

Shift Happens

Movements, Narratives, and the Future Landscape

Your future business is at the edge of your current business

To survive and thrive in a world of mounting performance pressure, businesses will need to evolve into *movements*—defining their success by their ability to mobilize, inspire, and support an ever-expanding array of participants extending far beyond their own four walls.

What can companies learn from successful movements? Speaking at this year's South by Southwest (SXSW) conference, Deloitte LLP Center for the Edge co-chairman John Hagel described how companies that mobilize movements can reap enormous benefits. For a close-up look at successful business-driven movements, [watch the video](#) of John's talk and [check out](#) his recent blog post for Deloitte University Press.

[Read more](#)

Featured insights

The Center for the Edge has released two new Future of the Business Landscape industry reports, on [health care](#) and [manufacturing](#).

A consumer-driven culture of health

Our second Future of the Business Landscape report, [A consumer-driven culture of health: The path to sustainability and growth](#), focuses on dramatic transformations in the US health care system—creating both challenges and opportunities for industry participants and new entrants. [In this video](#), the authors discuss the roles and implications for health care plans, providers, and life sciences companies. [Watch](#)

[this video Q&A](#) with the authors to learn more about changes in the health care ecosystem.

[Read the report](#)

The future of manufacturing

The third report in the series, [The future of manufacturing: Making things in a changing world](#), explores how exponential technological advancement along with eroding barriers to entry, commercialization, and learning is creating a new business landscape. While large-scale production will always dominate some segments of the value chain, innovative models—distributed small-scale local manufacturing, loosely coupled manufacturing ecosystems, and agile manufacturing—are enabling small players to enter markets once the province of large incumbents. To prosper in this new landscape, large companies must reassess their role in the manufacturing ecosystem.

[Read the report](#)

Stay tuned for the third and final report in the series, on the future of retail.

Upcoming speaking engagements

- April 29: Miami | [Bersin by Deloitte Impact Conference](#) | Panel: Going Beyond "Out-of-the-Box" Thinking: Redesigning the Workspace for Agility, Engagement and Innovation | Tamara Samoylova
- April 30: Boston | Dinner on the Edge: A Hero's Journey | John Hagel
- May 11: Arizona | Arizona State University Commencement Speech | John Seely Brown (JSB)
- May 12: New York | IPP 2.0 Scaling Edges | John Hagel
- May 25: South Africa | Singularity University | John Hagel

Prior speaking engagement videos

- February 26: Singularity University | [Reframing innovation](#) | John Hagel
- March 4: Singularity University | [A design thinking approach to business performance](#) | John Hagel
- March 18: Singularity University | [How to become a champion of change](#) | John Hagel

More views from the Edge

- [Accelerated change? The response is accelerated learning](#): In this HR times blog post by John Hagel and Andrew Reeves, they explore the importance of accelerated learning opportunities in the work force.
- [The power of platforms](#): In this Business Trends article, John Hagel explores how properly designed business platforms can become powerful catalysts for rich ecosystems of resources and participants.

- [Augmented reality: Enabling learning through rich context](#): This Techonomy article by John Hagel and JSB explores impact of augmented reality on both our work experience and the ways we communicate.
- [Businesses as movements](#): In this DU Press blog post, John Hagel examines how businesses will need to evolve into movements to discover new ways to create value.
- [What does it mean to have a perspective on the edge?](#) This SXSW Q&A with John Hagel explores forces reshaping the business landscape.

Stay connected

Learn more about [Deloitte's Center for the Edge](#).

[Sign up](#) to receive additional insights and newsletters from Center for the Edge.

[Deloitte.com](#) | [Manage email preferences](#) | [Legal](#) | [Privacy](#)



30 Rockefeller Plaza
New York, NY 10112-0015
United States



Official Professional Services Sponsor

Professional Services means audit, tax, consulting and financial advisory services.

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. Please see www.deloitte.com/about for a detailed description of DTTL and its member firms. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2015 Deloitte Development LLC. All rights reserved.

36 USC 220506

Member of Deloitte Touche Tohmatsu Limited