

The 3.0 Revolution

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WE ARE



2.0 Architectures of Participation

A new mode of production

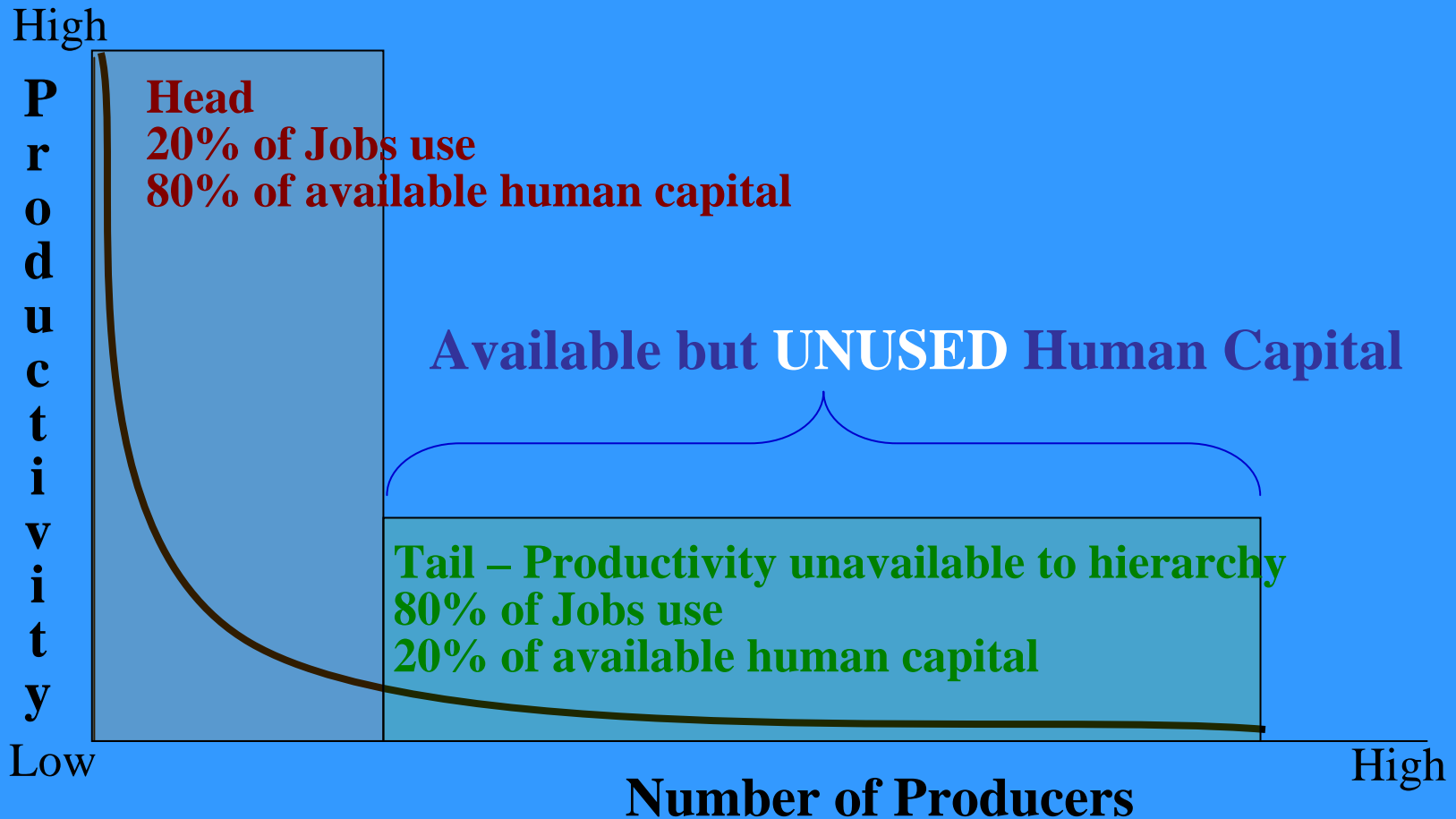
Person-centric

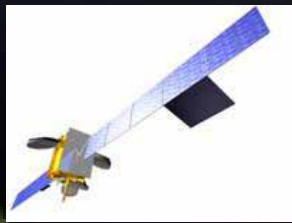
- From **Place-to-Place** To **Person-to-Person** -
From a single front door, mail address and house phone number to multiple email addresses and mobile phones;
- From **Person-in-job** to **Person-best-able**

Openness to new concepts of structure, process and decisioning is key to unleash the innovative spirit of
‘People 3.0’

Linking the right person/skills to the right situation/job at the right time

HOW TO LEVERAGE ON THIS UNUSED HUMAN CAPITAL ?





