

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

What I do?

- Weconomics adviser, writer, lecturer, trainer, innovator and investor
- Founder and architect IBLC Community
- CEO IBLC Group (network suppliers)
- Chairman board SOTIC
- Chairman board SAICO

Specialized in:

- [Weconomics](#) (community economy)
- community [software](#)
- [HR Wikinomics](#)
- [e-Portfolio](#)
- Life Long Learning Programs and certification
- HR/IT/Logistic triangle (Human Resources Logistics)

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What is Weconomics

Weconomics (the “we economy” or community economy) is a new organization model to deploy people smarter. It could grow into another economic model somewhere between capitalism and socialism that prevents another financial crises and helps us to solve real world problems like food, water and energy shortage.

Weconomy 10 core principles :

1. Profile --> connect --> collaborate network (see LinkedIn)
2. Wikinomics principles (see Wikipedia)
3. User first then other stakeholders (user is the boss)
4. Trusted, semantic & secured information form transactions (no Google)
5. Individual & community driven (organization supported)
6. One best practice core infrastructure (flexible channels)
7. Disconnection logistics and commerce (independent)
8. Transparency and easy to get (more user pull, less sales push)
9. "What binds" us in stead of "what differs us" (compose instead off oppose)
10. A balanced network of users, customers, suppliers, intermediaries, network suppliers, industry and government partners and control organization (see www.iblc.nl)

Vision - > practice

I am not only a thinker/adviser. It's important to bring vision/strategy into practice.

So I founded for example IBLC community

And now I am also working on communities in for example health, recruitment and personal development branches

Practice example: IBLC community

IBLC is not a traditional company, it's a new generation (social) community beyond LinkedIn, Plaxo en Xing etc.

Started en 2005, it's a community of more then 250 organizations at the moment who work together, not harder but smarter.

They do business via a profile → connect → collaborate network

Advise: stop thinking from the organization point of view (walls, FTE's, organization charts). Start thinking from the individual, process and community point of view.

Welcome in world of communities, welcome in the community economy

Examples of partners



Paul Bessems

community economist

de wereld van ikki. 



