



## Quote of December 2012

*“ New scientific truth does not triumph by convincing its opponents and making them see the light, but rather because its opponents eventually die, and a new generation grows up that is familiar with it.»* Max Planck (1858-1947) German theoretical physicist who originated quantum theory

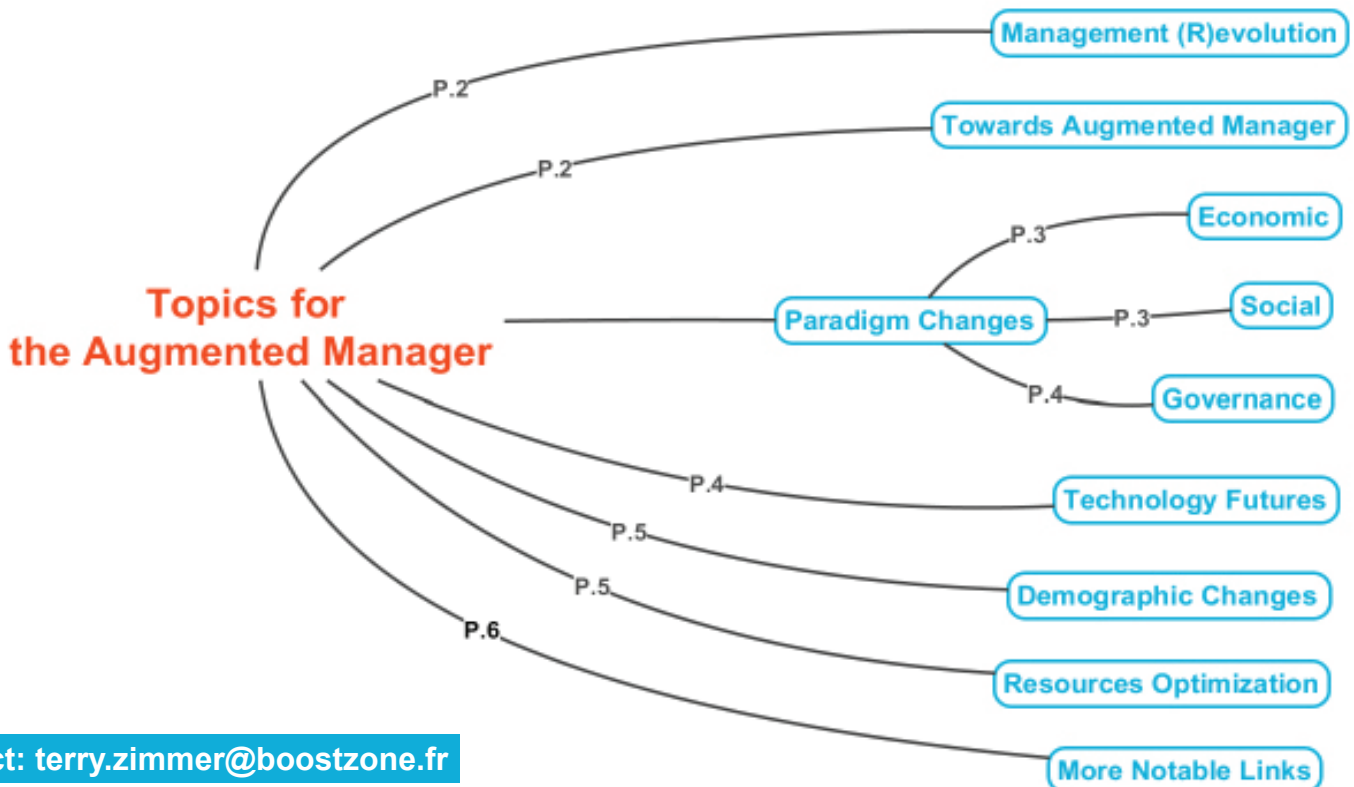
## Editorial

This is your monthly Must-Read on the future of management and the world of work.

The «perfect storm» which shaped evolution of the world of work - generated by sea changes in technologies, economy, society, governance in all its forms - is forcing Management to change.