TOWARD WEB 3.0 The 'Holodeck' – as Future 'Workground'

'Exodus to the Virtual World: How Online Fun is Changing Reality' [Edward Castronova]
Also - Jane McGonigal's TED talk



Gaming as Future 'Workground'

Wikipedia

- 100 million mental hours from a highly diverse knowledge community
- This equals 5 days of Global Warcraft gameplay

*Video games train people to work harder while enjoying it.
The success of online games illustrates how seductive
and concealed the work treadmill can be*

500 million global gamers – What if this potential would be used to search the solution space for a 'wicked problem'?...

3.0. Unleashing Creativity

10,000 hours of gaming by the age of 21

Games build Virtuosos as

Super-Empowered Hopeful Individuals (collaborators)

- Urgent Enthusiasm
- Building (maintaining- assuming) Social Fabric – require facility to develop / sense trust
- Blissful Productivity
- Epic Meaning
- IMAGINATION

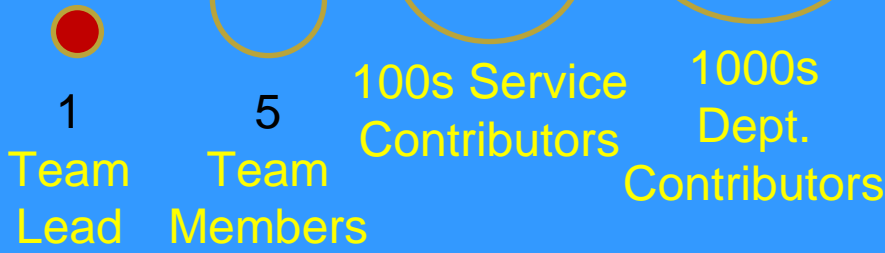
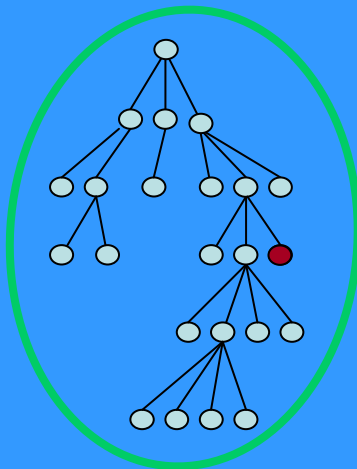
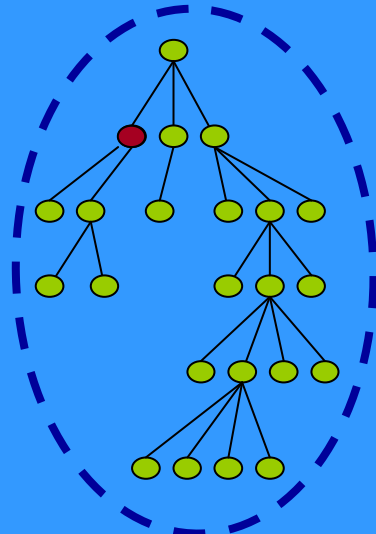
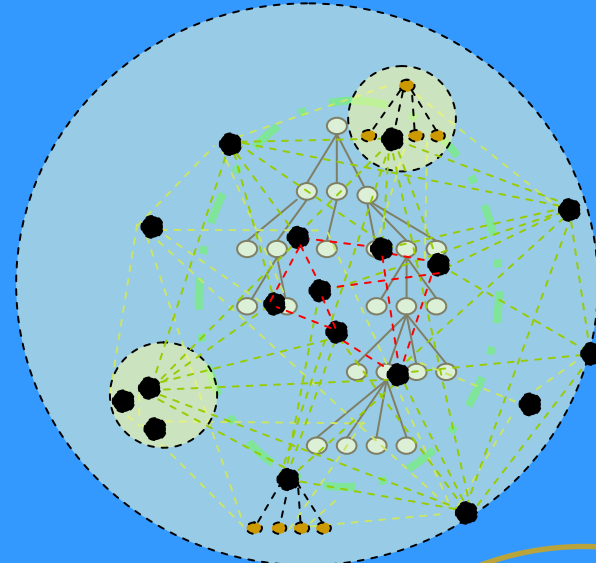
We are witnessing what amounts to no less a global exodus to virtual worlds and other online (gaming) environments

In games we can imagine the ripples of potential events across massively multiple domains

The Barriers?

- There are many cultural and structural barriers to implementing **peer production** in a highly structured organization.
- Perhaps the primary cultural impediment is the deep assumptions involved with control that make us uncomfortable with uncertainty and blind to the possibilities of achieving effects without the direct control of necessary resources.
- This involves the problem of culture change and how to move forward without losing the necessary excellences of past and current capabilities.