Google™



LinkedIn®

flickr™

iblc community
deploying people smarter



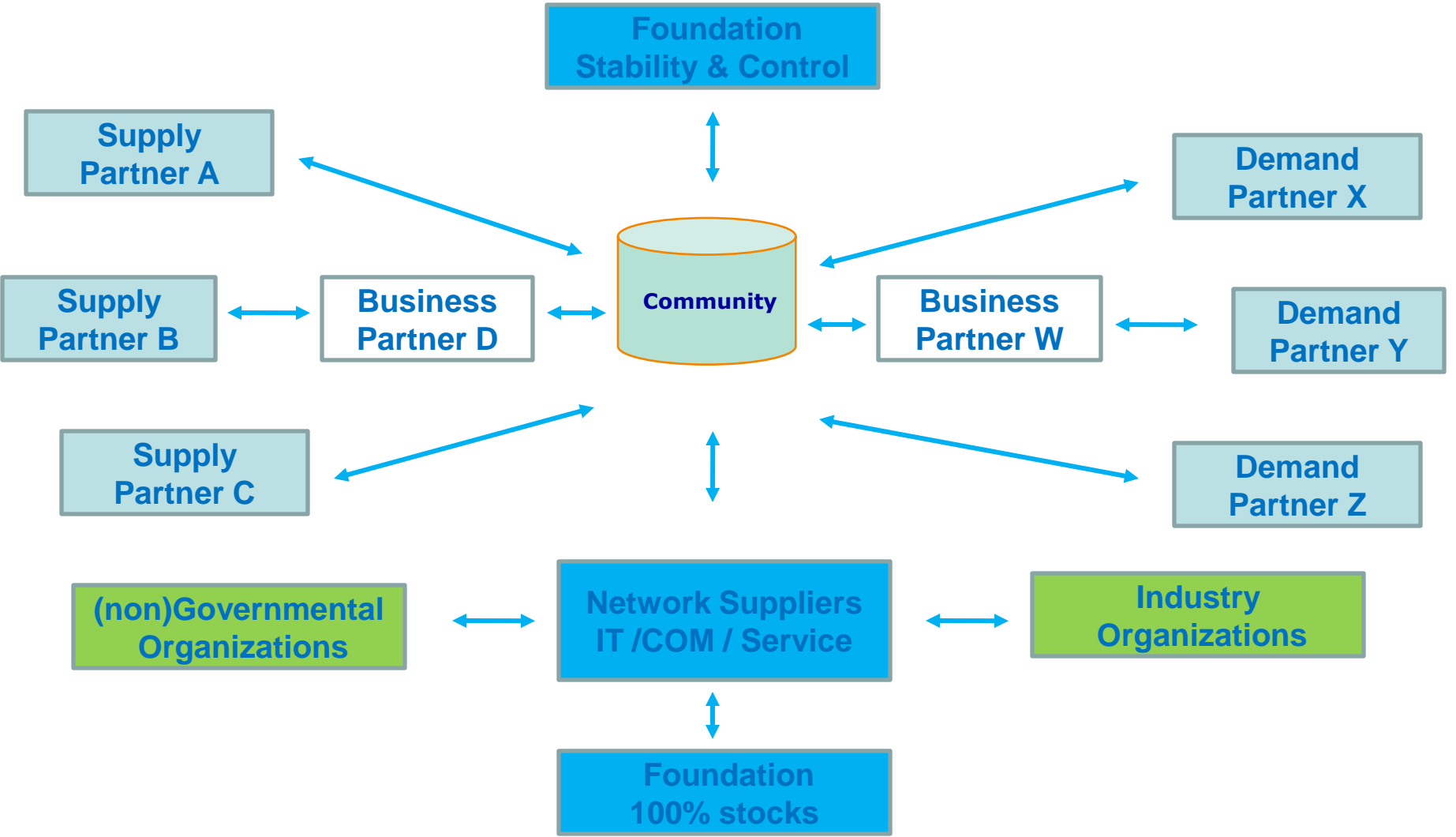
