share limited resources through smarter innovation. Weconomy doesn't solve problems like fossil fuel shortages directly but organizes human resources and instruments to do so. Goal is to increase our productive so (working)people can spend half of our time in taking care of our planet and other people (healthcare, teaching, safety, producing food and energy).

## Why "Deploying People Smarter"?

1. The world population will grow to 8-9 billion people in 2030. The world also 'flattens' (globalizing). This combination makes the world more complex (interaction of 300 million people now versus possibly 8 billion in 2030).
2. 8-9 billion people all want 'the western dream': a house, a TV, a car: threatening shortage on energy, food, clean water and air. So we grow from 1 billion to 9 billion (worst case scenario).
3. Relatively more elderly than younger people: less (younger) people have to work for more (older) people: we have to do more work with less people (in the Netherlands the next decennia 1 million less workers (15%).

### **3 Levels:**

In the Weconomics model we distinguish 3 levels:

1. Intellectual framework (Weconomics): inspiring and authentic personal leadership, vision, ambitions directions, (HR) principles, conditions.
2. Infrastructure (Prodis): supply and demand organizations and intermediaries collaborate intelligently together via community software, supervisor organization, network suppliers, R&D, communication & shared services.
3. Domains: certain goal and target group, like a company, a market, a region, an instrument (recruitment and selection, coaching, training, workshop, wiki, advice, interim, assessment etc. A product is an instrument from a supplier with characteristics (duration, costs etc).

### **Weconomics Fundamentals**

New ground rules for our society. Communities:

1. Always existed, they get more attention now (because we have web 2.0)
2. Use a profile --> connect --> collaborate network (see LinkedIn)
3. Bring demand and supply directly together (find each other and to do transactions)
4. Work in an environment with many producers and many consumers (n:n)
5. Use principles like sharing, mass collaboration, no hierarchy (see Wikipedia)
6. Are holistic (total more than parts + experience within it)
7. Don't have only financial stakeholder to satisfy but more stakeholders (user is in charge)
8. Use trusted, semantic & secured information to/from primary processes (no Google)
9. Have the individual as starting point (supported by organizations)
10. Have the process as starting point (no company/institute boundaries)
11. Use best practice case (don't invent the wheel by yourself)
12. Use one independent core infrastructure (with flexible channels to the connection)
13. More pull, less push (consumer has to find product when consumer has needs)
14. Disconnect logistics and commerce (and also content and publication)
15. Start with: "what binds us" instead of "what differs us" (compose instead of oppose)
16. Management is no longer control & command (but planning & coordination)
17. Have another interest (first community, second company/individual)
18. Need other leadership (Authentic Self Leadership: integrity, honesty, flexible and clear)
19. Are new buildings (not rebuilding the old society)
20. Are a balanced network (of partners, network suppliers, domain leader and a supervisor)

### **When does it work:**

Lessons learned by 20 years of experience:

1. Understand the community economy and the Web.
2. Stay with the fundamentals and don't leave them.
3. Ask the why question many times.
4. Learn behavior.
5. Work with a defined target and target group.
6. Encourage trade of real products & services.
7. Understand the community software in 3 clicks.
8. Generate enough volume (scale).
9. Use Weconomics index for community contribution.
10. Use crowdfunding for funding.
11. Use open innovation groups for innovation.
12. Holistic (old is in new, community is more than sum of its parts).

### **If you want to start you own Weconomics domain**

You can use the Weconomics model and program to reshape your own domain (market, region, industry). What are the steps? We have to:

1. Agree on the Weconomics model and program.
2. Define your domain: goal and target group (for example company, market, region etc.)
3. Define services you use from the shared core infrastructure (network suppliers). For example:
  - Infrastructure (IT): community software to profile -> connect -> collaborate, backbone software for content maintenance and transactions, Wikilexis for sharing information, web services for transport, repack and store information.
  - Communication (COM): Online (Newsletter, wiki, websites, catalogues, forum, blog, (RSS) feeds, management of groups on Social media like LinkedIn etc.) an offline: Event, expo, partner/relation day, workshops etc.
  - Shared Services Center (SSC): content management, processing transactions, logistics (transport, storage and repack information), processing invoices, batch invoices, disconnect condition supplier – customer, management info: checking, monitoring, controlling etc.
  - Research & development: open innovation groups.