

Society

3.0

simple
sensible
shared

Our present society has potential possibility to transform into what I'd like to call Society 3.0 – a (new) society that functions with an 'Interdependent Economy'. This will be a system of incorporating value-creation through sustainability, (social) involvement and reciprocity.

We are living in a zombie-economy: an economic system that operates with outdated laws, a system that has lost its lustre, and has forgotten its main goals and aspirations. Organisations have somehow lost their grip on reality. Money has become the ultimate purpose. A lot of products and services are being developed and offered in the aim of bringing more and more cash to the table, disregarding the well-being of others with the excessive (ab)use of organic raw materials. A lot of these organisations still make use of, and indeed apply, ancient corporate ways that are no longer applicable nor ideal in instigating value-creation – the old structure just cannot keep track of the fast and inevitable changing world.

Our present society can nevertheless transform into what I call Society 3.0 – a (new) society that functions with an 'Interdependent Economy'. This will be a system of incorporating value-creation through sustainability, (social) involvement and reciprocity. Contrary to the socialistic (re)distribution policies or the Anglo-Saxon 'shareholders interest' mentality, the Interdependent Economy tries to provide solutions for the challenges of the ever-so-modernising times by cultivating both innovative and visionary formula. This new ecosystem needs leadership that is based on a solid vision and authenticity.

The interdependence with time, place and within social groups will be the starting-point of this very system. This system requires a huge deal of intelligent measures and a creative imagination in combating the problems that need solving.

Top-notch

Within the Interdependent Economy, value-generating organisations are dominant. These 'Organisation 3.0's' are fundamentally capable, thanks to the widespread of social innovation, of functioning differently (if not much better) than the ones in the zombie-economy.

The banal catering of services and products to the consumers has become past-tense. Stakeholders demand more and more from a brand or a company e.g. a complete and meaningful experience of a product or service, a constant update and interaction coming from the companies themselves, promising profit etc. They also want to be well informed as to where the raw materials of the products come from, about its design, the underlying concept, the process of production and the like. And take note, these stakeholders buoyantly share their own experiences, knowledge and little tiny bits and pieces of information about a particular product and/or service with their virtual so-

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cial networks – without the organisation noticing it. A new fashion of consumer cooperation has come into being. This can be a group of people working as a project group or it could be a group with a commercial objective: buying and selling communal products.

Social networks are the core of the future. As a government, entrepreneur, service-provider or manufacturer, it is best you give this new future a go! However, this implores a clearer, newer vision in the art of organising. A new vision that revolves around organising businesses, prioritising, following through, working towards a top-notch leadership and challenging the stakeholders (as human beings within the new value-generating networks) to open themselves up in feeling, learning and dealing with everything that has to do with value co-creation. The stakeholders must possess relevant information at the right place and right time in order to successfully be able to do business.

That same vision (which enables us to live and work with one another under one social roof) makes social networks/networking one very important part of the feedback loop: the co-creation cycle inside the Organisation 3.0. Permanent contact and an everlasting dialogue with and between the stakeholders organisation (with the use of virtual social networks) are two excellent possibilities in creating a higher level of value.

We are therefore transitioning from the old way of thinking, considering the 'value chain', towards the new Society 3.0 system that is concentrated on 'value networking' – which shall eventually lead to value creation.



Soft virtual skin

The Organisation 3.0 has an informal corporate culture, working with the fundamentals of trust and exercising the art of open communication. Internal and external business divisions are totally crossed-out in this new and evolving organisation. What gradually matters is the dynamics that shall be, with the help of the social media information, accessible and ready for amelioration.

The dynamics will then be made available for the stakeholders again that creates an educational 'virtual skin' round about the organisation. This seemingly (second) skin consists of a collaboration-software and tools such as blogs, wiki's or forums. A realistically dynamic and limitless organisation comes then into picture. Transparency, information and sharing of knowledge (both internally and externally) are dominant.

Shared vision arises through the passing-on or sharing of knowledge. Sharing the same vision is substantial simply because this provides an insight to the genuine identity of an organisation. It is very admirable to speak the same tongue as that of others within your (social) networks; it brings out a more concrete tone of voice. This gives organisations a better shot at an investing stakeholder. Another way of attracting, keeping and involving the stakeholders is through corporate storytelling – this has proven to be a good, reliable and more convincing communication tool. Corporate storytelling makes them participate in co-creation, find the urge to share what they know and inspire both themselves and the organisation they are a part of.

The Organisation 3.0 is kind of like a real time company. A permanent network with permanent (and interconnected) stakeholders. It necessitates both the informal and formal relationship with the stakeholders, the web and other forms of technology in creating value that is targeted for the long-term. Facilitating the collaborative processes (governmental, joint ventures, entrepreneurial etc.) with the common goal of optimising the interconnectivity with one another – 'the here and the now, up close and personal, relevant, reliable' – is rooted on the right kind (and amount of) information.

Organisations that can do this right can look forward to an acknowledged right to exist, the right to function and to operate. These organisations can expect an abundance in innovation and a wild burst of creativity. And if these organisations remember to involve and appreciate their stakeholders' importance in the whole of the business, they might just have the luxury to enjoy a meaningful product or service that generates value. The Organisation 3.0 thus makes a sustainable ecosystem as a part of the Society 3.0 – from which stakeholders can once again be proud of the economic boost that's being created by them, them meeting the other end of the line.

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This article is based upon his new book, *Society 3.0*