plaxo beta

 del.icio.us

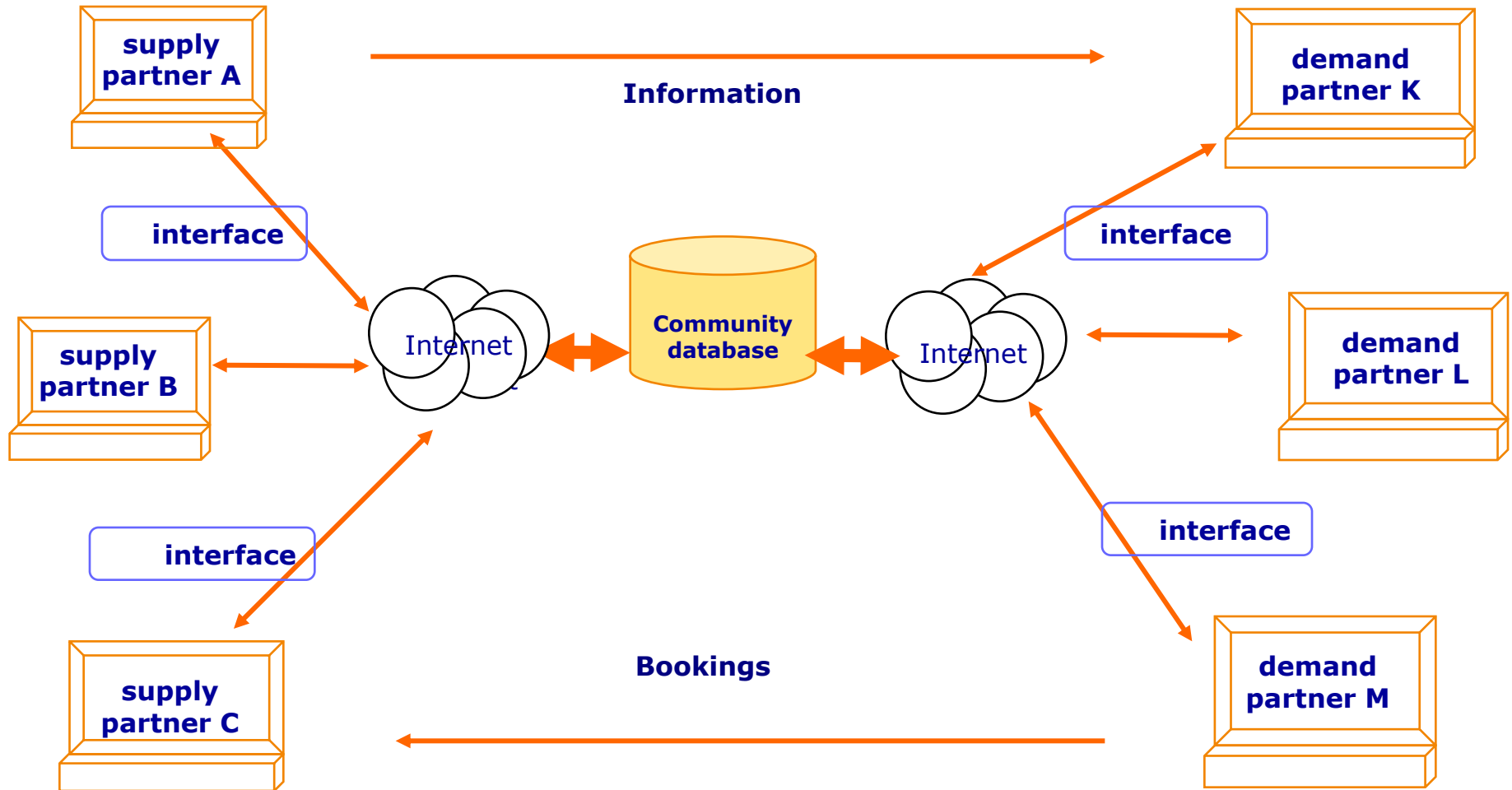
Hyves.nl
always in touch with your friends

