

Insights from Deloitte's Center for the Edge



Recent news from the Edge

ON Social 2: Social media and organizational performance

On Feb 11–12, nearly 20 social data thought leaders from business, academia, and the intelligence community convened at Deloitte University to discuss the strategic opportunities and challenges surrounding social data. This year's themes included the role of social data in improving organizational performance, social media's potential to disrupt markets and industries, and the evolution of privacy standards.

"The workshop functions similar to a think tank and brings together pre-eminent subject-matter experts, executives, and academia in the field of social data," explains **Eric Openshaw**, vice chairman and U.S. TMT Industry leader, Deloitte LLP. "The participants walked away with specific and actionable ideas to elevate organizational performance by harnessing social data" continued Openshaw, "By the end of the event, there was a real feeling of community."

The conversation pushed the discussion of social data beyond the role in marketing and explored its strategic implications for organizational performance. "Social media has the potential to transform how organizations communicate, both within and beyond the four walls of their institution. When correctly used, social media becomes a platform for innovation and problem solving by tapping into the intellect, potential, passions and discretionary energy of the entire workforce", explained **John Hagel**, co-chairman, **Deloitte Center for the Edge**.

View videos from the session.

Register for the April 30 TMT Dbriefs webcast.



Institutional Innovation: Creating smarter organizations to scale learning

Many executives focus narrowly on product or service innovation. However, we see an opportunity for innovating at the institutional level by designing new organizational architectures to create fundamentally smarter organizations. Through **institutional innovation**, executives can create organizations that not only survive, but thrive in environments of constant change.

View the report.



Pragmatic Pathways: New approaches to organizational change

Resistance to change can doom large-scale organizational transformation. One way to help make success more likely is through a series of smaller moves, smartly made—following Pragmatic Pathways to fundamental, long-term change.

[Read more and view the case studies.](#)

Upcoming speaking engagements – John Hagel

- April 3, Panel member at **Wells Fargo Securities Research and Economics 3rd Annual Tech Transformation Summit**, San Francisco
- April 18, Keynote speaker at Deloitte Chief Learning Officer Summit, Deloitte University, Dallas
- June 5–6, Keynote speaker at Visa Global Commercial Card Forum, Prague, Czech Republic

More views from the Edge

- **How IT can ignite worker passion and drive results:** IT, when used correctly, can be a tool to catalyze worker passion, which as we conceive of it, stems from a deep, sustained commitment to learn faster and drive performance to ever-higher levels
- **Economist debates: Business and change – Do most businesses adapt too slowly to change?** A look at the fundamental shifts in the business landscape and the changes that institutions need to make in order to compete today
- **The Evolution of Innovation** – John Seely Brown talks with James Euchner about where innovation management has been and where it is headed
- **Developing Talent:** To attract and retain the best talent in their industry, executives need to focus on creating work environments where talent can thrive and develop
- **As Augmented Reality Blurs Lines, How Will Companies Respond?:** As new technologies drive new consumer behaviors, companies need to focus on the fundamentals: creating value and building trust
- **The Power of the Business Matchmaker:** By orchestrating their business ecosystem, companies can assume the role of matchmaker, pairing talent with jobs, buyers with vendors, etc., creating great amounts of value for themselves and other participants
- **Center for the Edge, "Edge Map"** – The Edge Map visually depicts our perspective on how the world is changing, and helps you locate Deloitte's **Center for the Edge** thoughtware on specific areas of interest
- **Center for the Edge Australia:** Here is a link to some of the interesting thoughtware being developed by our friends in the land down under at the Center for the Edge Australia

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



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