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Center for the Edge



Accelerating performance improvement through friction, diversity

Spring 2018

Featured insights

A future of more human work

We are launching a major new research initiative highlighting the missed opportunity for companies to redefine work in ways that focus workers on creating more value as routine tasks get taken over. This post is a plea for help in identifying potential case studies that we might explore of companies who might already be pursuing this opportunity in some part of their organization.

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Fostering friction to accelerate performance

Friction can lead to better outcomes. And the right type of friction can transform individual contributions into something far larger than the sum of the parts. Explore this practice and how to put it in play.

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The Big Shift: Challenge and opportunity for women

How are women affected by the longer-term changes that are transforming our business environment? This issue is rarely explored. Center for the Edge co-chairman, John Hagel, shares his thoughts and unique perspectives.

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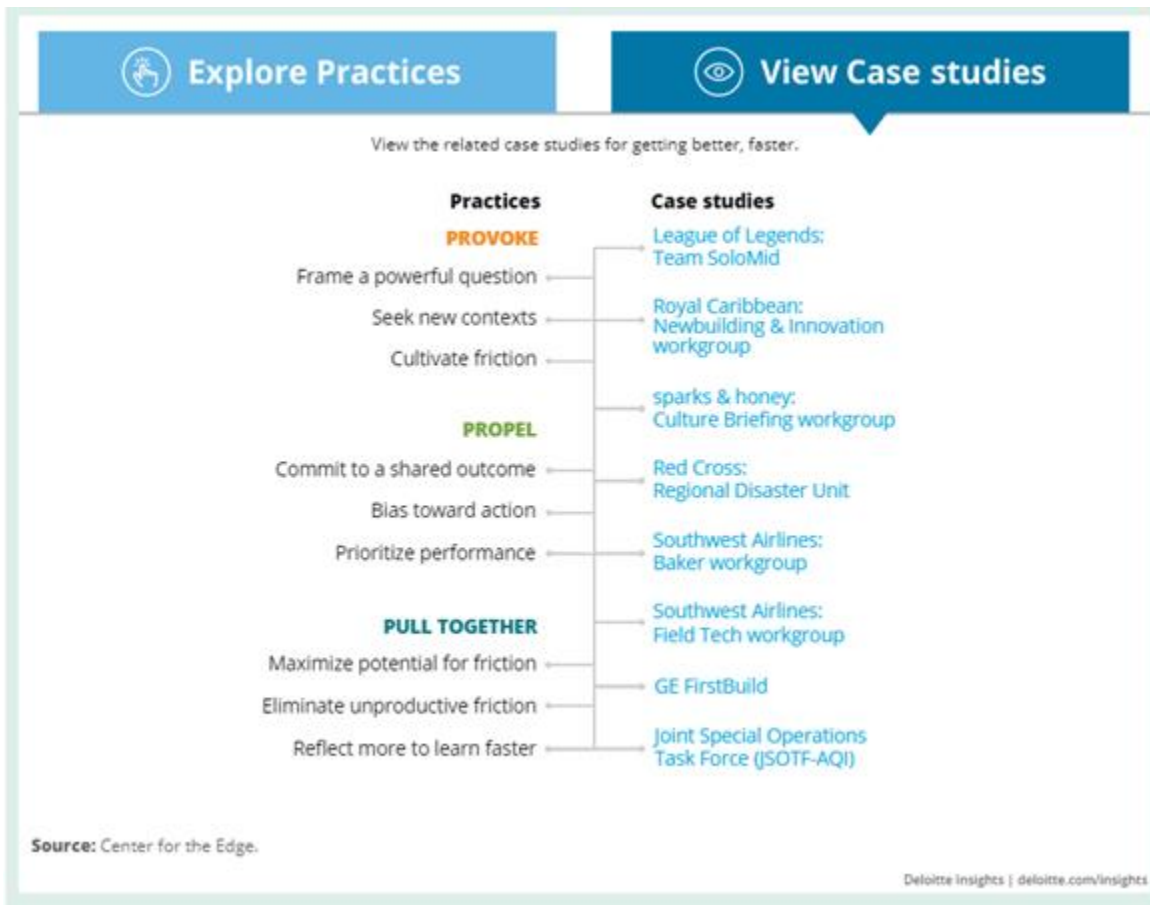
Shifts in advertising business models

Even the most cutting-edge ad targeting is based on an old model—a traditional consumer society in which value was based on ownership of physical products. But as value shifts, one factor likely to determine success is return on attention, or ROA.

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Case studies: Business practice redesign in action

How can workgroups get better faster by amping up friction, taking smart actions, and learning to play with possibilities? These eight case studies explore real-life examples:



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