

# The future Of Work

Blockchain: What is it, why is it important and what can you do with it?

Paul Bessems 21-03-2019



**Organize a sustainable prosperity  
with technology that creates useful surplus**

**I help market leaders to navigate  
Digital Transformation, organize  
their data and apply blockchain to  
reduce friction.**





**What do most effective  
professional/ organizations do?**

**OLD WAY**

**NEW WAY**

**They understand the past,  
perform in the present and  
organize the future, all at the  
same time!**



Onze maatschappij vraagt om ander leiderschap. Door digitale transformatie veranderen bedrijven en markten in business-ecosystemen. Grenzen binnen en tussen organisaties vervagen door de introductie van de digitale lopende band.

Organisatietechnologieën zoals blockchain, AI en machine-learning ontwikkelen zich razendsnel. Hierdoor moeten organisatiemodellen continue aangepast worden. Het vervangen van managers door coaches, flexibel werken door agile en teams door tribes, volstaat niet langer.

Bedrijven kunnen niet achteroverleunen met bestaande businessmodellen. De platformeconomie zorgt er voor dat bestaande diensten en markten snel overbodig worden.

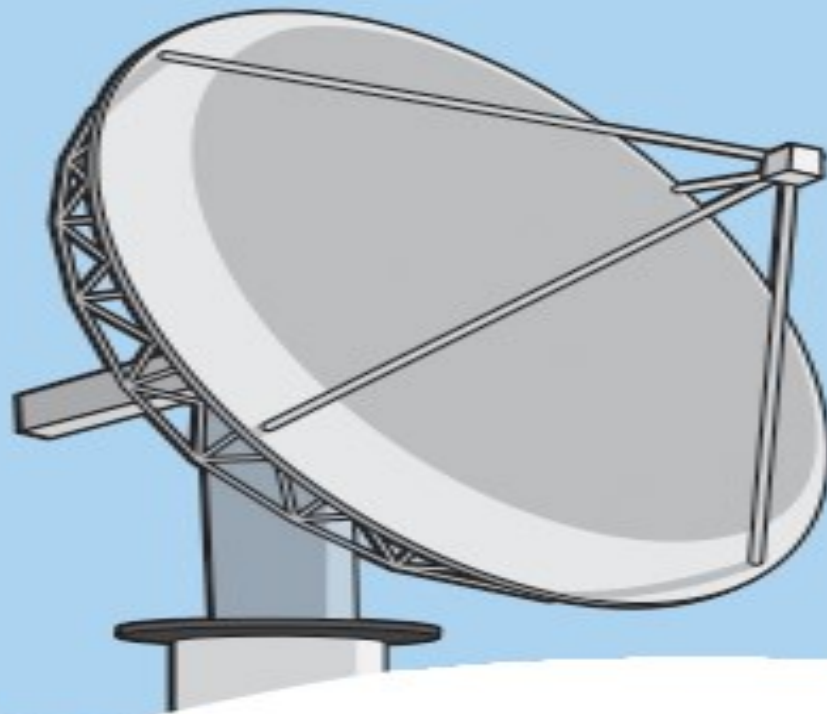
Het is moeilijk navigeren en keuzes maken in deze turbulente tijden. Hierbij is het grootste gevaar niet te turbulentie, maar het blijven navigeren op de logica van gisteren.

**Je hiervan bewust zijn is een goed begin.**

**We are locked in an invisible prison of prevailing assumptions  
about the organization of trust, work and economy**





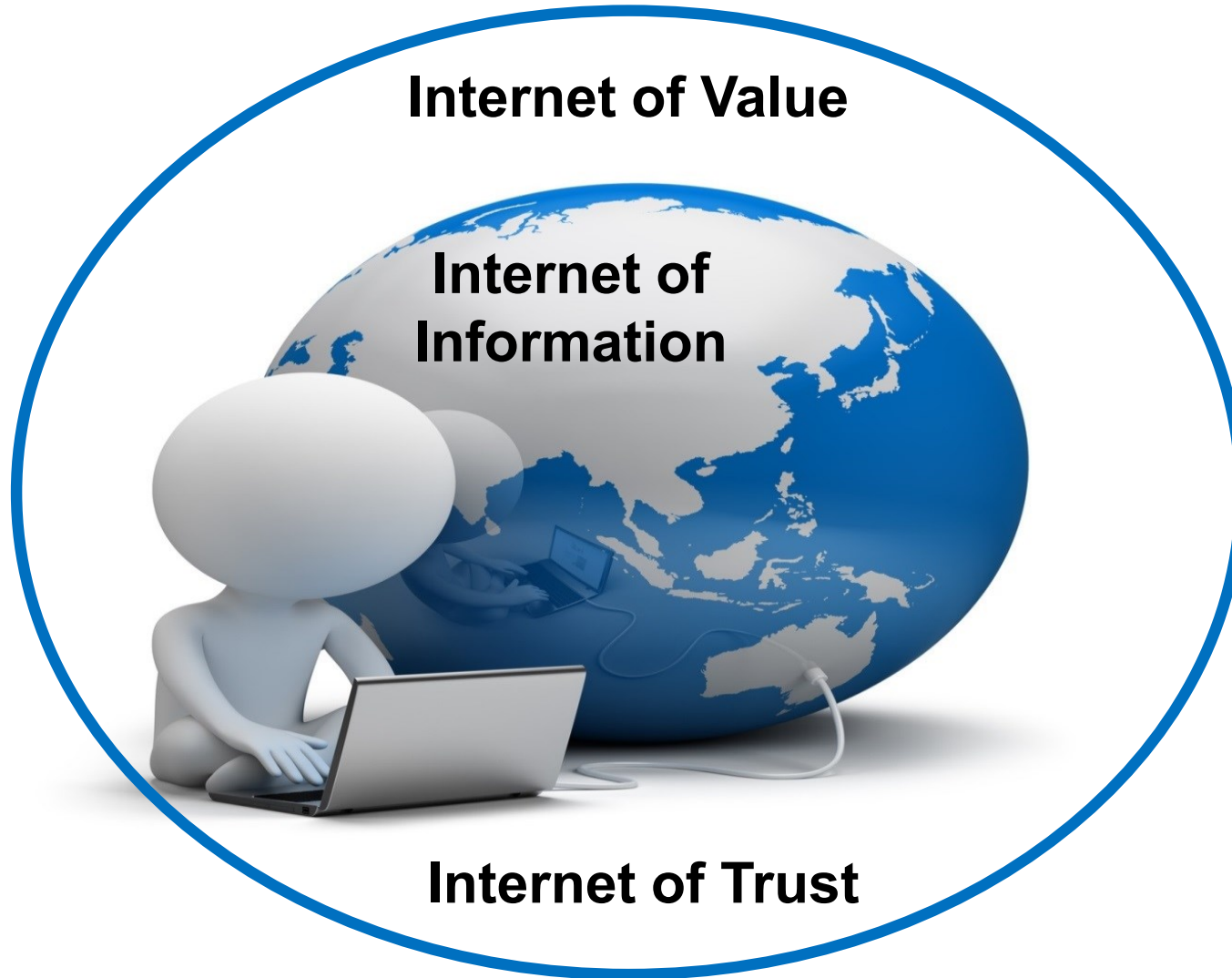


**This workshop is about turning on  
your radar to navigate real digital  
transformation, be prepared and make  
the best decisions at the right moment**



