

## How the Internet of Things and the Maker Movement signal the new economic landscape

Your future business is at the edge of your current business



### Fall edition



#### The impact of the maker movement

The Center collaborated with Maker Media to host a series of convenings on the present and future impacts of the Maker Movement in the U.S. and beyond, culminating with the **2014 Maker Summit** at TechShop in Arlington, Virginia held in conjunction with the White House Maker Faire in June.

- View President Obama's speech at the White House Maker Faire, ***Today's D.I.Y. Is Tomorrow's 'Made in America'***, and read the **Presidential Proclamation -- National Day of Making, 2014**.
- Don't miss video sessions of John Hagel and a number of key leaders in education, manufacturing, and government at the **2014 Maker Summit** where they explore the use of local and national programs to improve access to tools and mentors in support of developing maker communities in America.
- Check out the Center's latest report, ***The impact of the maker movement***, which uncovers how making will emerge as a dominant source of livelihood for individuals who can build small businesses around their creative activity.

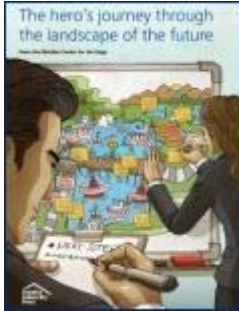
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#### Mini-books provide a shorthand guide to the "Big Shift"

We are pleased to announce the release of the first in a set of easily-accessible, illustrated books covering some of our favorite topics. ***Shift Happens***, explores the basic tenants of The Big Shift and what companies and leaders can do about it. Stay tuned for future mini-books on the topics of Institutional Innovation and Scaling Edges.

#### [Read more](#)



## The future business landscape — a hero's journey

A new economic landscape is emerging. Amid changes in technology, increasing pressures, intense competition, and changing workforce dynamics, individuals and organizations also have new opportunities. Early signals point to a landscape in which a few large, concentrated players will provide infrastructure, platforms, and services that support many fragmented, niche players. Our latest report, ***The hero's journey through the landscape of the future*** looks at the implications for companies and individuals and helps executives better understand how their industry might be reshaped and how to begin positioning themselves for the future.

In John Hagel's recent LinkedIn posting, ***Where do you stand? The shifting ground of strategy***, he discusses the profound implications for strategy resulting from this shift in our business landscape. Don't miss the four questions that should be on every CEO's agenda.

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## Finding Business Value in the Internet of Things (IoT)

In May, the Center and Deloitte LLP's TMT Industry practice leaders collaborated with an intimate group of business executives and thought leaders who converged at the **MIT Media Lab** to explore strategies focused on unlocking the enterprise value within the IoT ecosystem. Eric Openshaw, vice chairman and US TMT leader provides a summary in his [LinkedIn posting](#). In the paper, ***The Internet of Things Ecosystem: Unlocking the business value of connected devices*** we discuss strategies for both enterprise adopters and IoT providers.

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## Upcoming speaking engagements – John Hagel, Deloitte Consulting LLP

- September 9; 1:00 PM – 2:00 PM ET; Dbriefs webcast **The Maker Movement: Fad, Disruptive Force, or the Future of Manufacturing?** | [Register now](#)
- September 9-12; Tianjin, China | WEF: Annual Meeting of the Champions
- September 17-21; Singularity University | Fall IPP Session
- October 9; Toronto, Canada | Deloitte/Americas Technology Conference
- October 16-17; New York/Times Square | Pivot Conference: Maintain CRM vs. VRM
- October 29; Half Moon Bay, California | Constellation SuperNova Awards
- November 9-11; Dubai | WEF Global Agenda Council on the Economics of Innovation
- November 13-14; Vienna | Drucker Forum
- Archive: July 30; Dbriefs webcast **Adapting to rapid technological and economic changes: Practical steps for 21st century businesses** | [View the archive](#)

## Upcoming speaking engagements – John Seely Brown (JSB), Independent Co-chairman

- September 10; Baker Hughes/Houston, Texas | Duke Corporate Education Talk
- October 1; Silicon Valley | Deloitte CCI/Innovation Roundtable
- October 14; Denver, Colorado | IRI Member Summit
- October 23; Santa Barbara, California | CITS 75th Anniversary
- November 20; Ann Arbor, Michigan | JSB Symposium: University of Michigan

## More views from the Edge

- **What's missing in the great disruption debate:** John Hagel takes a step back and uses the Lepore controversy to underscore some key points that have been largely ignored in the recent discussion.
- **What social nonprofits can teach the corporate world:** Going forward, for-profit enterprises will need to collaborate with other groups to do things like product design and manufacturing. Social enterprises have mastered this.
- **Why learning is the only sustainable response to the increasing pressures of the Big Shift:** The Shift Index is a six-part series intended to help executives translate data about pressures into positive action.
- **Do you have what it takes to achieve scalable learning in the world of the Big Shift?:** Take our organizational self-assessment tutorial.
- **The world is changing around us:** Discover how the 2013 Shift Index can help executives understand and take advantages of the changes around them.
- **Local tech platforms uncover neighborhood secrets:** Online platforms can help users discover local services and specialty vendors, even in big cities like New York.
- **Video: Curating the Talent Experience and Restructuring Work Environments:** In this video blog, Cathy Benko, vice chairman and managing principal, Deloitte LLP, discusses how cultivating talent can help your organization keep up with the changing work environments.
- **C4Edge EdgeMap app:** Explore more about the Center's thinking and research with this free app. The Edge Map visually depicts the fundamental shift we see in the business environment and locates our publications within that change.

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

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