In order not to be submerged, the manager has to be «augmented», that is to say he has to use and master new tools and new knowledge at his disposal. It is a giant challenge that all executives face.

This review is a way to help you. It hands over to you the summary of the best articles we found during the last month on these changes. Thus, the Boostzone Institute aims to become your reference «curator», that is to say to select and enhance the information for you. Therefore any comment helping us to improve it is more than welcome.



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## Management (R)evolution

### [How social intelligence can guide decisions](#)

*McKinsey Quarterly, Martin Harrysson, Estelle Metayer and Hugo Sarrazin, November 2012*



“This isn’t to suggest that “social” will entirely displace current methods of intelligence gathering. But it should emerge as a strong complement. As it does, social-intelligence literacy will become a critical asset for C-level executives and board members seeking the best possible basis for their decisions.”

### [Les intrapreneurs sociaux, porteurs de projets, donnent du sens à l’entreprise](#)

*Le Monde, Annie Kahn, 19 november 2012*

L’intrapreneuriat social est la possibilité pour un employé de créer un nouveau business au sein de sa propre entreprise. C’est un excellent moyen de favoriser l’innovation tout en sécurisant les collaborateurs qui veulent se réaliser. Cette nouvelle tendance n’est pas sans rappeler la politique du 80-20 appliquée depuis des années par Google.

### [Must-have job skills in 2013](#)

*The Wall Street Journal, Ruth Mantell, November 18, 2012*

“Even as employers remain cautious next year about every dollar spent on employees, they’ll also want workers to show greater skills and results.

For employees who want to get ahead, basic competency won’t be enough.

To win a promotion or land a job next year, experts say there are four must-have job skills.”

## Toward Augmented Manager

### [The lost art of asking for help](#)

*American Management Association, July 18, 2012*

“Have you ever wondered about the origin of the word “mayday,” the international distress call used by ships and aircraft? [...] “It comes from the French m’aidez (pronounced much like the English word mayday) and literally translates to ‘help me.’” In everyday life, [...] Do you resist asking for help—until it’s your last resort? You’re not alone.”

### [5 signs you’re not as smart as you think](#)

*N2growth, Mike Myatt, October 30, 2012*



“I’ve come across more than a few self-proclaimed “intelligent” people who believe their intellectual acuity is far superior to the discernment of their peers and co-workers. Not only are these intellectual giants usually wrong, but sadly, by the time they awaken to a state of reality it is already too late. In the text that follows, I’ll share the keys to leveraging your intellectual assets as opposed to having your intelligence serve as a barrier to your success...”

### [The benefits of poetry for professionals](#)

*Harvard Business Review, John Cole, November 27, 2012*



“Granted, in daily speech, where we don’t stop to consider every word, we all use phrases like «the ordinary world,» «ordinary life,» «the ordinary course of events» ... But in the language of poetry, where every word is weighed, nothing is usual or normal. Not a single stone and not a single cloud above it. Not a single day and not a single night after it. And above all, not a single existence, not anyone’s existence in this world.”

\* Click on the titles to view the documents

## Economic Paradigm Changes

### [How the capitalists are trying to scare the people](#)

*Pravda, Lenin, May 19, 1917*



“No socialist has ever proposed that the “tens of millions”, i.e., the small and middle peasants, should be deprived of their property (=“made to abdicate their property rights”).

Nothing of the kind! Socialists everywhere have always denied such nonsense.

[...] To deal a decisive blow at those who are defying the people the way the colliery owners are doing when they disrupt and ruin production, it is sufficient to make a few hundred, at the most one or two thousand, millionaires, bank and industrial and commercial bosses, “abdicate” their property rights.

[...] The question at issue is merely that of breaking down the resistance of a few hundred millionaires. Only in this way can disaster be averted.”

### [The trend of History is bigger than the business cycle](#)

*The World Financial Review, Philip Auerswald  
November 2012*

“There is not now, nor was there ever, any valid comparison to be made between the Great Depression and the recent economic crisis. Indeed, even to suggest the existence of such a comparison is to ignore entirely the overwhelming trend of progress over the past 60 years. It is to confuse the bump with the road itself.”