**What if selling your house would be  
as easy as sending an email?**

# Blockchain next phase of internet ?



## Internet:

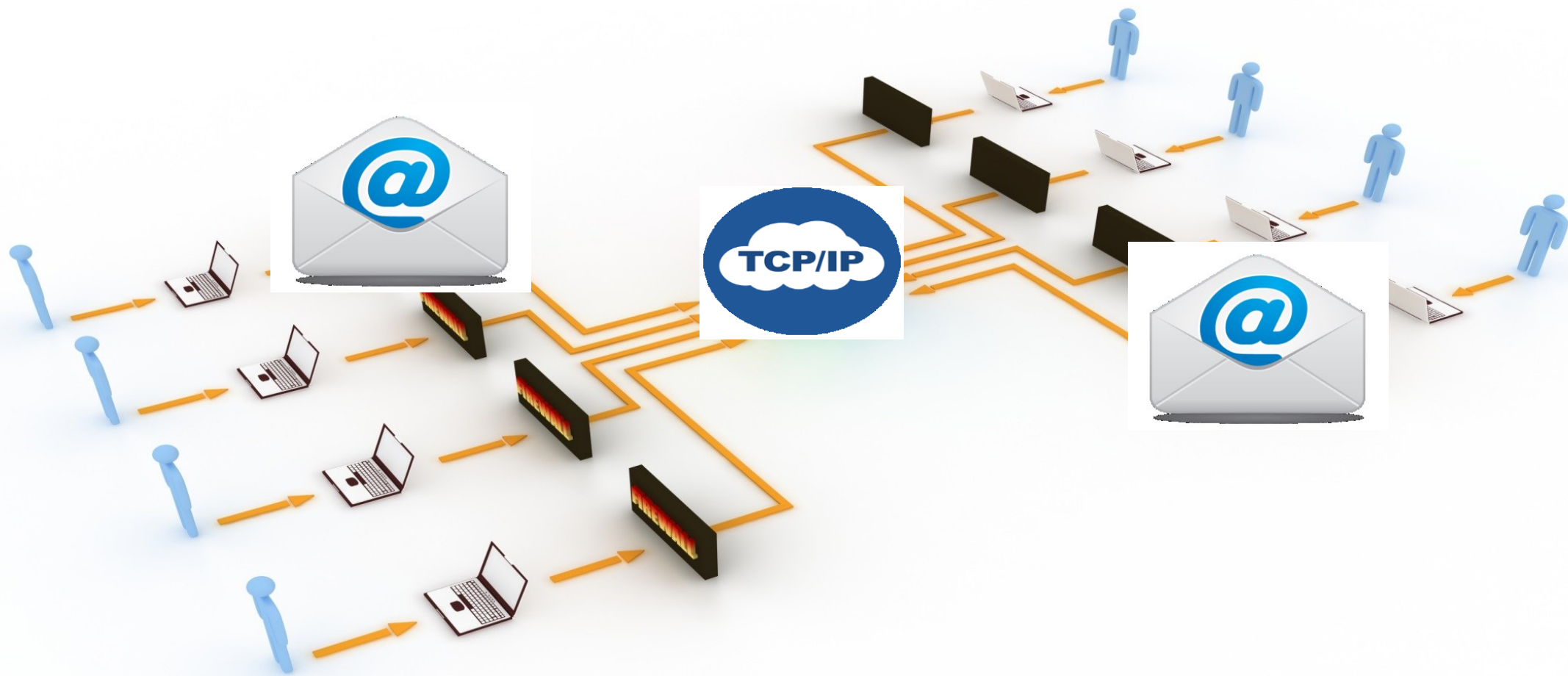
✓ Secure  $A \rightarrow B$

## Blockchain:

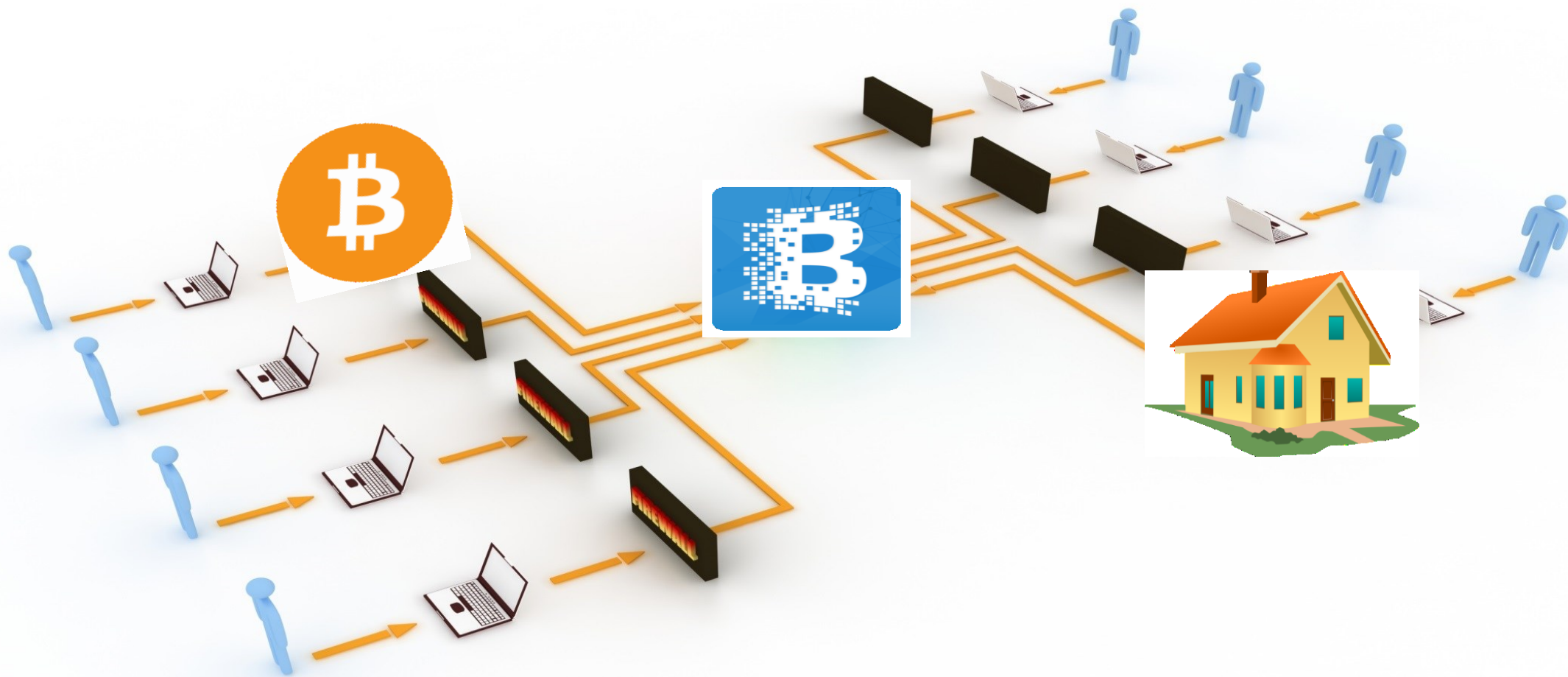
✓ Ownership

✓ No Double Spending



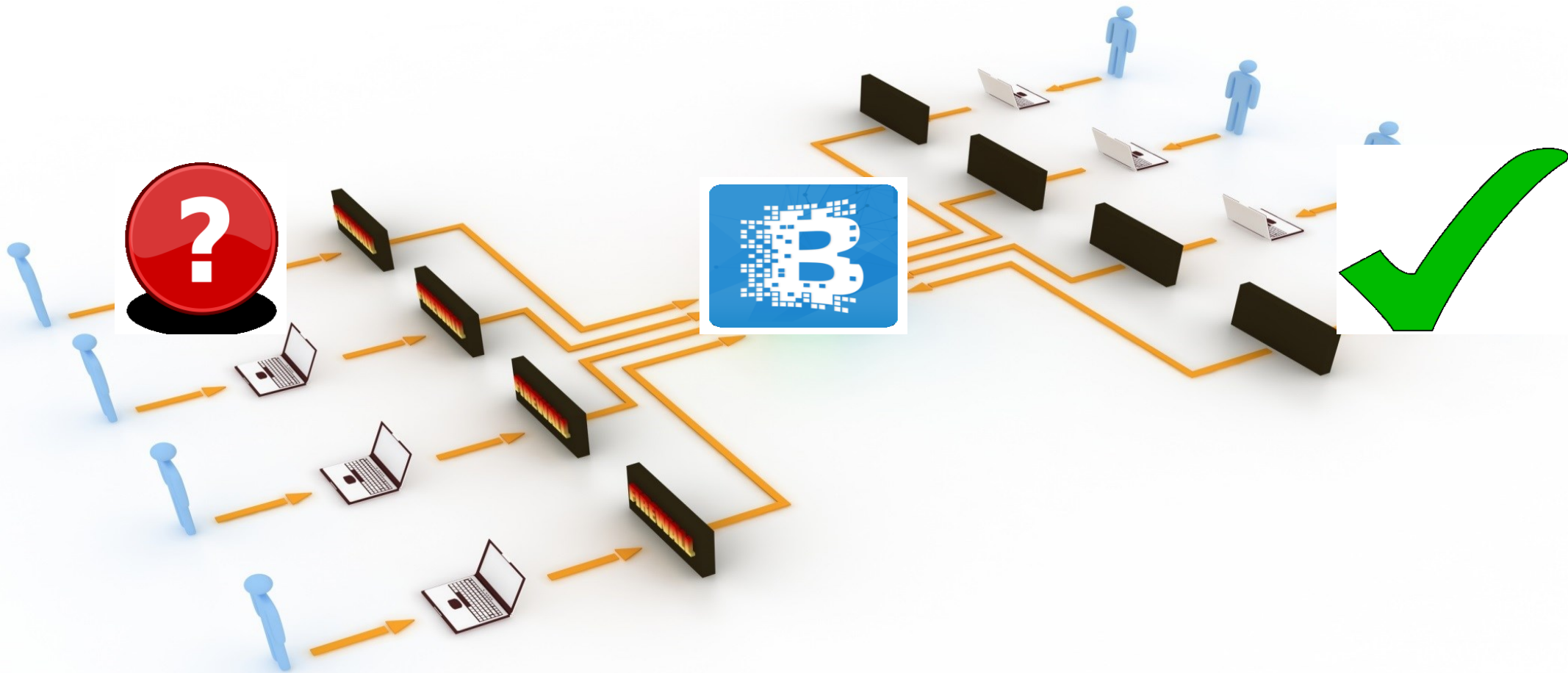


**Internet is a peer-to-peer network to exchange information**



**Blockchain is a peer to peer network to exchange values ...**

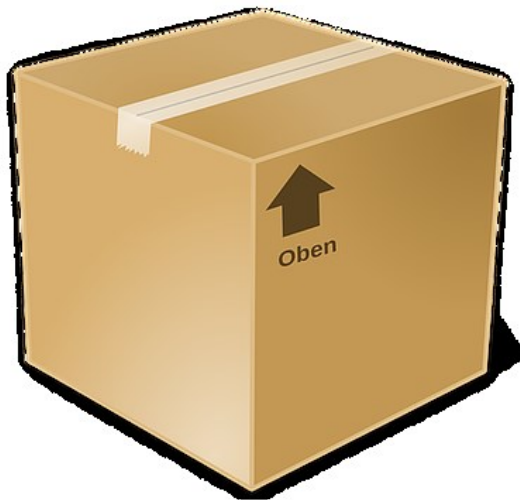