NEED TO REVOLUTIONIZE OUR INSTITUTIONAL STRUCTURES !



300,000s
Government.
Contributors

34 Million
Citizen.
Contributors
(in Canada)

Ways of Doing Things

The Organizational Continuum

Culture is structured by the Conventions of Coordination

Centralized

Decentralized

Centralized Hierarchies

Traditional Industrial Organization

Heterarchies

Democracies,
Academia

**Responsible
Autonomy**

Free Markets
Web 2.0
'Peer-Production'

Organization 3.0

A Concept of **Commitment versus Contract**

- Contract by definition is about specifiable exchange
- **Commitment more progressive view of mutual relationship between member(s) and organization**
- Mutual responsiveness
- **Organic relationship as source of both trust, mutual ideals, goals, beliefs.**

Workforce Management 3.0

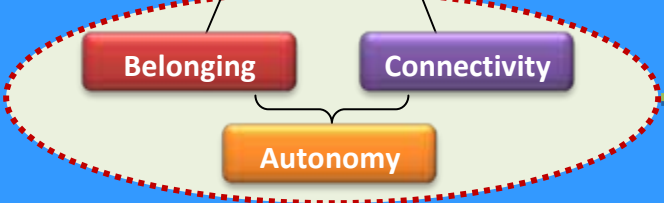
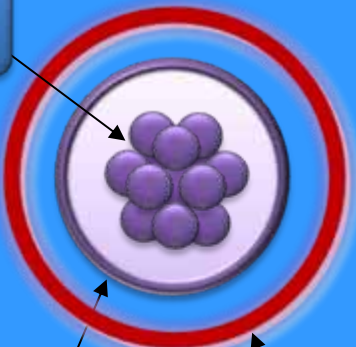
An **enabling** governance system that will:

- **Empower comprehensive networks of key personnel, supported by effective collaborative information technology**
- **Enable the synchronization of personnel functions in a larger, more inclusive Personnel Generation System**

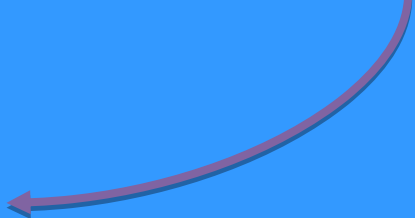
Emergence of Professional through Identity and Commitment

