

Wisdom achieves prosperity:

Wisdom Networks crowd create the next stage
of productivity, growth and society



INFORMATION AGE

(Centralised stagnation)

Exhaustion - no productivity,
no growth, zero sum game,
wealth transfers

WISDOM NETWORKS

(Distributed power and prosperity)

Abundance - rapid jump in productivity
and growth, exponential crowd contribution,
wealth creation

People are evolving toward digital "books" shared with everyone, everywhere, anytime across all communities ... and crowd creates the next an era of distributed prosperity!

Facebook bought "books" to social in 10 years

Facebook reduced social interaction to books of "things" that could shared with anyone, everywhere and restructured global social time and attention and achieved transparency and meritocracy in less than 10 years.

Wisdom Networks bring "books" to everything else in 2-5 years

Wisdom Networks will reduce organisations, industries and society to books that can be shared with anyone, everywhere, anytime and transform organisations, industry and the remainder of society within 2-5 years.

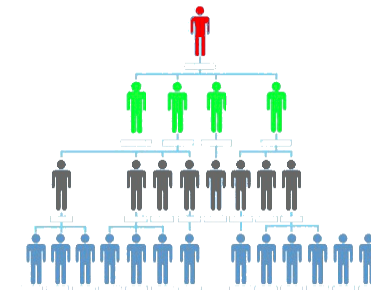
Only 30 networks required to achieve distributed prosperity?

As few as 30 wisdom networks can transform society and achieve distributed prosperity. Each can be launched within 90-180 days and achieve critical mass within 2-5 years.

Shared Digital Books (everyone has influence)



Hierarchy (individuals have influence)



Wisdom



Knowledge



Collaboration



Community

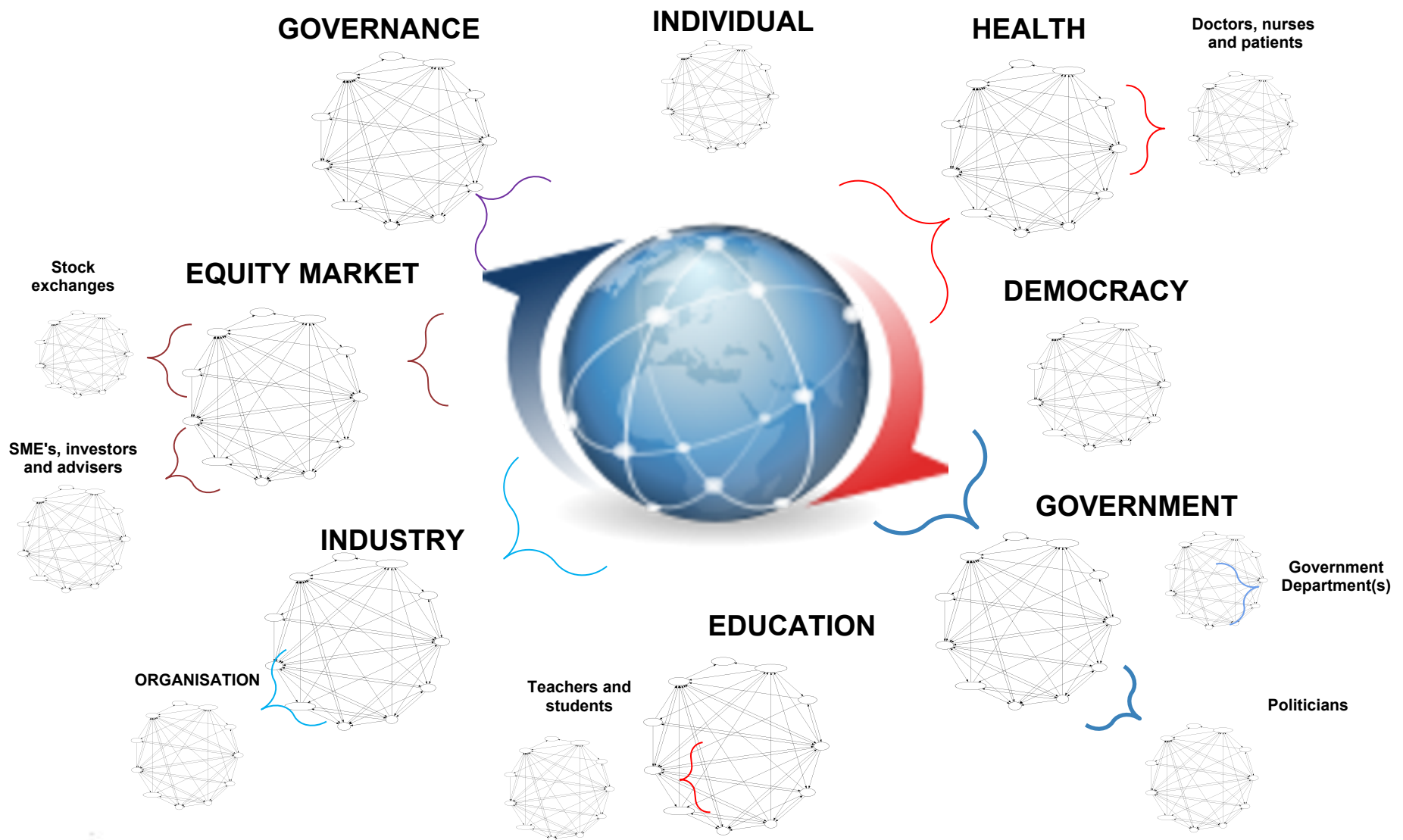


Information



Data

Wisdom Networks crowd create productivity, growth, transparency, and distribute influence across the Network Society in shared books



Shell defines WHAT? two alternative scenarios are in our future ... Wisdom Networks are HOW? we crowd create a better world and prosperity



**STATUS QUO
CENTRALISED
INFORMATION AGE
STAGNATION**

**DISTRIBUTED
DECENTRALISED
WISDOM NETWORKS
PROSPERITY**



Who will choose (and create) the future?