**Blockchain could also be server A asks a questions  
to server B and receives an answer**



**Blockchain is a Digital Assembly Line (DAL) to  
give answers (supply) to questions (demand)**

# Blockchains are deaf and blind

**Supply**



**Demand**



**Blockchain is about data logistics**



**Digital/Blockchain is industry agnostic**



**Blockchain:**

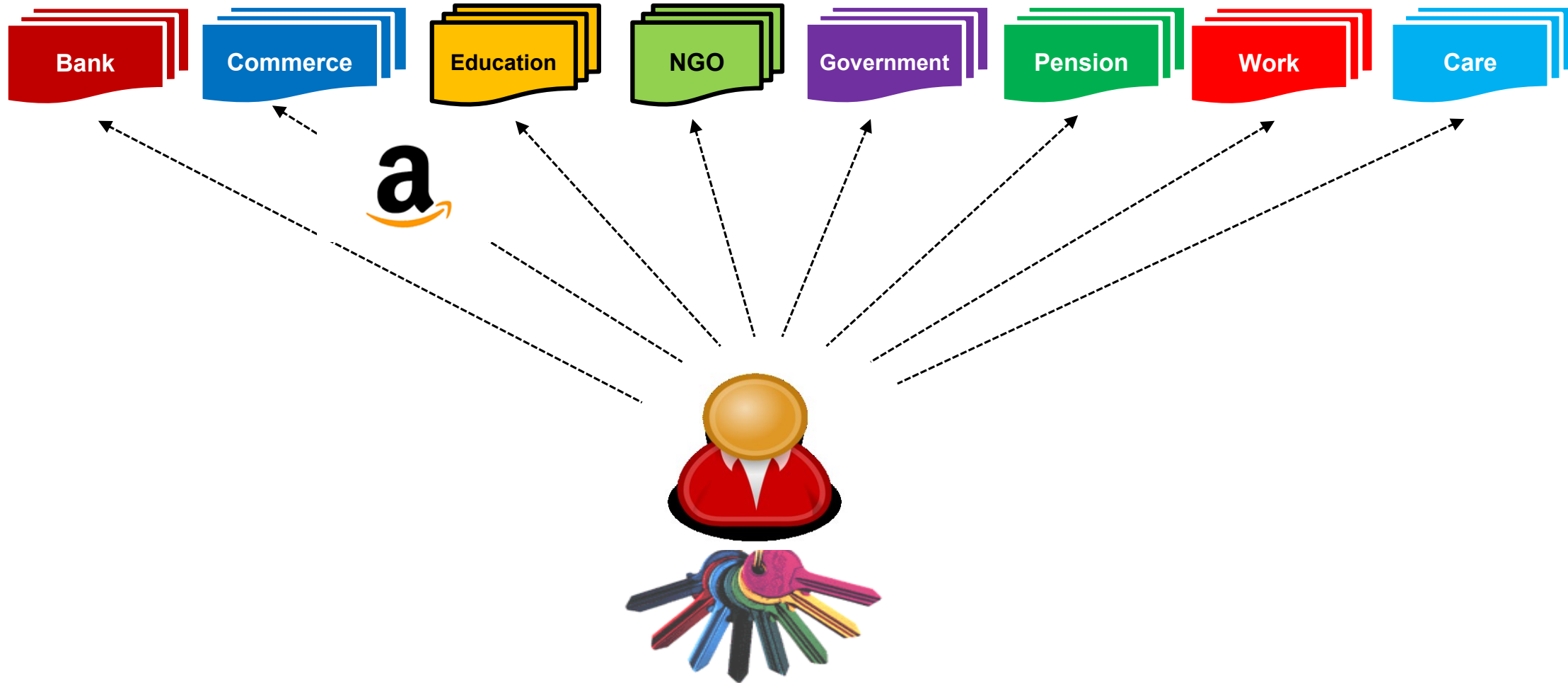
- ✓ Secure A → B
- ✓ Ownership
- ✓ No Double Spending