YouTube™

Community model



Community Infrastructure: profile -> connect -> collaborate



What's it all about ?

To find, bind and excite



To get your targets

(organizations are instrument to accomplish targets, they are holistic, sum is more then adding the components)

Developments

Learning is working, working is learning

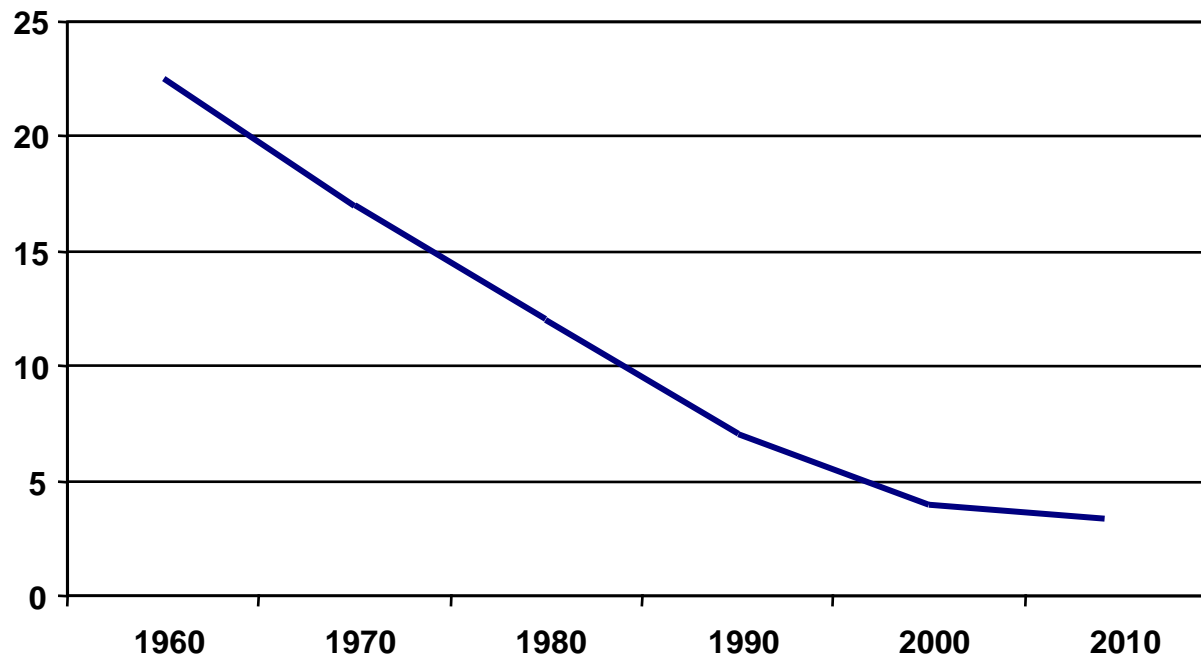
Work situation changes:

