



Deloitte Center for the Edge

# Shift Happens

Ecosystems, business transformation, and  
the power of global

Your future business is at the edge of your  
current business

Business ecosystems are crucial for innovation, analysis, and strategic planning. Recently, Center for the Edge co-chairman, John Hagel, participated in a [video panel](#) to discuss the strategic and operational questions that come with a world of business ecosystems—a notion that has gained increased attention as the economy forms ever-denser and richer networks of connection, collaboration, and interdependence. He further explores this critically important transition in two articles in Deloitte's latest [Business Trends report](#):

- How can new enterprise platforms enable entrepreneurship and unleash the talents of countless other participants? (See [The power of platforms](#))
- What can businesses and organizations learn from the entrepreneurial concept of minimum viable products about achieving transformation without destroying themselves? (See [Minimum viable transformation](#))

The Center for the Edge is itself part of an increasingly global ecosystem, and John Hagel, John Seely Brown, and Duleesha Kulasooriya logged the travel miles around Europe, Australia, Africa and Asia this spring to meet with executives, share ideas with collaborators, and build relationships with our expanding ecosystem. We

already have Centers for the Edge in [Australia](#) and the [Netherlands](#) but there are now five other countries that are in the queue to set up their own Centers. The Center's perspectives continue to generate great interest and enthusiasm as other regions engage with the challenges and opportunities of the Big Shift. From the beginning, we have focused on emerging business opportunities that have global relevance and there is growing interest to find ways to engage clients around the world on these topics.

## Featured insights

### **The retail transformation: Cultivating choice, experience, and trust**

In the [final report](#) of the [future of the business landscape](#) series, the Center looks at the impact of innovative technologies and new ways to connect with consumers on the retail sector. The message for traditional retailers: move beyond omnichannel positioning and reimagine how you create and capture value to find the best uses for assets.

[Read more](#)

### **Patterns of disruption: Coming this fall**

Across the business environment the word “disruption” has given “synergy” and “innovation” a run for the money. However, the data on market leadership volatility makes clear that disruption is more relevant than ever. For our current research stream, the Center is mapping the white space between the one-off disruptive innovations that start-ups dream of and the universally disruptive trends of the Big Shift to identify patterns of disruption likely to hit multiple, but not all, markets. Set to release in the fall, our report will focus on what makes specific markets more vulnerable to certain patterns and how that can help leaders better anticipate and respond to potential disruption, turning threats into opportunities. Stay tuned for the full report.

**Disruption at SXSW?** If you'd like to see John Hagel sharing this perspective at SxSW (we know we would), [please vote](#) for it at the SxSW panel picker which opens on August 10.

## Upcoming speaking engagements

- July 30 | Singularity University: Corporate Innovation at the Computer History Museum | San Jose, CA | Hagel
- Aug 31 | Alpbach Economic Summit | Switzerland | Hagel
- Sept 11, CCI CIO Roundtable (sponsored by Deloitte), Bay Area | JSB
- Sept 15 | [Techonomy Detroit](#) | Detroit, Michigan | Hagel

## Prior speaking engagement videos

- Arizona State University | [John Seely Brown commencement speech](#) | Noted by NPR as one of the “[best commencement speeches, ever](#)”
- Amplify Festival, Australia | [Rethinking the ecosystems of business](#) | Hagel
- Unexpected sources of inspiration conference | Carrousel du Louvre in Paris | [Scaling Edges, Navigating through Disruption video](#) | Hagel

## More views from the Edge

- [Minimum Viable Transformation](#) | LinkedIn Blog | To succeed in today's networked economy, businesses must participate in dynamic, evolving networks of diverse organizations.
- [Drawing Inspiration From Independence Day](#) | Edge Perspectives | Rather than simply celebrating an event in the distant past, maybe we can use the occasion to inspire ourselves to pursue a different kind of independence today.
- [John Hagel wins Passion award in the writing category](#) | Passion Awards 2015 | Writing category
- [A medical gold mine blocked by privacy concerns](#) | Fortune | Not every industry has taken advantage of advances in cloud computing. Health care has certainly been a laggard, largely because of data privacy rules.
- [The evolving power of platforms](#) | LinkedIn Blog | Platforms act as fertile ground for new ecosystems, helping business create and capture value through shared learning and community.
- [Connect passion with profession](#) | DU Press Essayist | Co-creation spaces are giving rise to a wave of entrepreneurs who are building communities and careers by connecting passion with profession.
- [The Power of Platforms to create new value](#) | Wall Street Journal CIO Journal | Emerging breed of business platforms can help create and capture new economic value and scale the potential for learning across entire ecosystems.

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