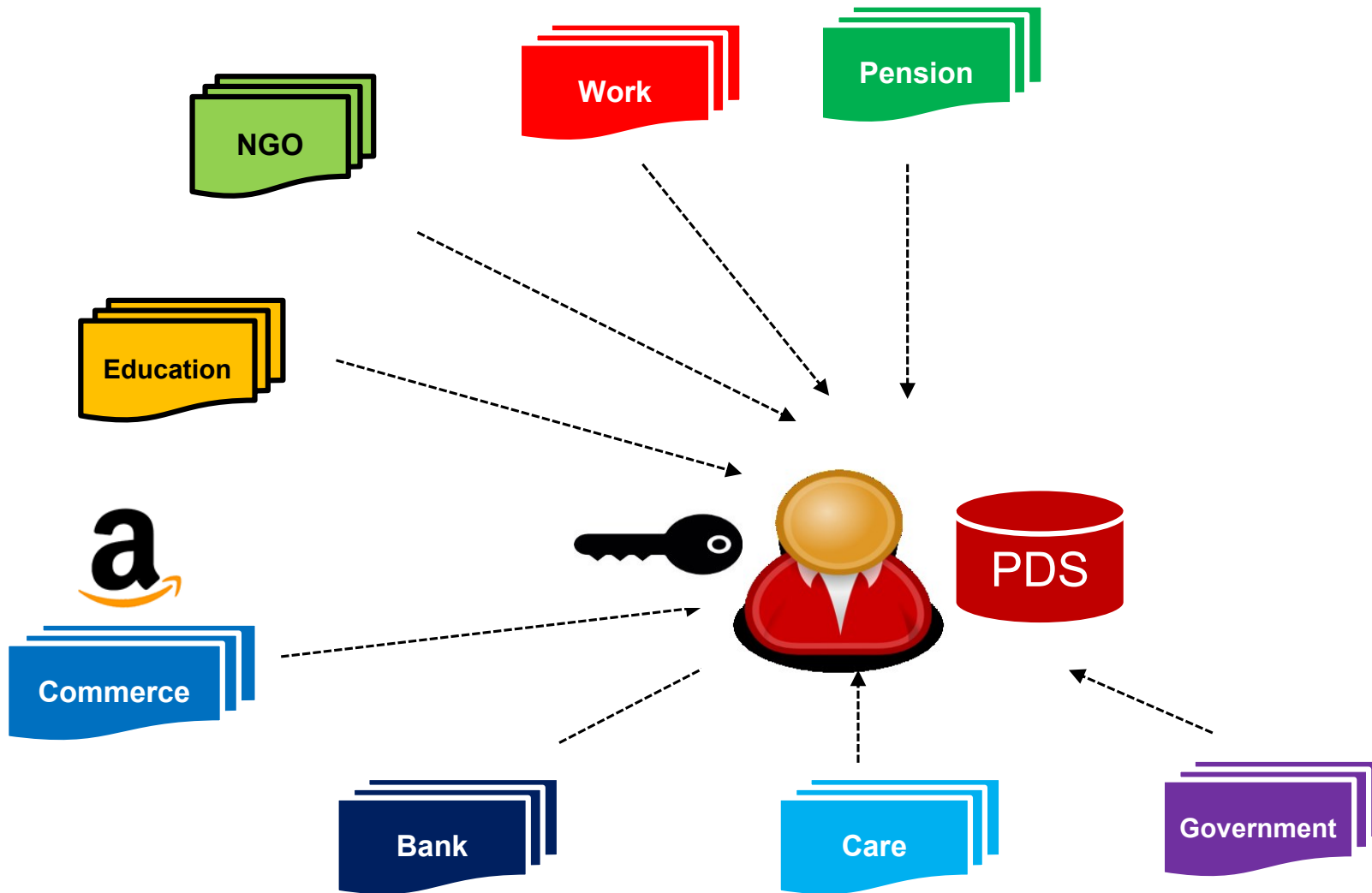
**It doesn't matter what is in the container....**