- **Members create the organization which shapes the individual**

Competency Set



Emergence



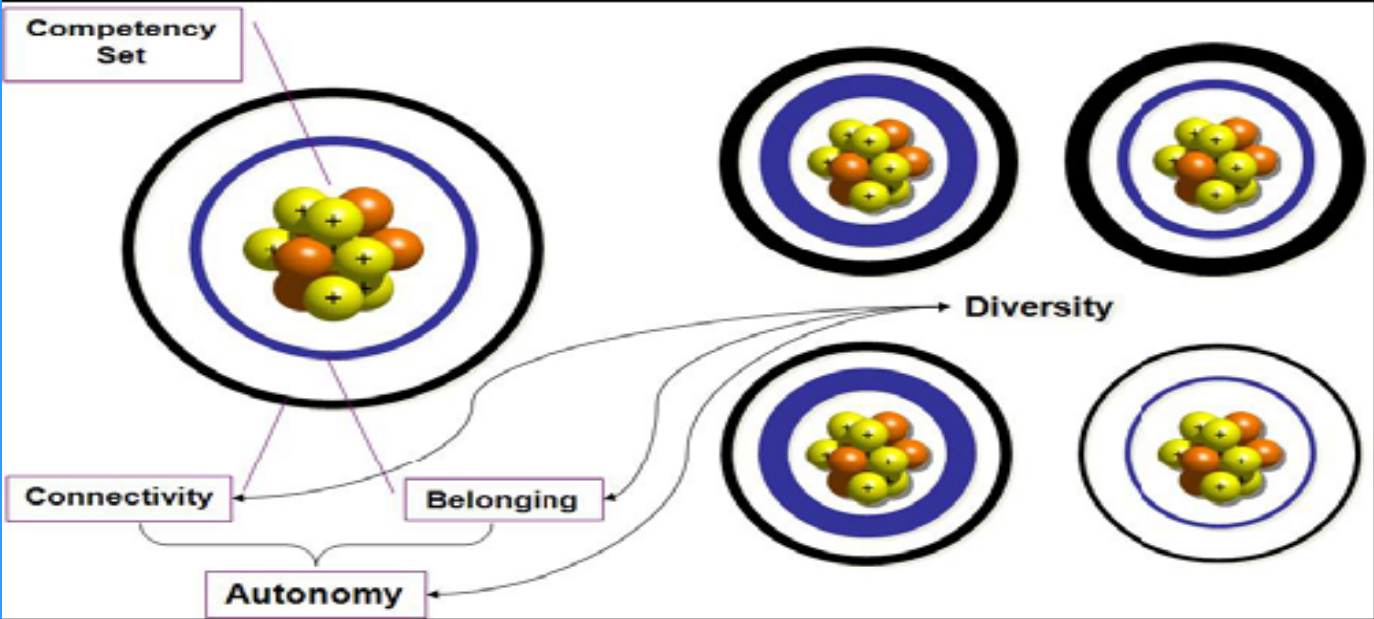
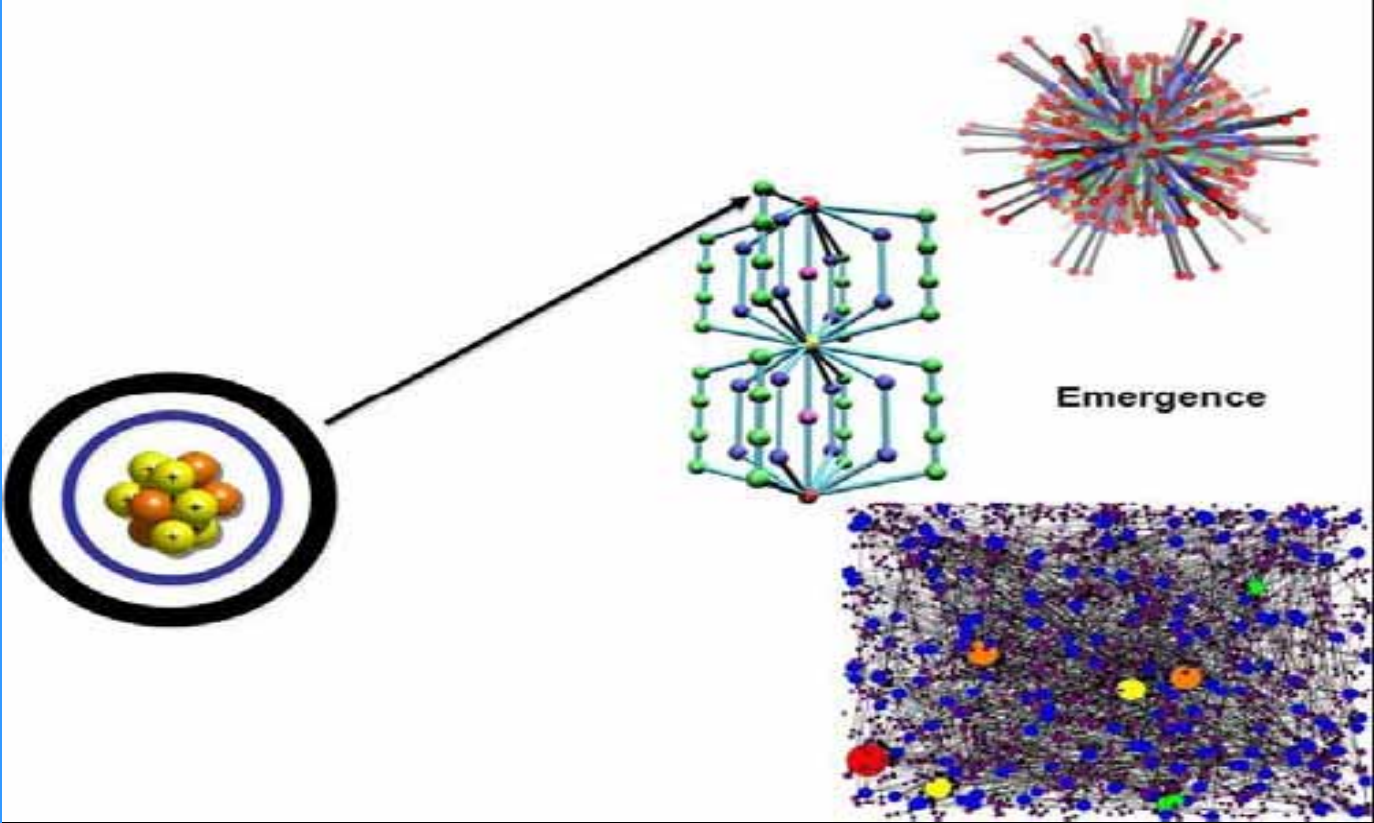
Organization 3.0

Governance of **organization-in-ecology**

Adaptive agility and complexity are beyond contract specification

A constitution of rights and obligations creating a **Framework** for adaptive boundaries and attractors enabling beneficial patterns and self-organization to **emerge**

BOARDMAN AND SAUCER "Systems Thinking"



***Developing the “Talent-Commons”
Building and using “The Human Cloud”***