People, corporations or government

Mountains (Shell scenario)

"The first scenario, labelled "mountains", sees a strong role for government and the introduction of firm and far-reaching policy measures. "

"This is the world with status quo power locked in and held tightly by the currently influential. Stability is the highest prize: those at the top align their interests to unlock resources steadily and cautiously, not solely dictated by immediate market forces. The resulting rigidity within the system dampens economic dynamism and stifles social mobility." ¹

We could be in a "trapped transition" for another 16 years

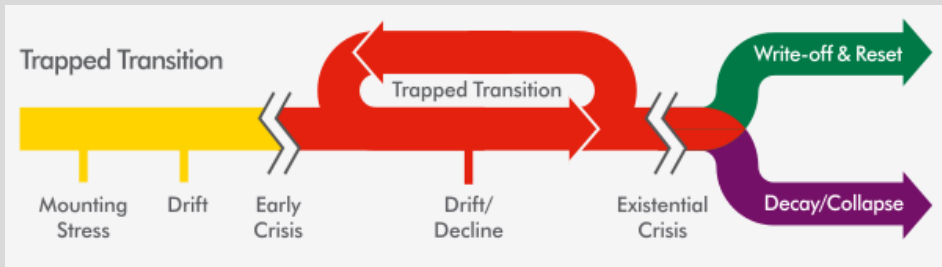
Oceans (Shell Scenario)

"The second scenario, which we call "oceans", describes a more prosperous and volatile world. Energy demand surges, due to strong economic growth. Power is more widely distributed and governments take longer to agree major decisions. "

"Influence stretches far and wide in the world of Oceans. Power is devolved, competing interests are accommodated and compromise is king. Economic productivity surges on a huge wave of reforms, yet social cohesion is sometimes eroded and politics destabilised. This causes much secondary policy development to stagnate, giving immediate market forces greater prominence." ¹

We could implement this future in 2 - 5 years

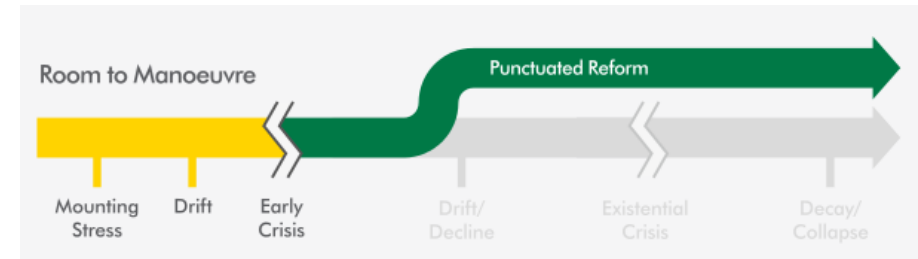
Organisations, industries and countries choose their pathway to the future ... "trapped transition" (by default) or "Punctuated reform"



Trapped transition (drift, decline, collapse)

"Others, however, struggle until the crisis escalates to a level that enforces either dramatic and painful restructuring or collapse."¹

"Financial, social, political or technological capacity prove inadequate to withstand stresses. Behavioural responses delay change, causing conditions to worsen until ultimately a reset is forced or a collapse occurs."¹



Punctuated reform (productivity, growth)

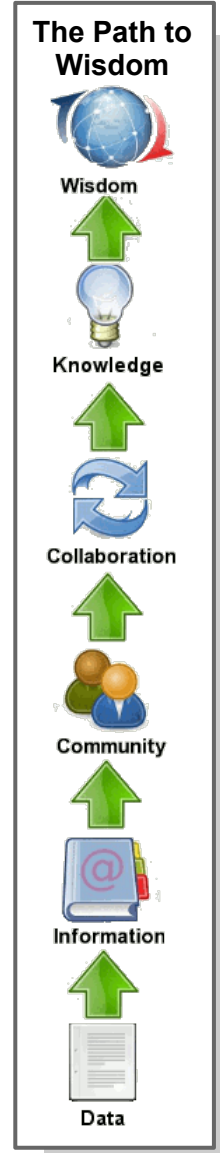
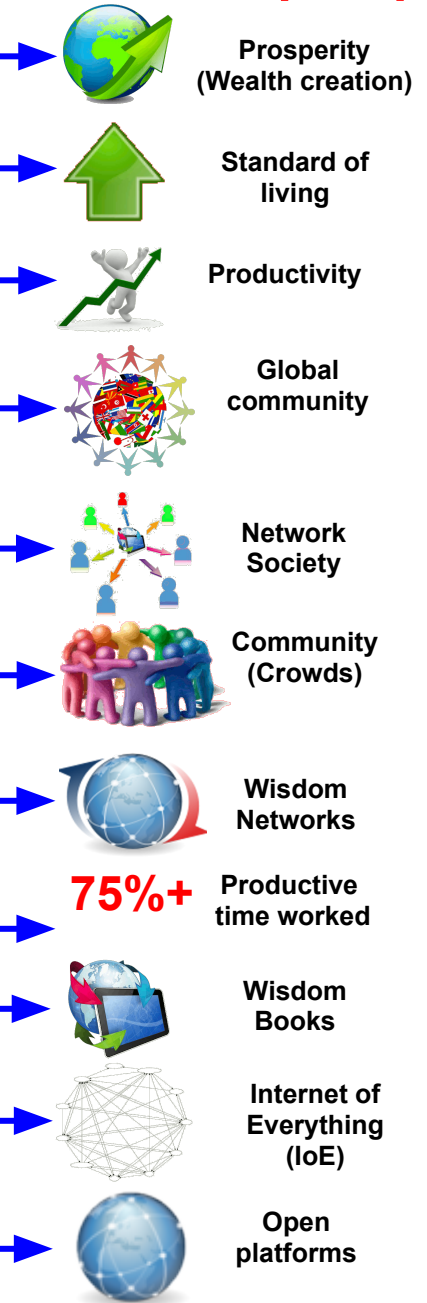
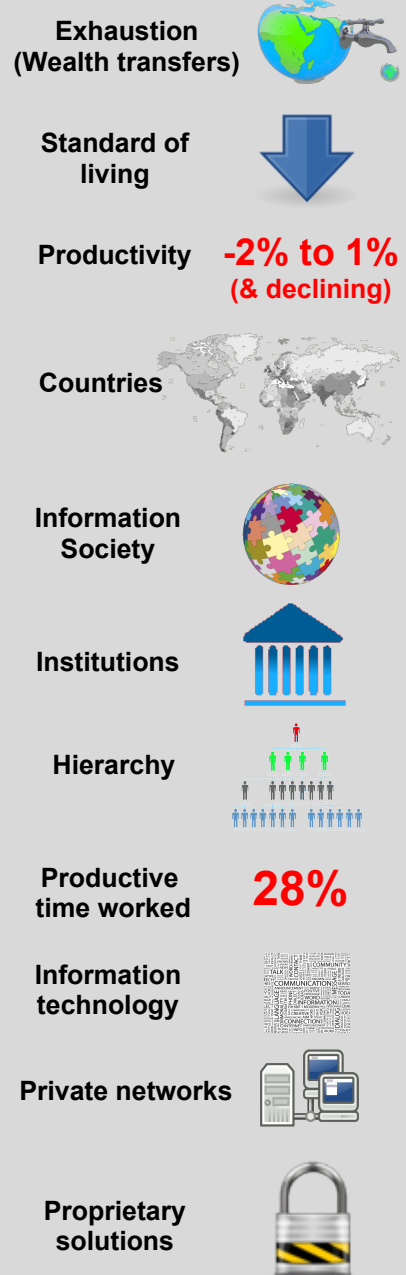
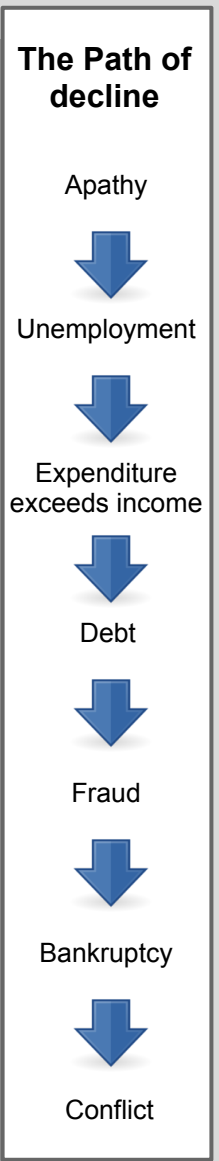
"When stresses rise, and a crisis emerges, some actors exhibit relevant forms of resilience that enable them to adapt and reform."¹