# Old organizing model



# New organizing model



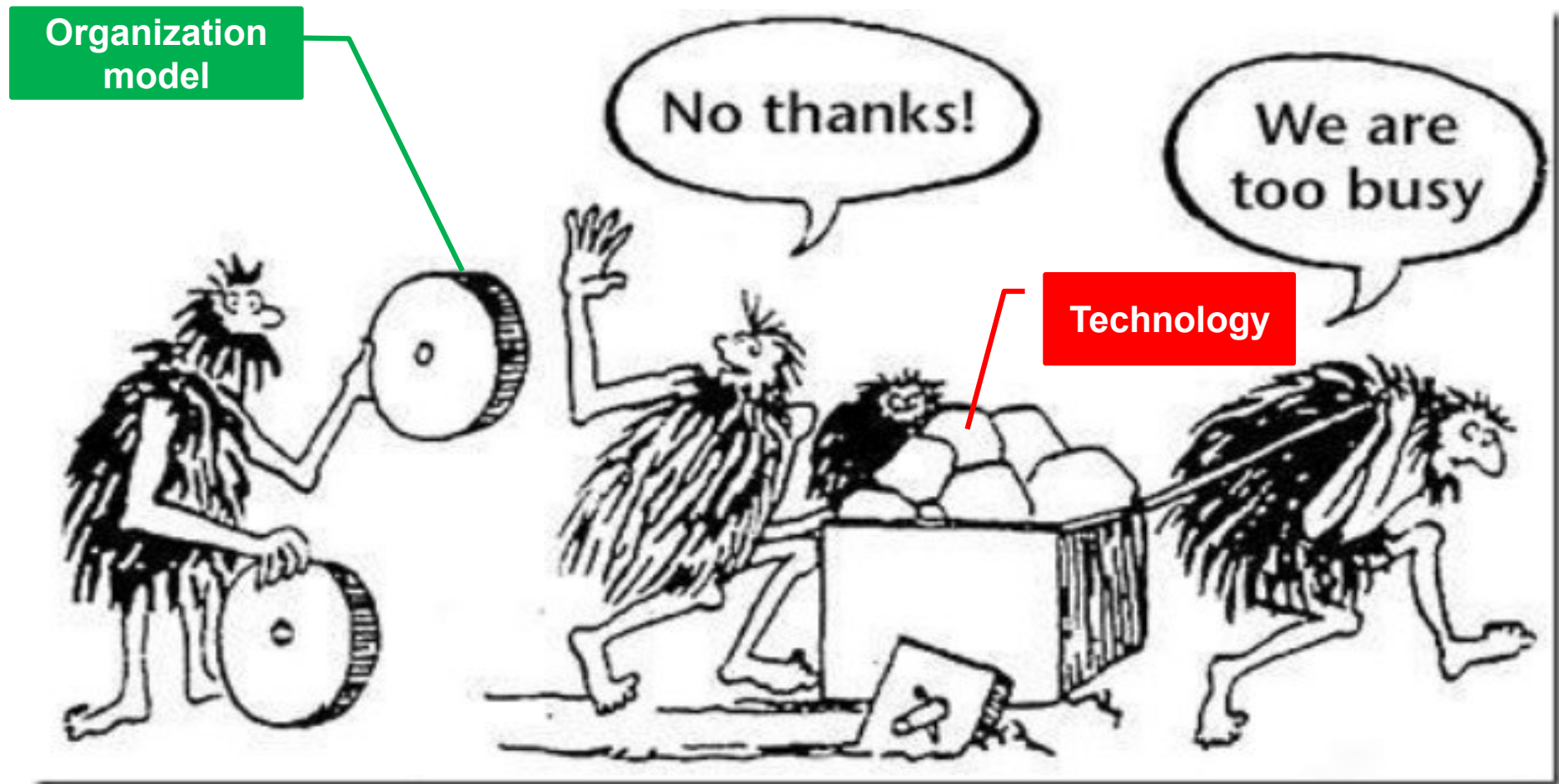






**Digital is not just a thing that you can buy and plug into the organization**

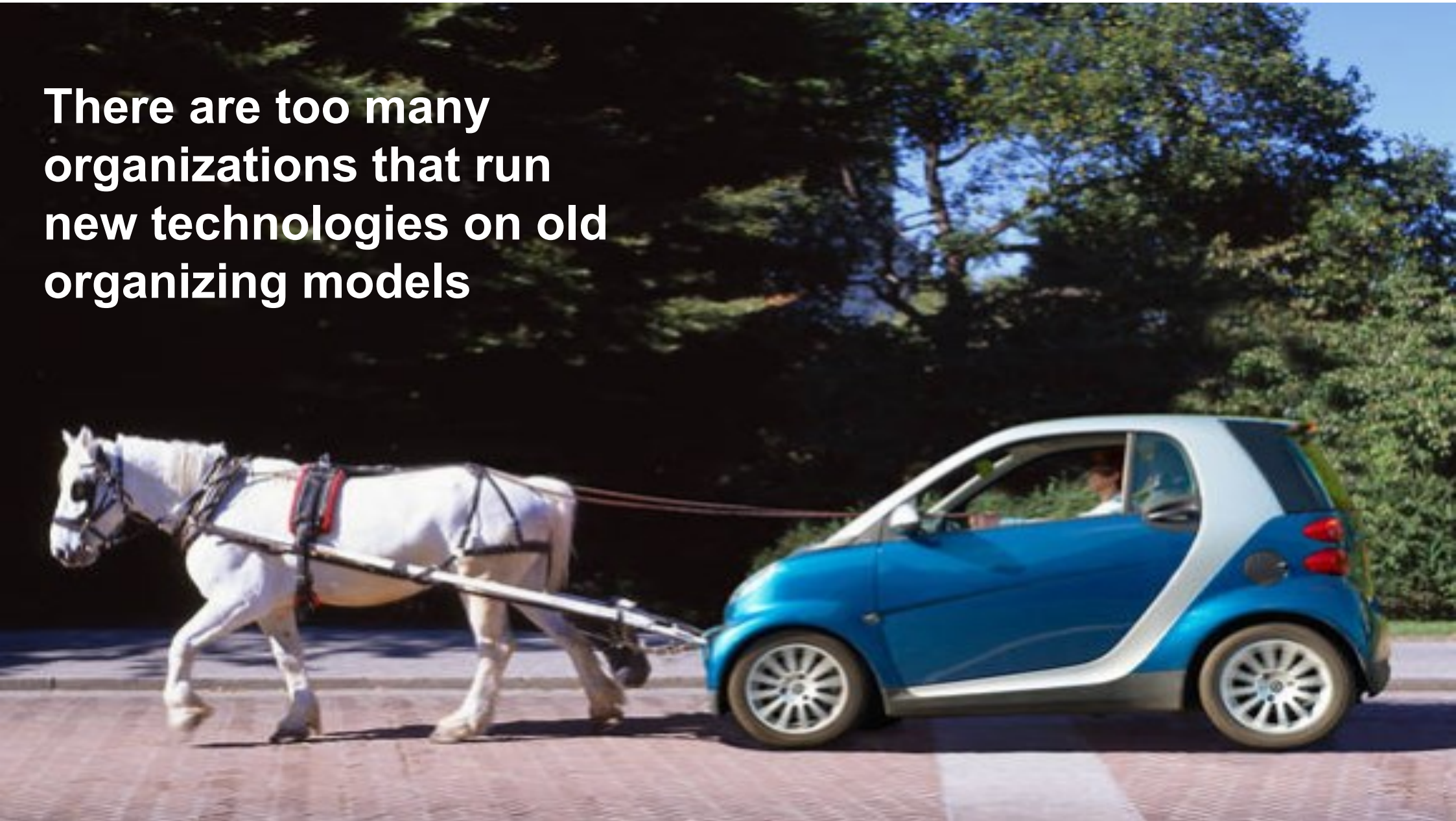
(Thomas Davenport and George Westerman, MIT)



**Digital Transformation = New context + Organization model + Transition + Automation**



**There are too many  
organizations that run  
new technologies on old  
organizing models**





**Your job will not be taken by robots but by people  
who understand Digital Transformation better**



Regulating the internet giants

# The world's most valuable resource is no longer oil, but data

*The data economy demands a new approach to antitrust rules*

And with the data:  
the organization of  
trust, work &  
economics ...



David Parkins

**up to 30% of total  
organization costs is  
spent on checking each  
other's databases!!**

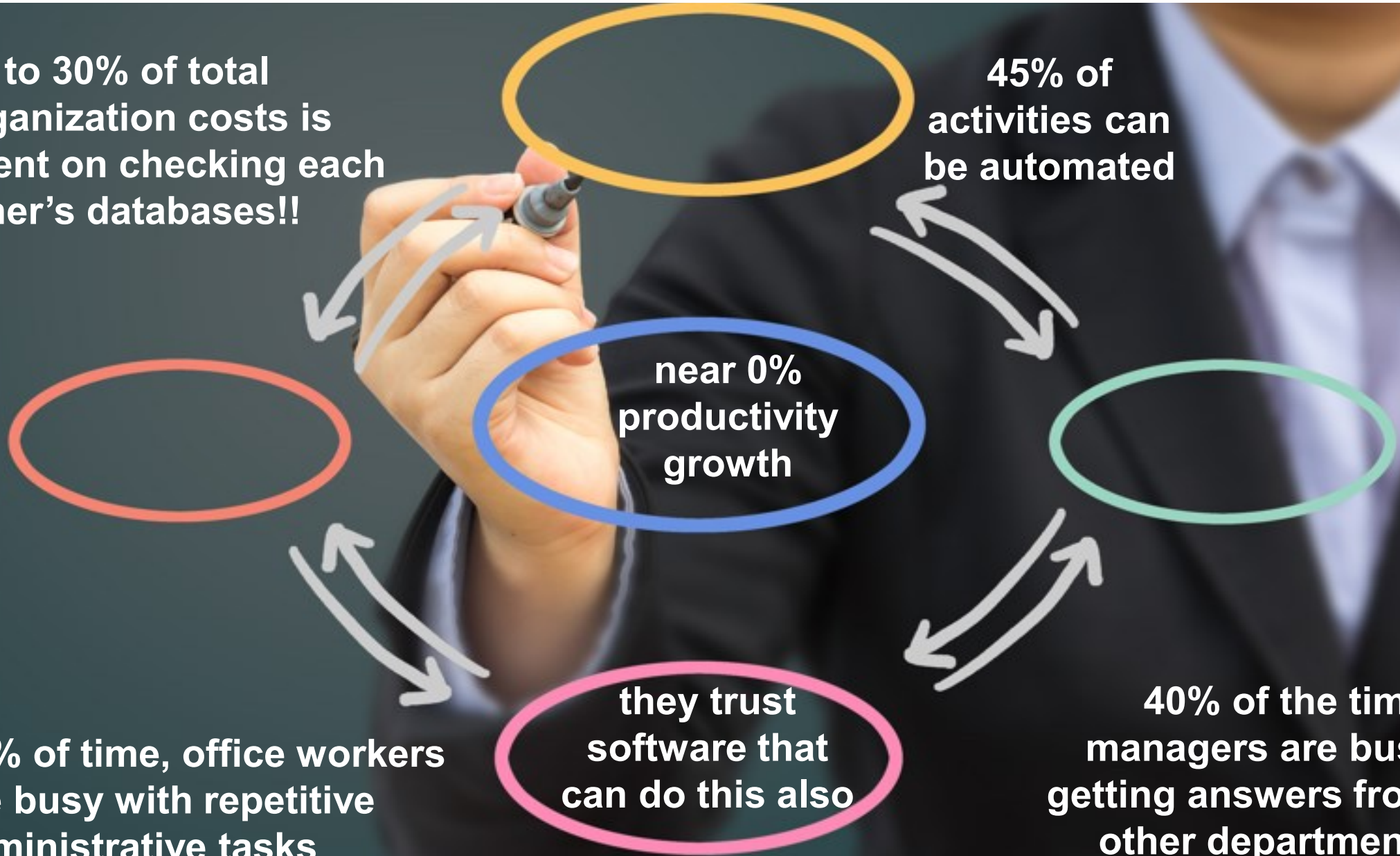
**45% of  
activities can  
be automated**

