

# 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.

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