"Financial, social, political or technological capital encourage early action and result in effective change/reform."¹



Information Age ends with centralised stagnation

Wisdom Networks crowd create distributed prosperity



Productivity drives standard of living

Productivity is declining, or negative, worldwide

Euro Area has negative productivity

Law of diminishing returns means returns approaching zero and GDP is capped

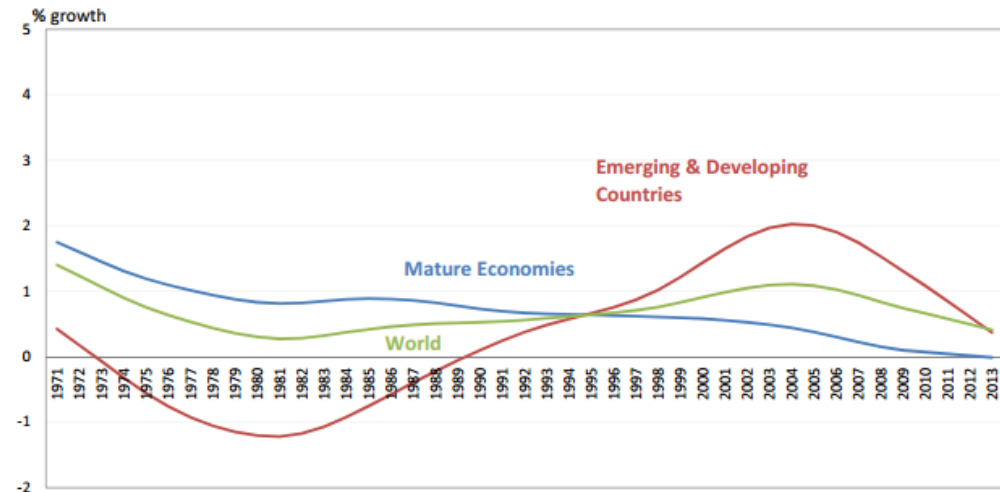
The best GDP growth the USA can achieve is 1.8% - half the growth of the last 50 years.

Like all "general purpose technology" in history, the first generation has used the internet to speed up the status quo ... no technology revolution in these productivity figures!

Further investment in the status quo will not improve productivity, growth or standard of living

Chart 2: Trend growth of total factor productivity

Greater efficiency in emerging economies has boosted global trend in Total Factor Productivity, but impact is weakening



Source: The Conference Board *Total Economy Database*[™], January 2013

Note: The solid trend line is based on HP filters, including projections of productivity for 2012 and 2013.

Wisdom Networks could double, triple or quadruple productivity of every employee by restructuring human time and attention...

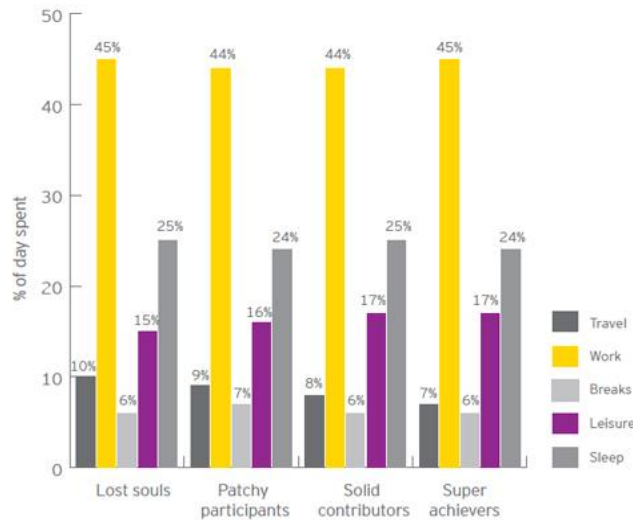
sources include reclaiming travel time, reclaiming identified wasted time, restructuring unproductive work time and gamification

Reclaiming half of travel time increases productivity by 10%

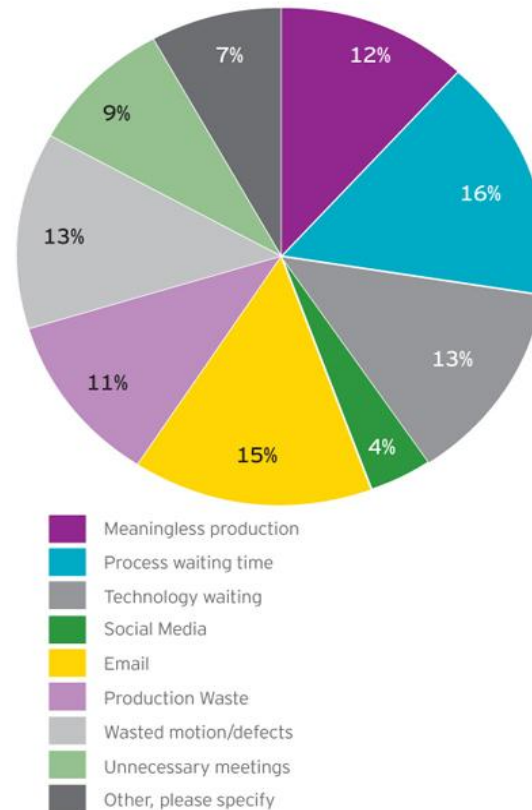
Reclaiming acknowledged wasted time increases productivity a further 20%