**near 0%  
productivity  
growth**

**30% of time, office workers  
are busy with repetitive  
administrative tasks**

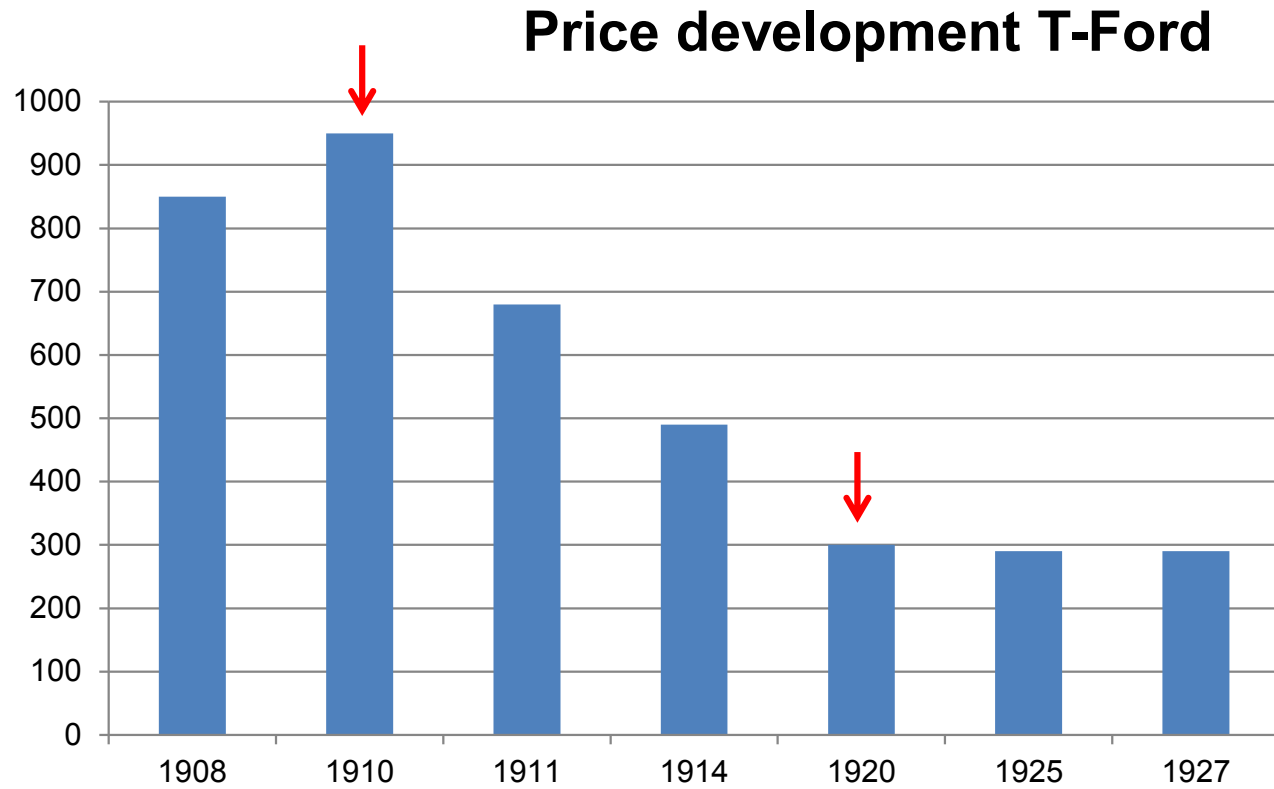
**they trust  
software that  
can do this also**

