



Deloitte Center for the Edge

Shift Happens

Change is in the air

Your future business is at the edge of your current business

Fall 2015

Disruption is a hot topic today, some might say too hot. But in a turbulent world of constant change, disruption cannot be ignored. The Center has been focused on identifying patterns in the way disruptions occur to help leaders answer questions such as: How can my company avoid the unexpected threats that could devastate my business? What indicators could help my company to anticipate potential disruptions in my market?

Our report will be published in early November. For a sneak peek into the research, join our TMT Dbriefs webcast on November 2, [Beyond unicorns: How patterns of disruption can help TMT companies see ahead](#).

The changing business landscape will be both the cause and result of ongoing disruption, as we're beginning to see in manufacturing. On October 2, Duleesha Kulasooriya, head of strategy, Center for the Edge, Deloitte LLP, and Stephanie Santoso, senior policy advisor for making, White House Office of Science and Technology Policy, served as keynote speakers for a "Home Coffee Roasting Hackathon" hosted by [FirstBuild](#) (a partnership between General Electric and Local Motors) as part of National Manufacturing Day. Duleesha also served as a judge for the hackathon, which provided participants an opportunity to work in small teams to

design, build, test, and refine a coffee roasting device for an oven. [Learn more.](#)

Digital is only the tip of the iceberg. On October 5, John Hagel and John Seely Brown joined Deloitte Consulting CEO Jim Moffatt and MIT Media Lab Director Joi Ito to explore how rapid advances in artificial intelligence and synthetic biology are forming the next waves of disruptive technology for business leaders to face and embrace. They were the topic of the CEO Forum, co-hosted by Deloitte and MIT Media Lab.

Where do people fit in this landscape? Still very much “in the loop.” And, as John Hagel explained at Techonomy Detroit 2016, the same forces that drive potentially unsettling change can also be used to mobilize individuals, and institutions, toward long-term opportunities. In his presentation, “[Making Detroit a movement: The power of narrative](#),” he discusses how a narrative that builds on Detroit’s legacy of innovation and diversity can create a movement for the future of Detroit. [Watch John’s discussion](#) or read his [Techonomy article](#) to learn more.

Meanwhile, at Center for the Edge in the Netherlands, the changing work environment is on display at The Edge—the greenest office building in the world. With no set workspaces and advanced technologies, the facility encourages serendipitous interactions and enables employees to connect in new ways. [Watch the video](#) for a tour.

Featured insights

Future of Manufacturing: Video

Manufacturing used to be about making physical products. Today, however, changes in consumer demand, the nature of products, and the economics of production and the value chain have led to major shifts in how goods are designed, produced, and sold. How will manufacturers create and capture value?

[View the video](#)

John Hagel on digital disruption: Podcast

How do larger businesses overcome the challenges presented by digital disruption? In our latest podcast, [The hero’s journey: The future of the business landscape](#), John Hagel discusses the emerging marketplace and how larger companies can collaborate with niche businesses to bring more value to customers.

[Learn more](#)

Upcoming speaking engagements

- October 28 | UC Davis Chancellor's Colloquium: Cultivating Resilient Learners in the 21st Century | UC Davis | John Seely Brown (JSB)
- November 5 | [Peter Drucker Forum Panel: Humans First Technology](#) | Vienna | Hagel
- November 5 | [CASBS Annual Summit: The future of agency, small problems](#) | Palo Alto, CA | JSB
- November 9 | [Techonomy Half Moon Bay](#) | Hagel
- November 25 | [Finance Magazine: Structured Finance Conference](#) | Germany | Hagel

Prior speaking engagement videos

- Dbriefs webcast archive | [Beyond 3D printing and the Internet of Things: The future landscape of manufacturing](#)
- Deloitte | [Business Ecosystems panel](#) | Hagel

More views from the Edge

- [Ask Me Anything: John Hagel](#) | Product Hunt | Archived Q&A with John Hagel where participants "ask him anything" that's top of mind.
- [Turning Disruptive trends into opportunity](#) | Wall Street Journal CFO Journal | Disruption is edging many companies out of dominant positions at an increasing pace.
- [The future of work: Navigating the whitewater](#) | Pacific Standard | While focusing on learning is fine, another real challenge is unlearning.
- [Technology should be about more than efficiency](#) | Harvard Business Review | Digital technology has intensified the quest for scalable efficiency and has opened up the possibility to recapture our humanity.
- [Small designers don't need big retailers to find a market](#) | Fortune | As technology lowers barriers between producers and consumers, more producers are becoming retailers in their own right.
- [Making Detroit a movement: The power of narrative](#) | Techonomy | What if we built a narrative for Detroit? Could it become a movement?
- [The real unemployment innovation challenge](#) | Edge Perspectives blog | Rising unemployment may be one of the most significant economic, social and political issues that we will face in the decade ahead.
- [How the Internet of Things will make products better and more personal](#) | Techonomy | A question for all products or services will become: what data are we generating and how could data add more value?

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