- structural shortage on labour market
- economy service / knowledge based
- workplace independence empowered by technology
- The world is flat: global competition forces new rules
- Internet generation on labour market

Eye opener

- 6 on 7 people think they don't have meaningful job (NL)
- more contractors 2003: 54.000 starters, 2007: 100.000 (NL)
- demographic developments (more elder people)
- structural shortage of employees in developed countries
- common employment contract disappear
- Life Long Learning, e-Portfolio, branding: the new instruments

From 20 to 4 years same employer



Workstyle Shift

	Traditionalist	Boomer	Gen X	Gen Y
Training	The hard way	Too much and I'll leave	Required to keep me	Continuous & expected
Learning style	Classroom	Facilitated	Independent	Collaborative & networked
Communication	Top down	Horizontal	Independent	Collaborative
Decision Making	Seeks approval	Team informed	Team included	Collaborative
Leadership style	Command & control	Get out of the way	Coach	Partner
Feedback	No news is good news	Once per year	Weekly/daily	On demand, 360
Job changing	Unwise	Sets me back	Necessary	Keep options open

It's a perfect storm for innovation

Developments:

- Demographic
- Technologic
- Economic
- Organizational

Conclusion:

old models and instruments don't work anymore

→ Change your way of thinking

Albert Einstein:

"The significant problems we face cannot be solved at the same level of thinking we were at when we created them."

Vision

Processes, instruments and ICT will be more individual and community driven.

Company based systems as we know them now will disappear. They will communicate more via web services with community databases

The quality of information (trusted, semantic, secured and Just In Time) will be the Unique Selling Proposition in the new IT system arena.

→ From company systems to community systems

Strategy

Building a professional community of
profiles & connections, persons & organizations

For: deploying people smarter

Agreed on: standards, rules & vocabularies

Based on: latest technology & Wikinomics principles

Supplying: trusted & semantic information in a secured mode.

Ambition

Deploy people smarter to share limited resources better and solve world problems like water, food en energy shortage

Albert Einstein:

" The summit of stupidity is to expect something else without doing something else

→ It is time to change instruments

Instruments

- e-Portfolio
- Life Long Learning
- Channels (front office)
- Community software (back office)
- Web services
- Transport, repack and store

e-Portfolio

An e-Portfolio is a structured set of data about learning and (work) experiences (courses, projects, jobs, activities etc.). It's an electronic tool for professional in a life long learning and working situation. It's your personal file on internet. The connection between all these files is the Human Resources Information system (HRIS)

-> Professional <-> Community <-> Organization

Life Long Learning

- Life Long Learning is a concept for HR innovation:
 - Learning doesn't stop at 18
 - Learning = working, working = learning
 - Learning becomes more and more individual
 - we work shorter in/for companies.
 - Import backbone of your development is your e-Portfolio.
- New: Life Long Learning Audit like Investors in People.
- Employees are going to ask their employer:
 - What is your contribution in mine life long learning?
 - Do I get a personal training budget / coach
 - Can your HRIS connect with my e-Portfolio?

Channels: search and buy

De Lage Landen Course shop for DLL participants - Microsoft Internet Explorer

Bestand Bewerken Beeld Favorieten Extra Help

Vorige Zoeken Favorieten Media

mySearch Google Yahoo! Ask Jeeves LookSmart Files Customize My Button Highlight

de lage landen
partners in finance

Home

Which courses?

Search a course

Register for a course

Cancel a course

Who does what?