**40% of the time,  
managers are busy  
getting answers from  
other departments**

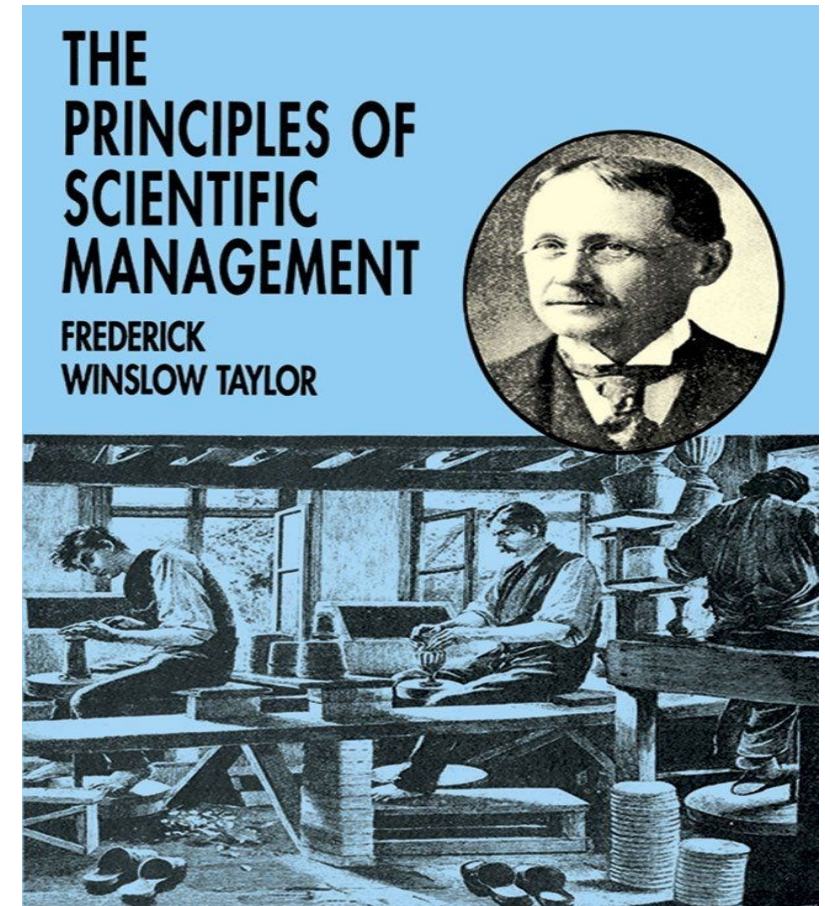




**Is it possible tot reduce friction costs?**



**Rich Data?**

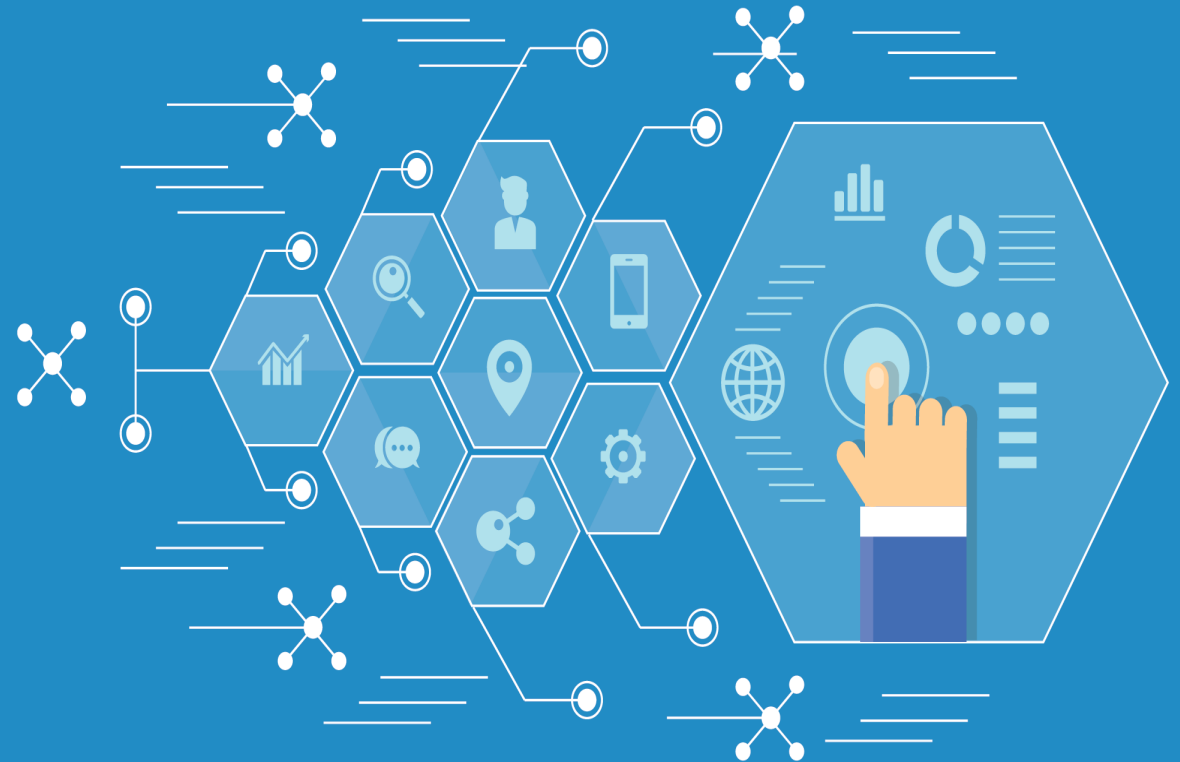


**70% reduction in 10 years, thanks to assembly line**



# DIGITAL TRANSFORMATION

A lot of organizations are rich on data but poor on wisdom



The real value of data is in efficiency, aggregation, holistic, accessibility, sustainability, integrity, transparency, security, censorship- & tamper proof, pragmatic, self-sovereign identity and a shared reality and meaning

## Digital Assembly Line (DAL)



**Technology based coordination,  
without human agents?**

**If we don't change the way we look at Digital Transformation the only thing we will create is a digital bureaucracy**

**Software designed to save us from administrative activities has turned us into more than full-time administrators.**







**Conclusion**



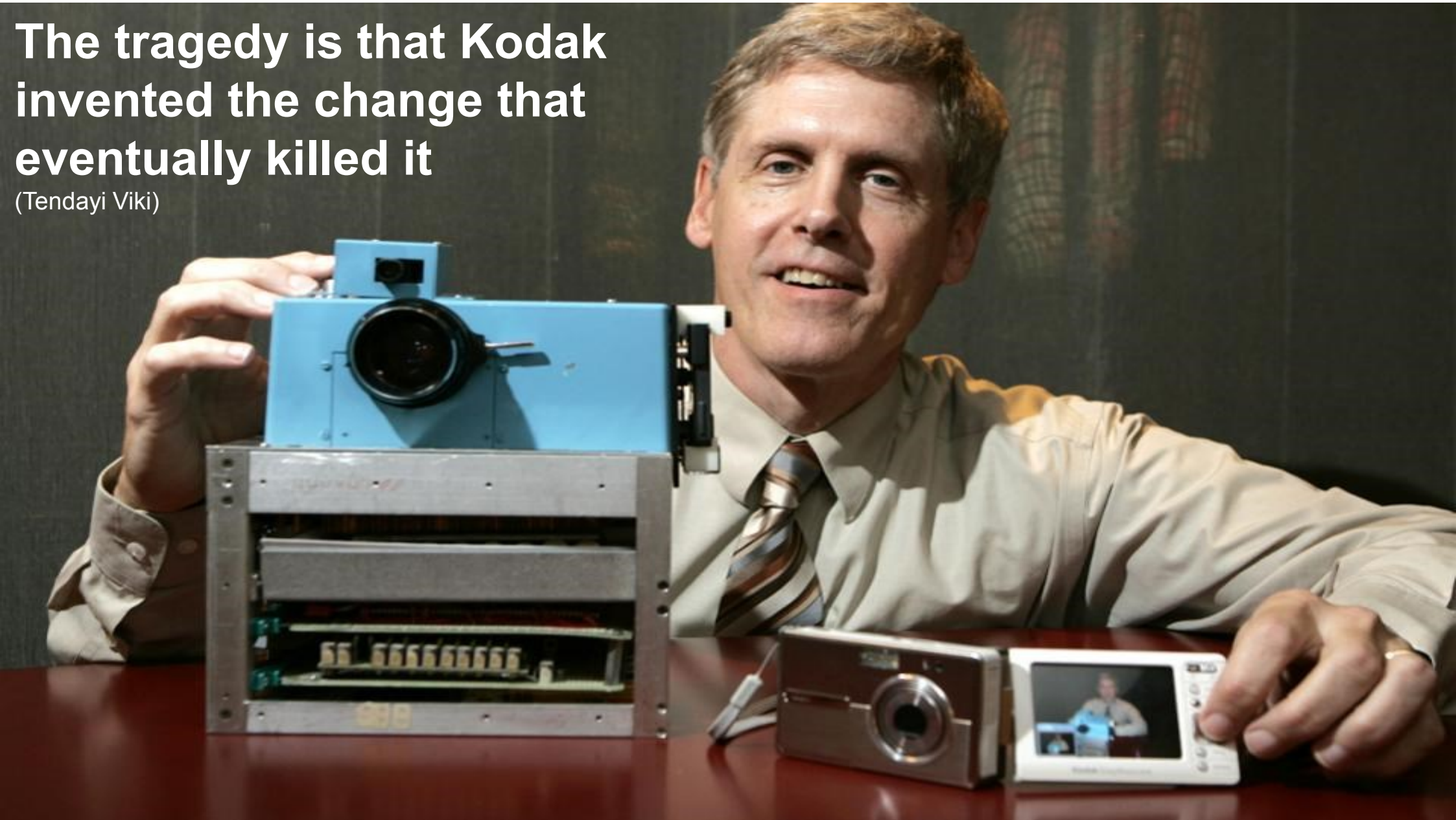
**A pen had no meaning before paper was invented**



**Digital Transformation has no meaning before firms migrates into a truly decentral network organizations and think and act from value chains instead of corporations**

**The tragedy is that Kodak  
invented the change that  
eventually killed it**

(Tendayi Viki)



**Probeer dit verhaal eens op je eigen organisatie te leggen en hoe dit zich verhoudt wanneer je organisatie vooral bezig is met e-mailtjes te beantwoorden en data te verwerken en er alternatieven komen zoals de Digitale Lopende Band**



**Peter Hinssen** , Innovatie-ondernemer en partner nexxworks

12 februari 2019 05:00



Ik had vorige week een interessante discussie met de raad van bestuur van een van de grootste zuivelproducenten ter wereld. Een discussie die uitmondde in een laaiende ruzie over disruptie en Perfect Day, een Silicon Valleystart-up die synthetische melk maakt. Het bedrijfje werd opgestart door twee briljante jongens die zich grote vragen stelden bij de ecologische voetafdruk van al die koeien in de zuivelproductie. Dus begonnen ze een bedrijf dat melk maakt vanuit enzymen, gist en suiker. Die smaakt even lekker als koeienmelk, maar met een vijftigste van de ecologische voetafdruk van een koe. De verkoop loopt als een trein.