Restructuring 30%, 60%, 90% of unproductive work time lifts productivity by 100%, 200% and 300% respectively

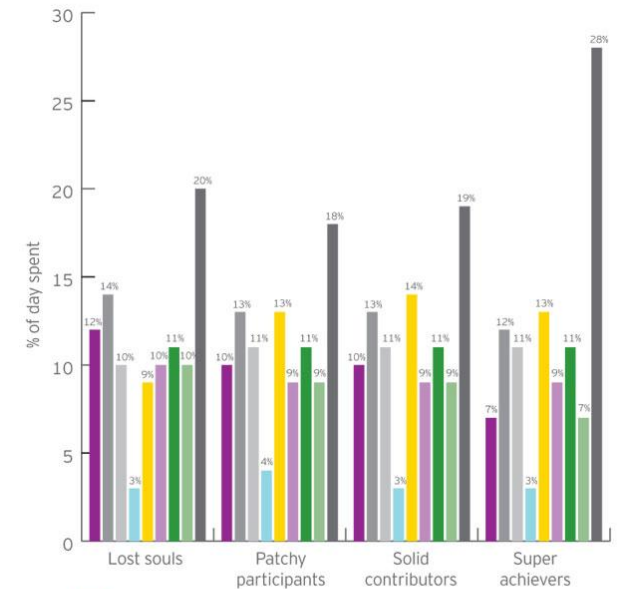
Of their day, people spend 44% at work, 17% leisure and 8% on travel



People acknowledge they waste at least 18% of their worktime... as below



up to 72% of work time is unproductive



72% of work time is unproductive

Only 28% of work time is productive

Only restructuring human time and attention with wisdom networks will provide a radical jump in productivity, growth and wealth to sustain society



Wisdom Books Wisdom Networks Network Society

WISDOM

Only restructuring human time and attention can deliver a radical jump in productivity and growth to improve outcomes

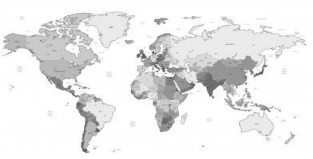
WE NEED TO MOVE FROM THE INFORMATION AGE - IT'S EXHAUSTED



Information technology



Hierarchy



Countries



COLLAPSE

Further investment in the status quo will not improve productivity, growth or our capability to resolve future problems

CENTRALISED STAGNATION

Declining or negative productivity and stagnant growth has reduced society to wealth transfers and a zero sum game

Wisdom Networks make use of Internet of Everything (IoE)

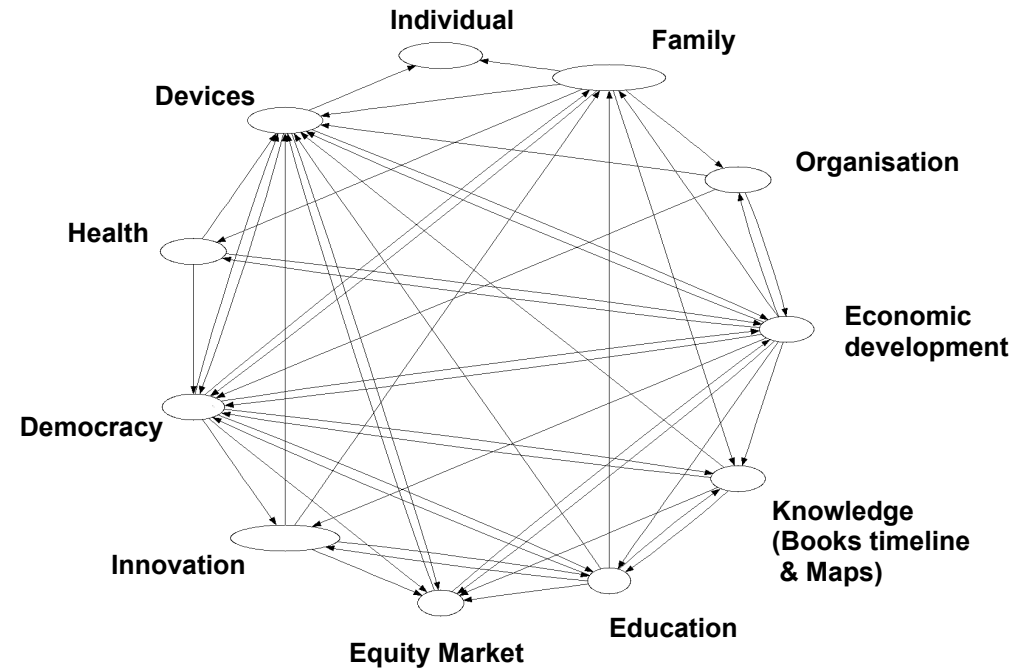
a cloud of things, books, communities, process and outcomes distributed among people

The second generation uses the flexibility of the internet to restructure human time and attention to deliver a rapid jump in productivity and growth

Society currently distributes multiple copies of "things" amongst people ... wisdom networks bring the people to one "thing"

How we connect?

