

21st Century Paradigm Shift

New reality in one 109-character Tweet:

Talent will win the talent war. Knowledge workers “own” the means of production and “choose” their employer.

That realization presents a stark contrast to 20th century thinking and behavior — i.e. substituting capital for labor, as well as outsourcing and off-shoring to reduce headcounts and lower labor costs.

More and better machines drove enterprise success in the 20th century. More and better deployed knowledge workers will drive 21st century success. High-paying job creation will become the hallmark of enterprise vitality; think Apple and Google.

The tables have already turned; yet many companies have not noticed, let alone begun to make the fundamental adjustments upon which enterprise health and value depend.

To thrive, businesses must consolidate knowledge worker productivity gains at >4% CAGR, throughout the 21st century, while creating quality jobs, apace. There's no escape. Talent will win the talent wars and only “employers of choice” will share in their victory. What is your job-creating, productivity-increasing plan of attack?

Let us show you clear paths forward, with easy first steps, fast traction, assured success and exceptional returns on thoroughly manageable initiatives. To learn more, click on the link in the upper right.