### [Shadow banking grows to \\$67 trillion industry, regulators say](#)

*Bloomberg, Ben Moshinsky & Jim Brunsten  
19 november 2012*

“The shadow banking industry has grown to about \$67 trillion, \$6 trillion bigger than previously thought, leading global regulators to seek more oversight of financial transactions that fall outside traditional oversight.”

## Social Paradigm Changes

### [The value of informal enterprise](#)

*Stanford Social Innovation Review, Abby Margolis  
November 1, 2012*

“How can established business and organizations collaborate with informal enterprise? What other un-packaged and unregulated activities might translate into prosperous revenue streams for a new economy?

As companies (or even governments) look for new opportunity, they often focus on “emerging” markets as the next untapped market. However, this might be the wrong approach. In today’s world, simply extending business into new frontiers is not enough.”

### [La protection sociale dans les BRICS](#)

*Centre d'Analyse Stratégique, 19 novembre 2012*

«Les BRICS (Brésil, Russie, Inde, Chine et Afrique du Sud) ont connu au cours des dernières années un développement rapide de leur protection sociale, chacun selon une voie spécifique : systèmes d’assurance en Chine, système d’assistance très développé en Afrique du Sud – avec des minima sociaux couvrant une large part de la population –, système de transferts de revenus conditionnels au Brésil, etc. »

### [My open source cure for brain cancer](#)

*CNN, Salvatore Iaconesi, November 25, 2012*



“I was recently diagnosed with brain cancer.[...] I felt incomplete about the way that the medical system was handling my situation.[...] I immediately asked for my clinical records in digital format, and left the hospital. [...] My main objective -- the best thing I felt that I could do -- was to make my digital information available on the Internet [...] To help me find the best cure for myself, and in the process to produce substantial social change by redefining the word «cure.»”



\*Click on the titles to view the documents

## Governance Paradigm Changes

### [Management theory was hijacked in the 80s. We're still suffering the fallout](#)

*The Guardian, Simon Caulkin, November 12, 2012*

“The answer is that management in the 1980s was subject to an ideological hijack by Chicago economics that put at the heart of governance a reductive «economic man» view of human nature needing to be bribed or whipped to do their exclusive job of maximising shareholder returns. Embedded in the codes, these assumptions now have the status of unchallenged truths.”

### [Pourquoi la communication des entreprises est devenue inaudible](#)

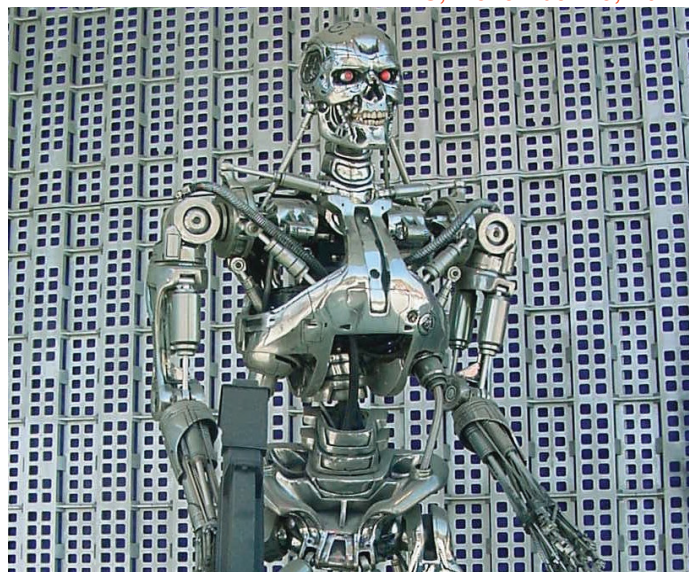
*Le Monde, Dominique Wolton, 19 novembre 2012*

«Nous allons assister à un changement de sens et à l'apparition d'une troisième dimension. A côté de l'idéal de la «communication-partage», recherché par tous, de la réalité dominante de la «communication-transmission», où la hiérarchie communique de haut en bas, se développera la «communication-négociation», où l'émetteur doit toujours tenir compte de l'intelligence des récepteurs et accepter un retour critique.»