Every community is reduced to 6 types of **Things** which are tagged, linked, and shared to create **Books** which consumers push through a process to achieve outcomes



Wisdom Networks drive a 6 stage Process

to assemble information, reveal knowledge, and organise action toward outcomes



DATA

1. Available (or Open)
2. Structured
3. Non-proprietary format
4. URL's

COLLABORATION

11. Accountable and accurate
12. Workflows push to completion
13. Meritocracy

INFORMATION

5. Privacy and security
6. Tag
7. Share

KNOWLEDGE

14. Link
15. Peer to Peer
16. Transparent

COMMUNITY

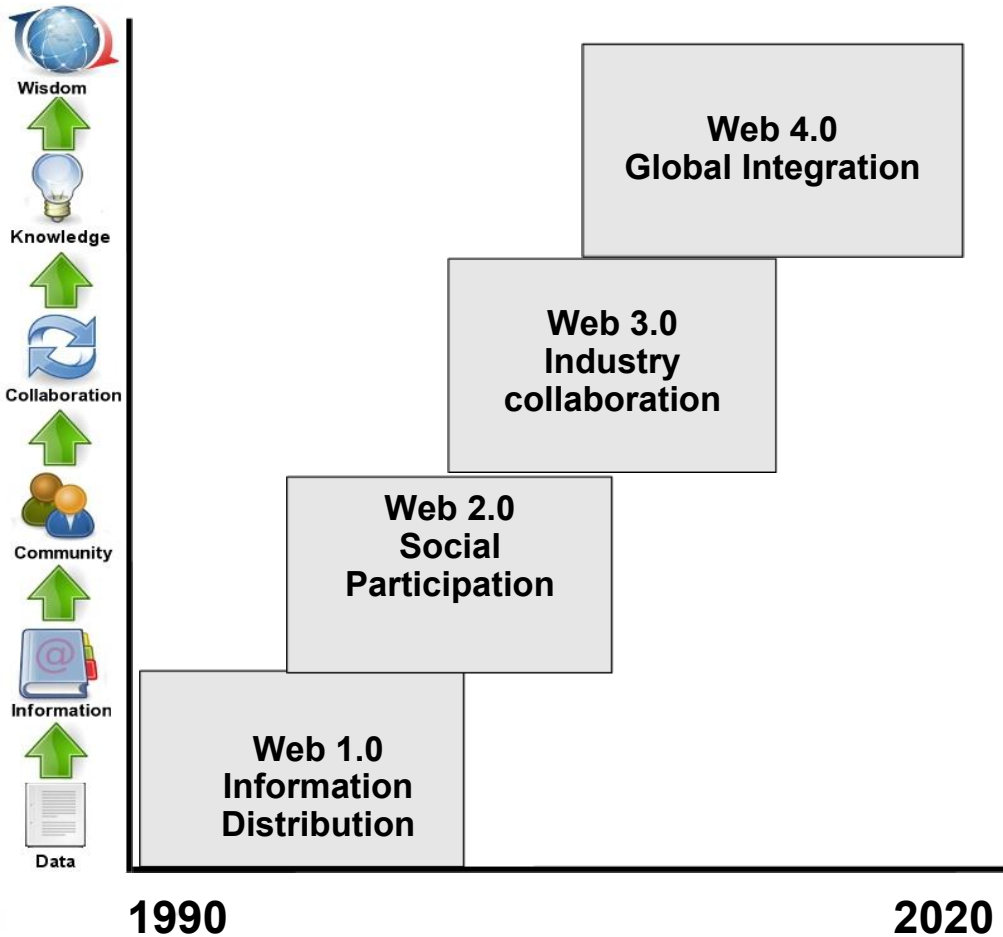
8. Accessibility
9. Adoption
10. Gamification

WISDOM

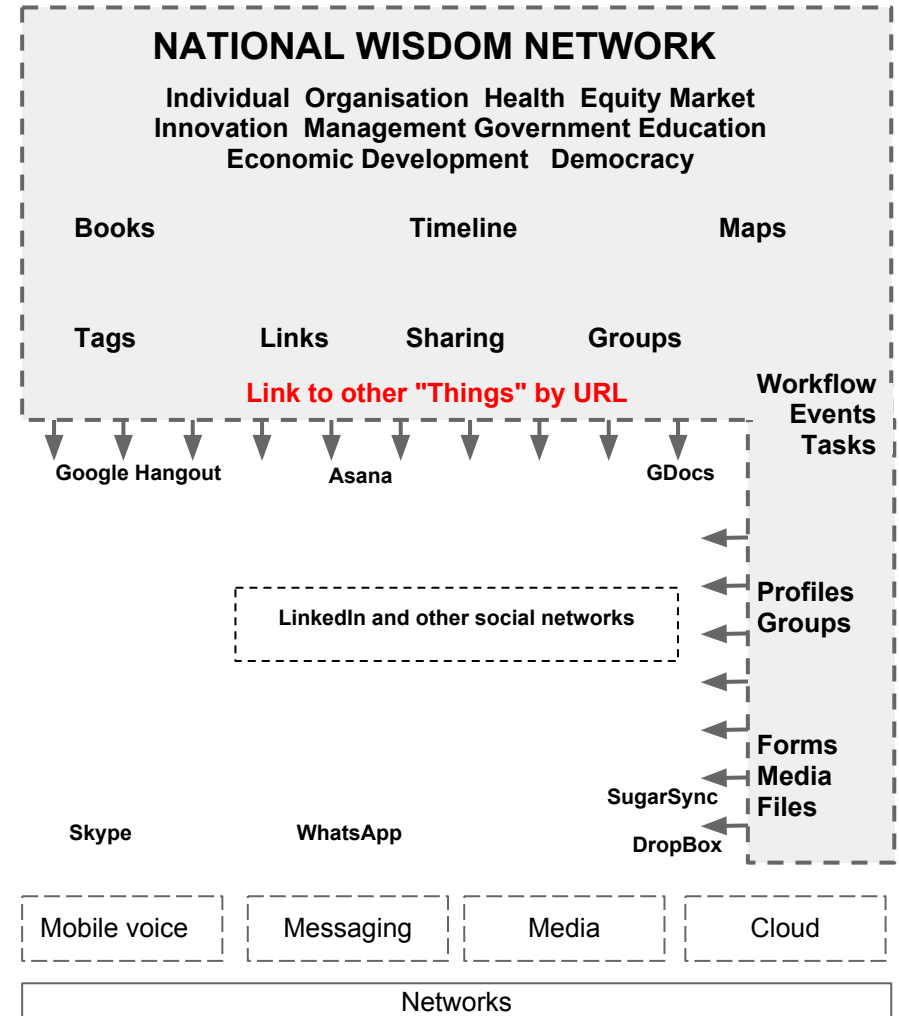
17. Interoperable
18. Priorities
19. Outcomes
20. Prosperity

Wisdom Networks put more of society's interaction in the cloud and integrate everything

Wisdom Networks add community, collaboration, knowledge and wisdom ... to data and information already in the cloud