Various

Course Catalogue

Key word:

Place-name:

Course supplier:

Welcome

Welcome to the De Lage Landen Course shop for DLL participants with the following course offer: all courses.

The De Lage Landen Course shop is an application, coupled to the [study facilities](#), which makes it easy for you to find an appropriate course and to register for it.

De Lage Landen has contracted out the execution of a large number of training processes to an external Learning Service Centre, which provides logistical systems and services and monitors the entire information services and communication with (external) course suppliers.

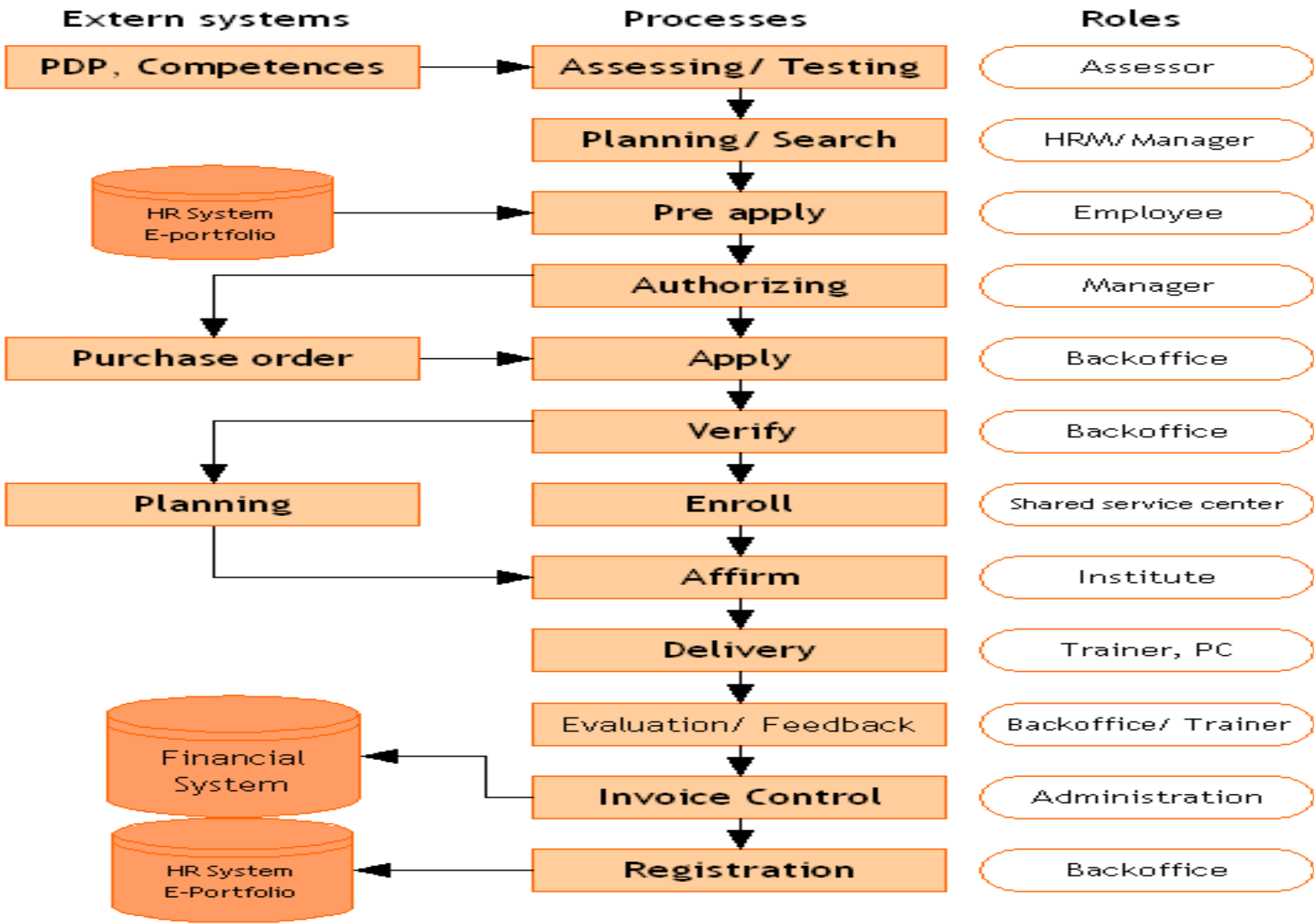
As all the registrations are processed via this Course shop and the Learning Service Centre, you need not register directly to the course supplier.