## Technology Futures

### [Risk of robot uprising wiping out human race to be studied](#)

*BBC, November 19, 2012*



“The scientists said that to dismiss concerns of a potential robot uprising would be «dangerous».[...] robots and computers become smarter than humans, we could find ourselves at the mercy of «machines that are not malicious, but machines whose interests don't include us».”

### [Economic bricolage](#)

*The Wall Street Journal, Matt Ridley, November 26, 2012*



“Something that is fragile, like a glass, can survive small shocks but not big ones. Something that is robust, like a rock, can survive both. But robust is only half way along the spectrum. There are things that are anti-fragile, meaning they actually improve when shocked, they feed on volatility. [...] It follows that, in Mr. Taleb's world, the greatest sin is to be a «fragilista,» somebody who encourages an institution to become fragile. [...] See iatrogenics.» The latter term is from medicine, meaning when doctors do more harm than good, for example, by bleeding the patient in the past, or by putting ice on swellings today.”

### [Looking to industry for the next digital disruption](#)

*The New York Times, Steve Lohr, November 23, 2012*

“The company (GE) plans to increase that work force of computer scientists and software developers to 400, and to invest \$1 billion in the center by 2015. The build-up is part of G.E's big bet on what it calls the “industrial Internet,” bringing digital intelligence to the physical world of industry as never before.”

### [Here come the humanoids. There go U.S. jobs](#)

*CNet, Paul Sloan, November 12, 2012*

“Rethink Robotics founder Rodney Brooks took to the stage at the Techonomy conference here to talk about the wonders of his new robot, Baxter, which is designed to work on factory floors doing dull and necessary tasks. He costs just \$22,000 and works for what amounts to \$4 an hour.”



\*Click on the titles to view the documents

## Demographic Changes

### [Where will's the world's poor live?](#)

*Global Policy Journal, Andy Sumner, November 16, 2012*

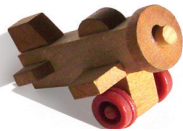
“Over the last twenty years and the last decade in particular, the pattern of global poverty has shifted from low income to middle income countries suggesting a ‘new geography of global poverty’.

Surprisingly perhaps, most of the world's poor live in the world's dynamic and emerging economies.”

### [Deloitte claims global mobility needs to improve](#)

*HR Review, November 2012*

“If positioned appropriately, by adding global workforce management capabilities to its suite of services, global mobility can be the key player in solving an organisation's long-term skill supply-and-demand talent gaps. This will create value for an organisation but will require the departure from the current model and a strong vision of the future ”



### [You are where you e-mail: global migration trends discovered in email data](#)

*Max Planck Institute, Emilio Zagheni, June 25, 2012*



“For the first time comparable migration data is available for almost every country of the world. To date, records were incompatible between nations and especially by gender and age, nonexistent. Emilio Zagheni from the Max Planck Institute for Demographic Research (MPI-DR) in Rostock, Germany, for the first time provides a rich migration database by compiling the global flow of millions of e-mails.”

## Resources Optimization

### [Climate change report warns of dramatically warmer world this century](#)

*The World Bank, November 2012*

“Turn Down the Heat: Why a 4°C Warmer World Must be Avoided,» warns we're on track for a 4°C warmer world marked by extreme heat-waves, declining global food stocks, loss of ecosystems and biodiversity, and life-threatening sea level rise.”

### [More than 1,000 new coal plants planned worldwide, figures show](#)

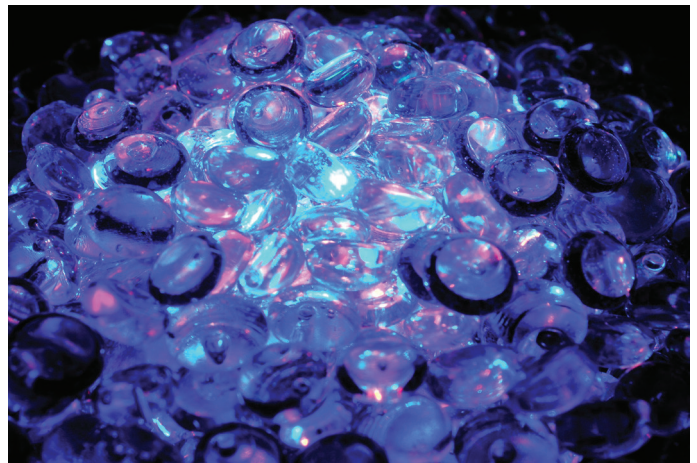
*The Guardian, Damian Carrington, November 20, 2012*