Wisdom Networks come "Over the Top" and link to existing data and information



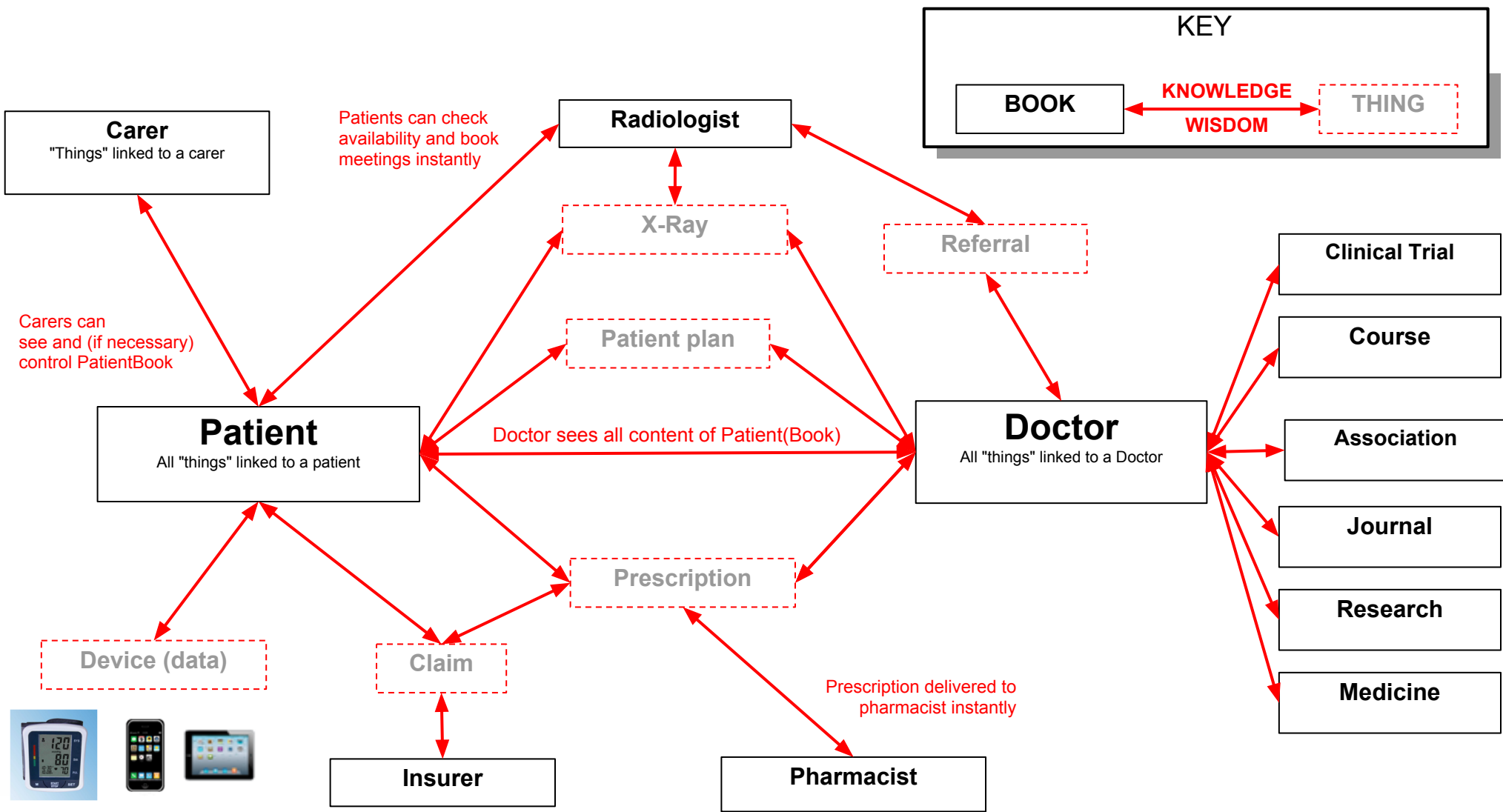
Wisdom Books are how people share knowledge and focus wisdom in a Network Society

Wisdom Books are a comprehensive and efficient means of person to person communication



"things" are created, tagged and linked in a minute and appear in "books" instantly ... community has real-time knowledge, action and wisdom!

health example below ... others include education, management, equity market governance ... everywhere!

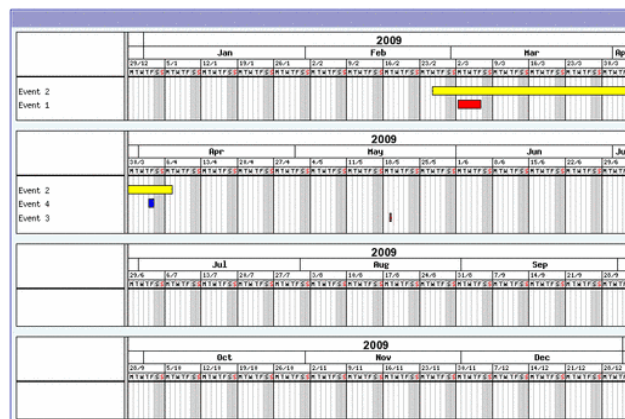


Every "book" is focused on outcomes ... you can assemble how "things" come together in the future to achieve them

Each Book defines outcomes

WISDOM	WISDOM
Outcomes	Health (personal) outcomes
<ul style="list-style-type: none"> ☀️ ▼ Transparency 🌐 ▼ Accessibility 📄 ▼ Compliance 🔄 ▼ Productivity 🔄 ▼ Collaboration ✉️ ▼ Distribution 📧 ▼ Governance 	<ul style="list-style-type: none"> ▼ Physical functioning ▼ Literacy ▼ Governance outcomes ▼ Health outcomes ▼ General health perceptions ▼ Vitality ▼ Role limitations ▼ General mental health ▼ Social functioning ▼ Bodily pain ▼ Role limitations ▼ Numeracy

"Things" appear in a timeline



You can assemble and see how "things" (information, community, collaboration, knowledge, wisdom) come together

- Past: Audit trail (list of past "things") for accountability
- Present: organise everything today and let it unfold tomorrow
- Future: Project plan (a list of future "things") to focus or schedule future community effort

Meritocracy



Transparency encourages accountability

Collective knowledge achieves meritocracy

The people decide how wisdom is focussed on things and books in real-time

Wisdom Networks embody how we like to play together and achieve better outcomes from our work and contribution

People, books and things are distributed across information and wisdom networks that becomes a collective intelligence.

