

RE-INVENTING THE CORPORATION

Transforming Your Job and Your Company
For the New Information Society

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MAIN IDEA

There is currently a window of opportunity open to re-invent the way business and society is structured. This opportunity has been generated by two trends which have converged at this specific point in history:

1. New social values are emerging as people move away from an authoritarian model to an individualistic model.
2. Economic necessity generated by global economic imperatives as the economy changes from industrial to information based.

As a result, corporations must restructure the way they carry out business. In other words, the concept of the corporation as a business units must be re-invented if the corporation is to remain the building block of the business infrastructure. Lying at the heart of this process is the key fact that while the industrial society transformed workers into consumers, the information society is in the process of transforming employees into capitalists. Re-invented corporations will find ways to work with that transition, while older corporations will inevitable face extinction.

At one time, corporations talked seriously about their responsibility to help the community in which they did business. Today, however, the re-invented corporations are becoming so interconnected with society that being responsible is essentially a part of the social and economic contract by which they exist. In this regard, good corporate citizenship is not a choice but an imperative -- and an imperative that it is in the best interests of the corporation itself to honor completely.

1. The Need To Re-Invent Corporations Page 2

In an information based society, any company's sustainable competitive advantage is built squarely on its human resources -- and the best people are never attracted to an organization that is bureaucratic or hierachal in nature.

2. 10 Key Re-Invention Guidelines Page 3

The central challenge to building a world-class information based enterprise is to attract the right employees. To do so, smart companies provide an entrepreneurial environment in which employees have the chance to see the results of their work materializing, share in the financial results and work under managers that are totally committed to providing outstanding opportunities for staff members to grow and develop.

3. Re-Inventing Work Page 4

If a company is to re-invent itself successfully, the entire concept of how the workday is structured must be revisited with a view towards allowing the greatest possible degree of flexibility, self management and accountability for results rather than methods.

4. The Skills of the New Information Society Page 5

The single largest threat to prosperity in the information age is unskilled workers. Therefore, re-inventing the corporation successfully requires companies to take a pro-active role in upgrading the skills of its entry level workers if they are to have a strong and vibrant future with the company.

5. Education and the Corporation Page 6

Many corporations are establishing university level training facilities in-house -- effectively transforming themselves into educator-activists and further strengthening the relationship between education and the corporation.

6. Health and the Corporation Page 7

Even in the industrial society, it made good sense to keep your labor force healthy. In the information economy, health care takes on even greater importance -- and the re-invented corporation takes a high-tech / high-touch approach to health care.

7. Women and the Corporation Page 8

The information economy is tailor-made for women. This will be an era in which women's economic achievements can be highlighted. Anyone engaged in re-inventing any modern corporation must take an expanded role for women into account.

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