“Most new coal-fired plants will be built by Chinese or Indian companies. But new plants have largely been financed by both commercial banks and development banks. [...] «This is a scary number of coal-fired plants being planned. It is clear that the vested interests of coal companies are driving this forward and that they will have to be reined in by governments.”

### [An electric revolution: the green age of LEDs](#)

*The World Bank, November 2012*



“Smaller, less expensive, and using 10 to 20% as much energy as their predecessors, LEDs are poised to completely change the way the world sees in the dark. [...] Smaller, less expensive, and using 10 to 20% as much energy as their predecessors, LEDs are poised to completely change the way the world sees in the dark. In years to come, it may be the case that lights will be built with additional features such as cameras, microphones, or even be used as Wi-Fi hotspots.”



**More Notable Links**

- **Capitalism is changing - are you ready?**

<http://www.forbes.com/sites/dorieclark/2012/10/28/capitalism-is-changing-are-you-ready/>

- **Land of the corporate giants**

<http://ow.ly/g90om>

- **Amartya Sen: economist, philosopher, human development doyen**

<http://www.guardian.co.uk/global-development/2012/nov/22/amartya-sen-human-development-doyen>

- **The challenges beyond the crisis**

[http://www.ilo.org/global/about-the-ilo/newsroom/comment-analysis/WCMS\\_194058/lang--en/index.htm](http://www.ilo.org/global/about-the-ilo/newsroom/comment-analysis/WCMS_194058/lang--en/index.htm)

- **Que déduire du profil des dirigeants chinois qui viennent d'être nommés ?**

<http://ow.ly/g90YX>

- **Microsoft breakthrough speaks mandarin with your voice**

<http://mashable.com/2012/11/09/microsoft-speech-recognition/>

- **Kill the password: why a string of characters can't protect us anymore**

<http://www.wired.com/gadgetlab/2012/11/ff-mat-honan-password-hacker>

- **First strike: how tech's superpowers could start an ecosystem war**

<http://www.theverge.com/2012/11/20/3669590/ecosystem-microsoft-apple-google-facebook-cold-war>

- **Ageing in the 21st century**

<http://ow.ly/g918i>

- **Migrant workers worldwide to remit over \$530 billion in 2012**

<http://ow.ly/g91aX>

- **Why global fuel prices will spark the next revolutions**

<http://world.time.com/2012/11/28/why-global-fuel-prices-will-spark-the-next-revolutions/>

- **65% des cadres français se jugent plus productifs avec leurs propres outils**

<http://ow.ly/g91sq>

- **Le rôle de l'entreprise dans l'individualisation de la formation**

<http://ow.ly/g91vg>

- **Quota for 40% of women on boards has been approved**

<http://www.hrmagazine.co.uk/hro/news/1075345/quota-women-boards-approved>

- **Title creep, or why we need to stop handing out overinflated job titles**

<http://www.tlnt.com/2012/11/07/title-creep-or-why-we-need-to-stop-handing-out-overinflated-job-titles/>

- **Les salariés s'inquiètent de la surdité de leurs managers**

<http://www.usinenouvelle.com/article/les-salaries-s-inquietent-de-la-surdite-de-leurs-managers.N187028>

- **Employees engage in rogue cloud use regardless of security policies**

[http://www.cio.com/article/721480/Employees\\_Engage\\_in\\_Rogue\\_Cloud\\_Use\\_Regardless\\_of\\_Security\\_Policies](http://www.cio.com/article/721480/Employees_Engage_in_Rogue_Cloud_Use_Regardless_of_Security_Policies)

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