Wisdom networks link little data at their source into Wisdom Books with the creators permission in real-time.

Information age structures that aggregate big data off information into an opaque silo become redundant. People that previously organised information now contribute wisdom to things and books.

Community recognises the quantity and quality of contribution with points and status. Community contribution becomes a real time game.

Community already spends most of their free time social networking and playing. Wisdom networks are how people want to work and contribute.

No information Age structure could ever compare with the real-time, costless and effectiveness of a wisdom network.

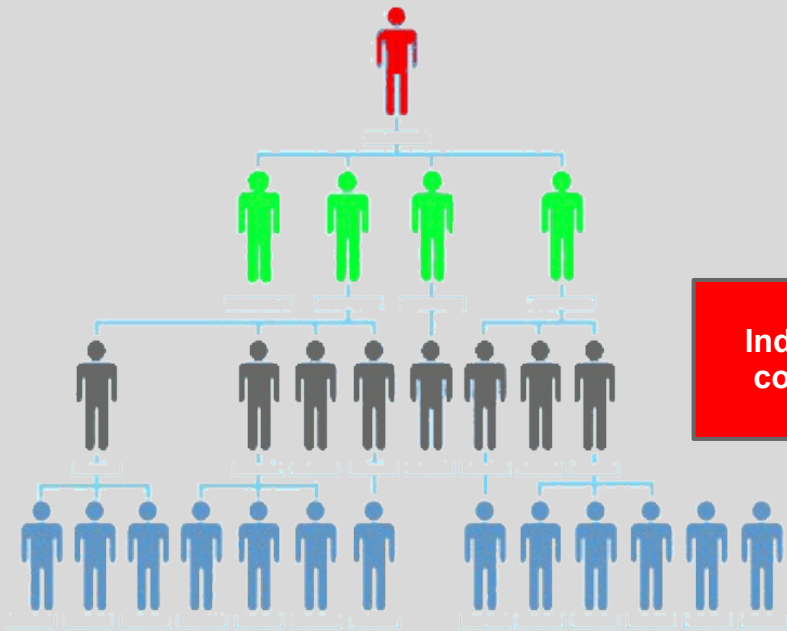
People earn points and status by contributing to Network Society and each other



A simple, but profound change knowledge is created and action organised by everyone in one place (a Wisdom Book)

Knowledge is created for an individual

Individuals push and pull "things" over months to develop "personal" knowledge - action based upon individuals



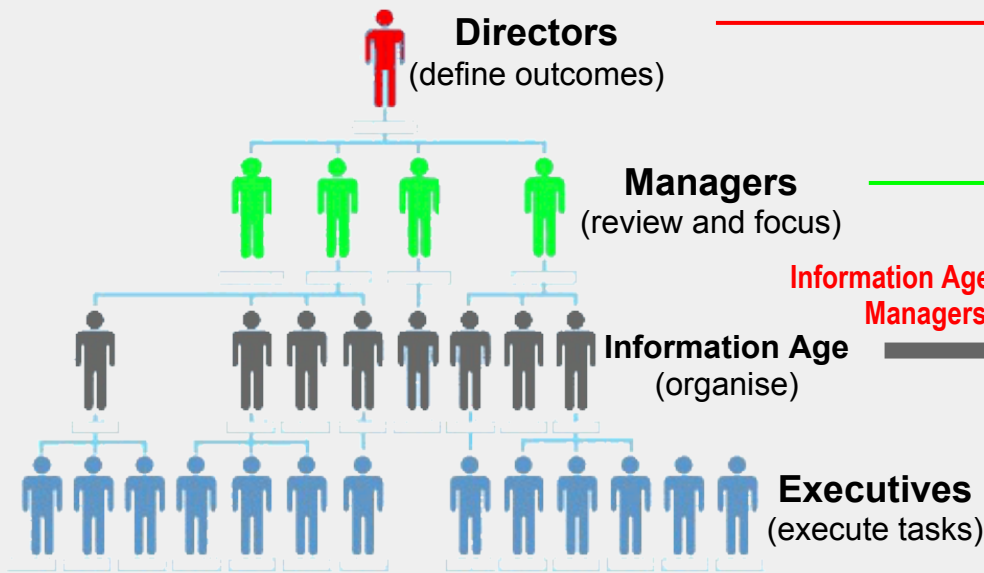
Individual to community

Knowledge is created for the community

Community links every "thing" in one location for everyone to crowd create collective knowledge and action everywhere in real-time



Wisdom Networks could deliver a rapid jump in growth by redeploying Information Age organisers into productive crowds



Hierarchy - more process, less outcomes

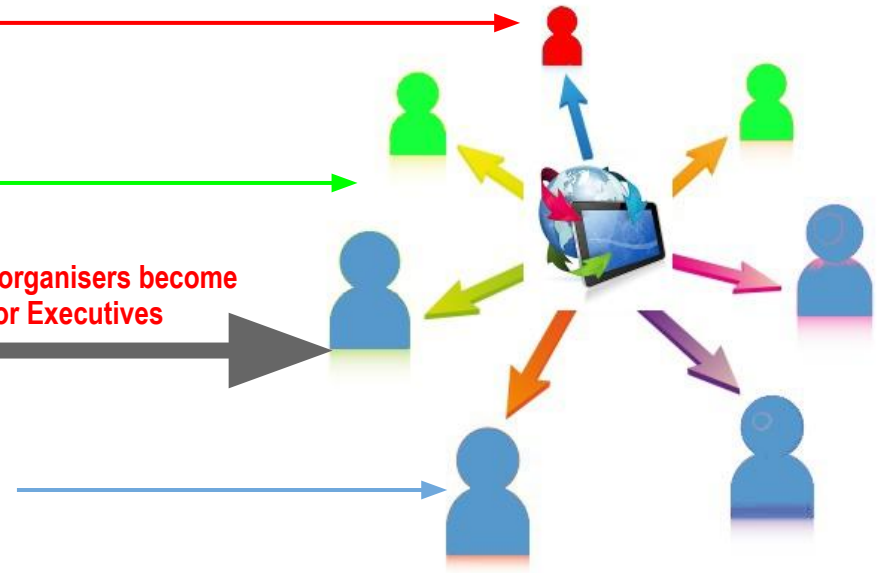
Hierarchies do not scale well. They can't get the best, or save us from the worst, of all individuals all the time.