Should you not find any appropriate course, or have any questions about a course program, please contact the Learning Service Centre.

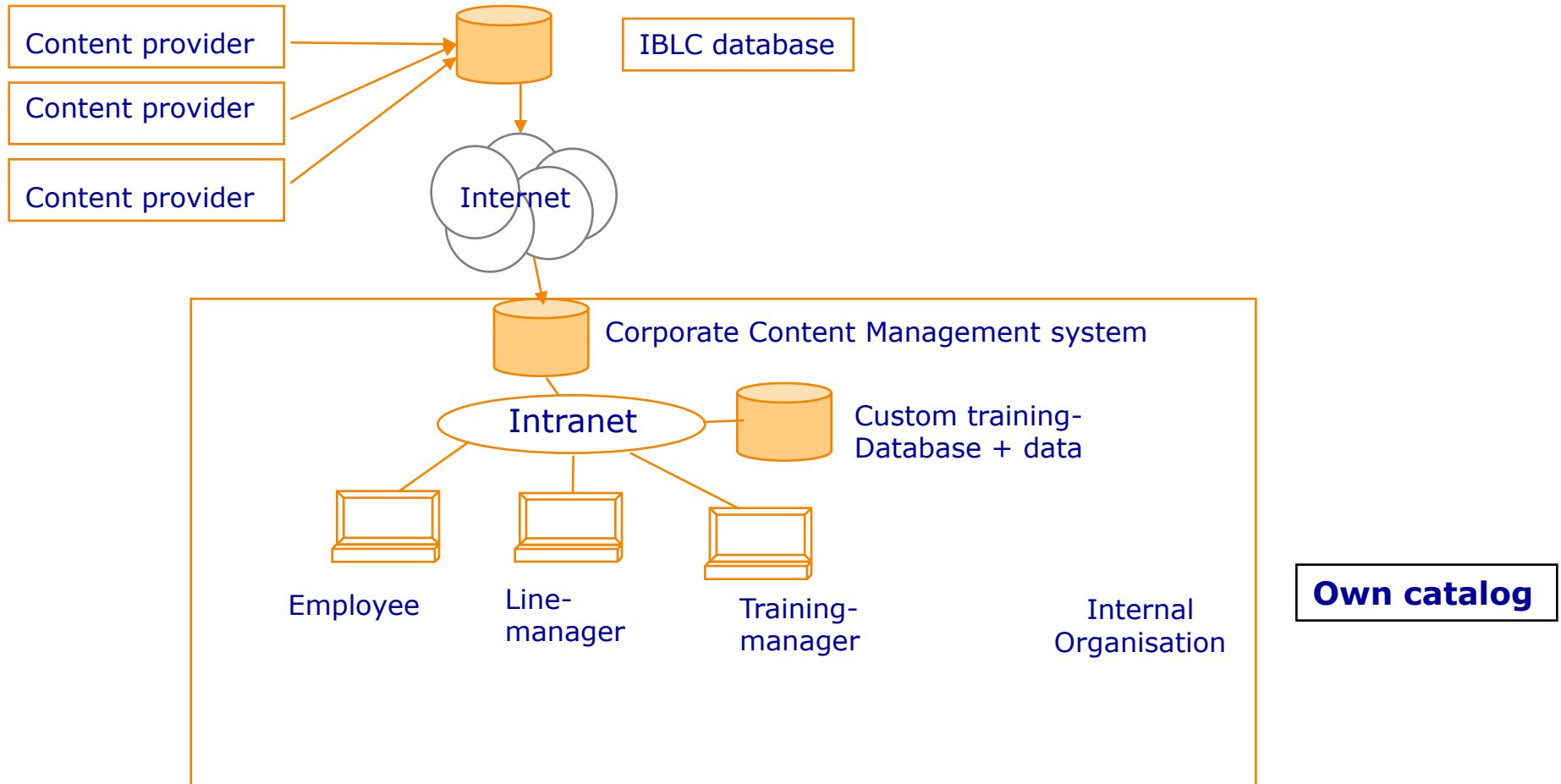
All4Training B.V.
Learning Service Centre
Postbus 737
5600 AS Eindhoven
+31 (0)40 211 44 29
info@cursuswinkel.nl