**Timing is key!!**

**Consumer attitudes  
change faster than  
consumer behavior**



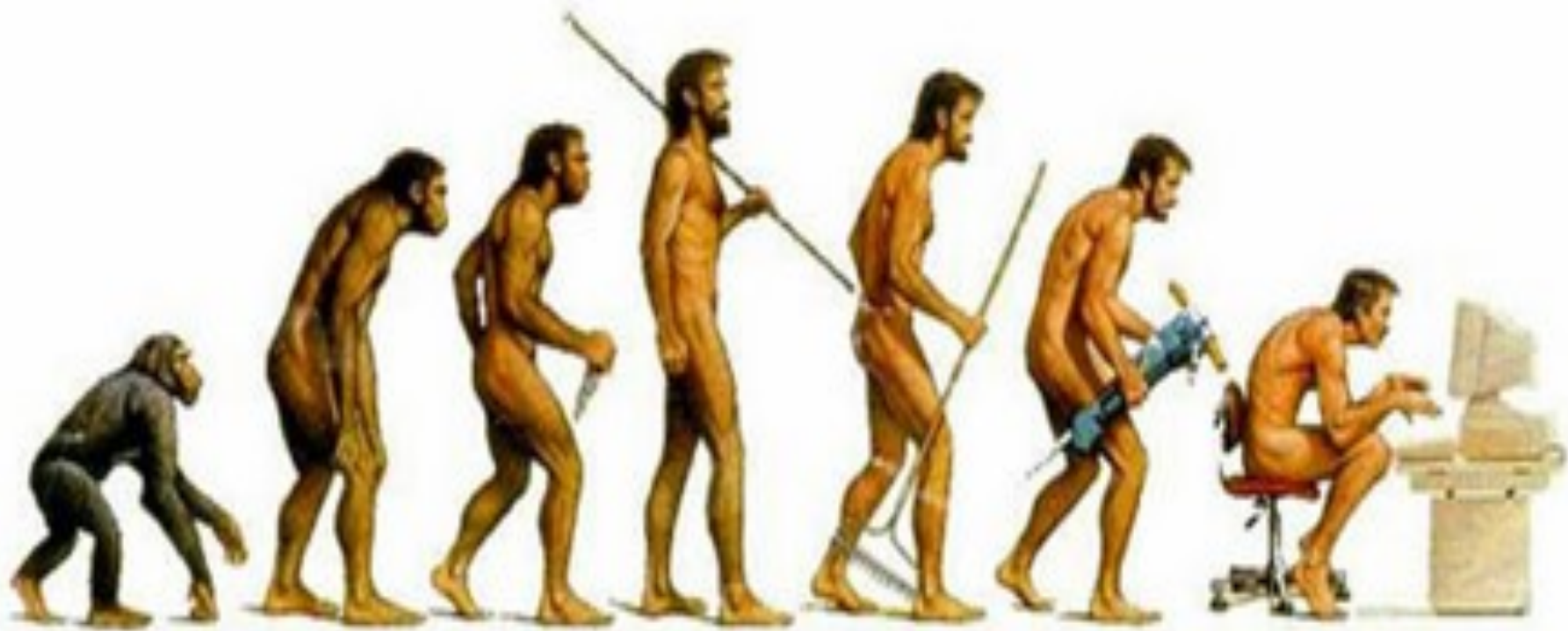
# #orgtech





**We create fake work at the office to  
avoid real work at home**

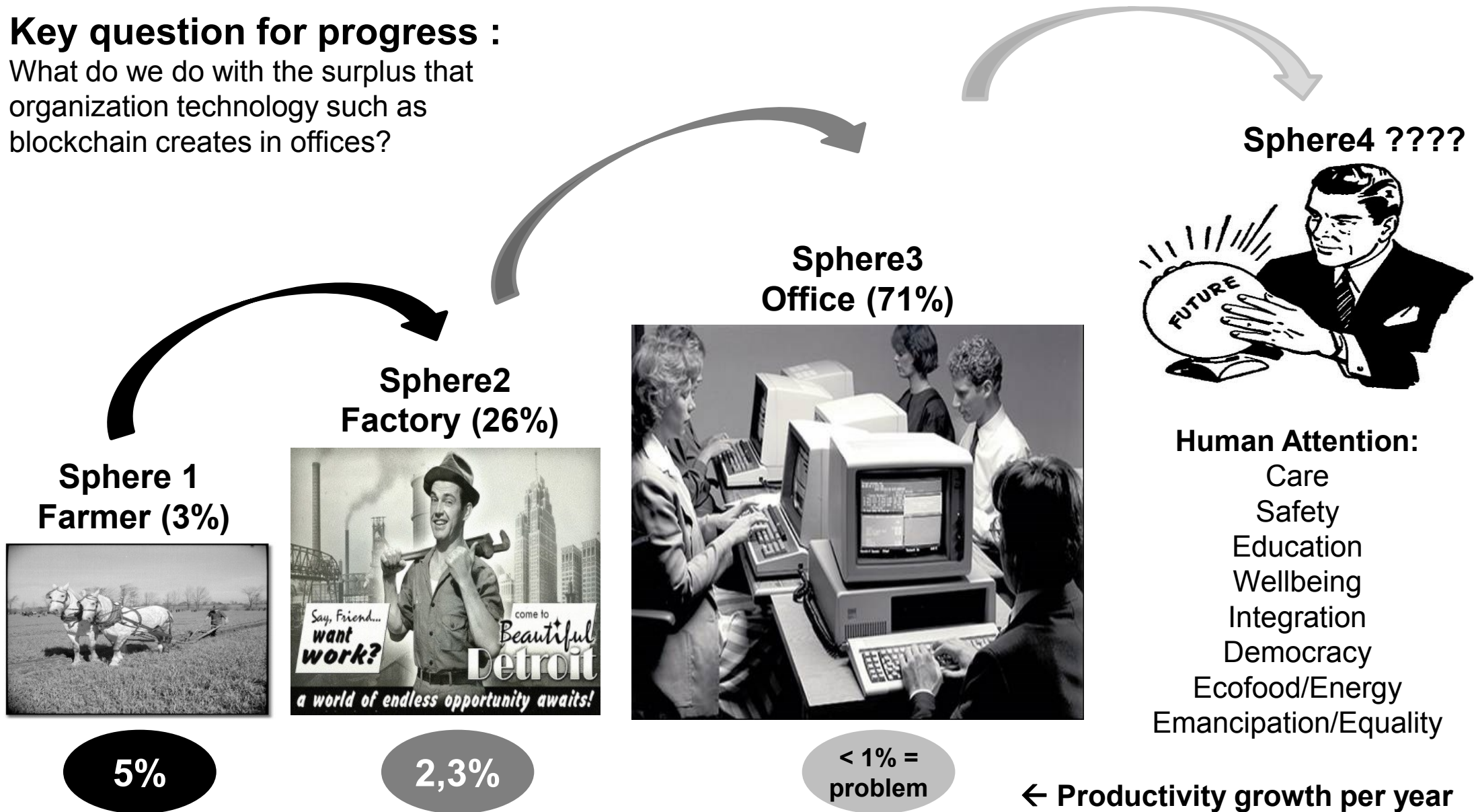




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## Key question for progress :

What do we do with the surplus that organization technology such as blockchain creates in offices?





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