Gereed Internet

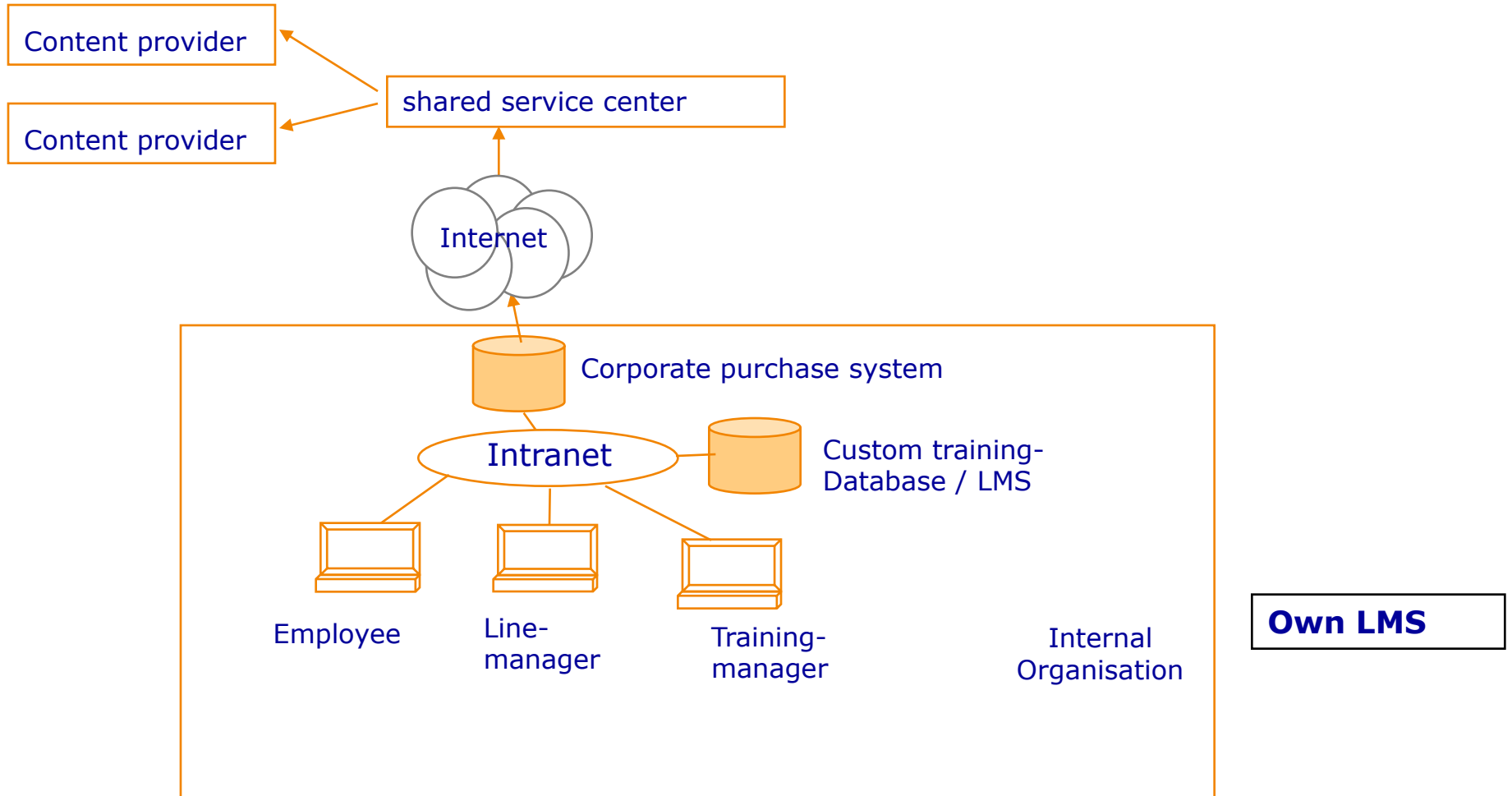
Community software: no borders



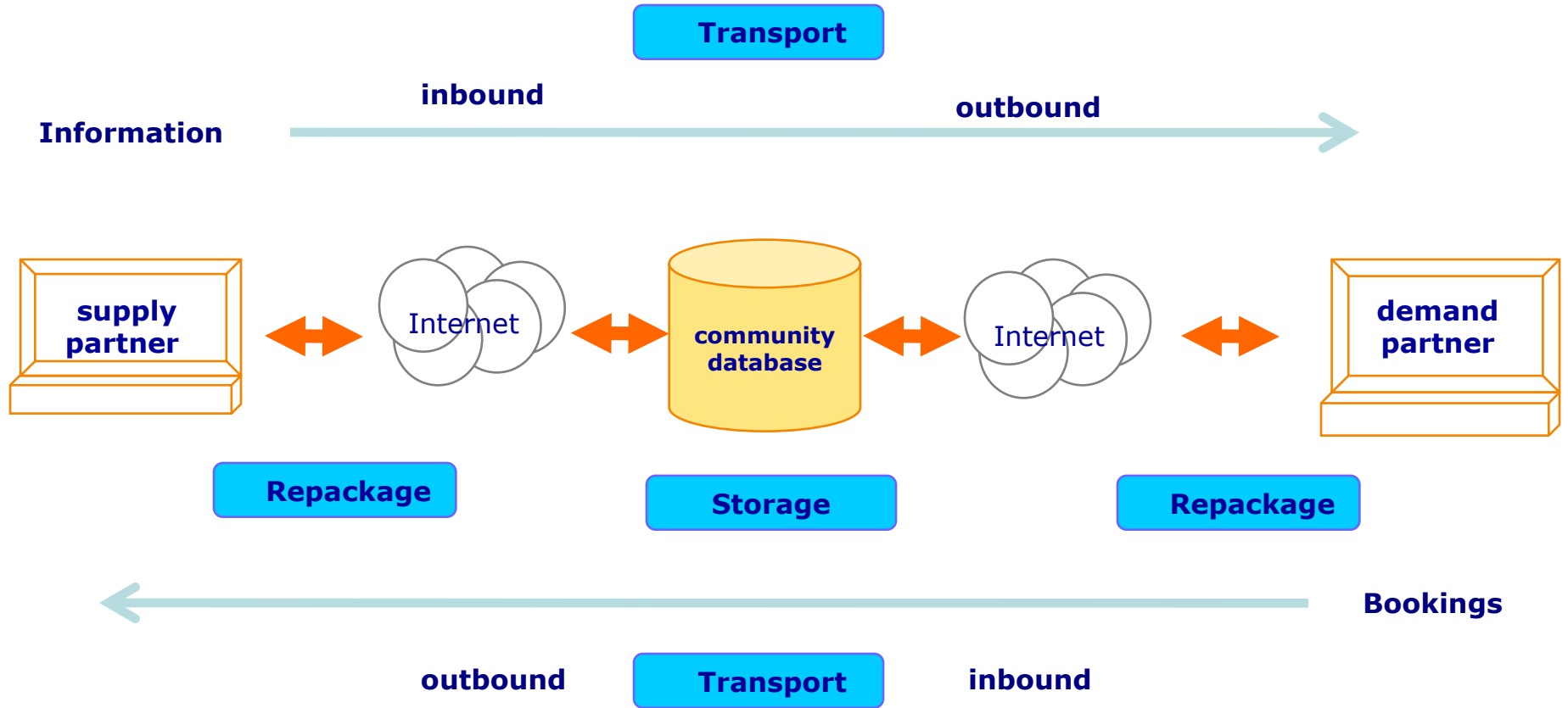
Content webservices



Booking webservices



Transport, repack, store information



Ambition: all roles work together