The more people that are added to hierarchies ... the less efficient and effective they become. Larger results in more process and less outcomes.

The law of diminishing returns means we need to reshape the status quo.

Hierarchies duplicate many things and effort in organisations, local communities, industry, nations and across the world.

Information Age organisers become Managers or Executives



Wisdom Networks - one process, more outcomes

Wisdom networks organise ... so people don't have to.

Everyone focuses on "things", "books" and outcomes

One uniform six stage process covering multiple communities

No duplication - one "thing" used across all communities

One wisdom network can manage multiple communities of any size

Only wisdom networks provide a rapid jump in productivity, growth and wealth to sustain society ... other wealth creation tools are ineffective!

Declining or negative productivity means lower standards of living

Society has been reduced to a zero sum game and wealth transfers

Only wisdom networks provide a rapid jump in productivity and growth ... by restructuring human time and attention

Wisdom Networks return society to productivity, growth and wealth creation

How can we create wealth to increase living standards and sustain society?

Wealth creation



Wealth transfers

Macroeconomic reform

Restructuring human time and attention

Wisdom Networks

Microeconomic reform

Innovation

Investment in the Status quo

Currency depreciation

Taxation & Government expenditure

Debt

Subsidies and Bailouts

Spending more than you earn

Printing money & monetary policy

...

National Wisdom Network (NWN) guides people through "things", "books" and process to outcomes across communities

Multiple communities in one web application

- Individual
- Organisation
- Health
- Education
- Equity market, Innovation
- Governance
- Government
- Economic development
- National, Global

Example: "things" and "books" in the health community

Better outcomes

- accessibility
- transparency
- efficiency
- productivity
- meritocracy
- growth

Multi-language (50+)

Individual **Organisation** **Health** **Education** **Equity Market, Innovation** **Governance** **Government** **Economic development** **National, Global**

National Wisdom Network
crowdcreating better health

Global Search.. English Support Login

Process: Home Information Community Collaboration Knowledge Wisdom

Health "Things" Information Community Forms Collaboration Knowledge Wisdom Introduction

Health

INFORMATION	COMMUNITY	COLLABORATION	KNOWLEDGE	WISDOM
Information <ul style="list-style-type: none"> Research Governance Forms Contracts 	News <ul style="list-style-type: none"> Research Blog Article Announcement Report 	Organisations <ul style="list-style-type: none"> Organisation Association Insurer Hospital 	Collaboration <ul style="list-style-type: none"> Workflow Links Notifications Groups Messaging Events Tasks Discussions Perspective Meetings 	Health (personal) outcomes <ul style="list-style-type: none"> Physical functioning Literacy Governance outcomes Health outcomes General health perceptions Vitality Role limitations General mental health Social functioning Bodily pain Role limitations Numeracy
Health (personal) <ul style="list-style-type: none"> Examinations Complaints Demographics Encounters Other information Progress notes Incidents History Prescriptions Test results Assessments 	Media <ul style="list-style-type: none"> Audio Video Pictures 	Individuals <ul style="list-style-type: none"> Director Chief Executive Doctor Nurse Specialist Provider Bureaucrat Patient 	<ul style="list-style-type: none"> Patientbook ProviderBook SpecialistBook BureaucratBook Map Timeline Book HospitalBook OrganisationBook Nursebook Doctorbook InsurerBook 	
Health (industry) <ul style="list-style-type: none"> Law and regulations Clinical trial status 	Collaboration <ul style="list-style-type: none"> Projects Project management Events Templates 	Classifieds <ul style="list-style-type: none"> Product Employment 		
Health conditions <ul style="list-style-type: none"> Diabetes Heart disease 				

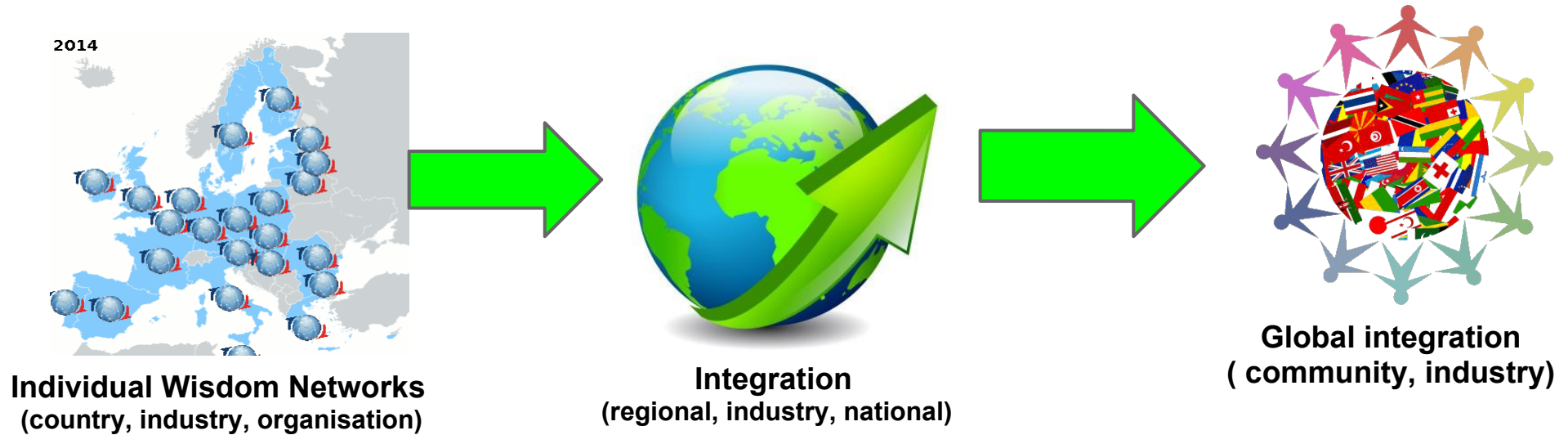
How to achieve community wisdom

Data → Information → Community → Collaboration → Knowledge → Wisdom

We tag and link "The Internet of Things" (Information, Community, Collaboration and Wisdom) to reveal knowledge focus the "Wisdom of Crowds" on outcomes.

1. Make **data** available by URL, upload or create
2. Tag data to create **information**
3. Share information with your **community**
4. **Collaborate** toward outcomes
5. Link everything to reveal **knowledge** in a book
6. Focus **wisdom** and effort on outcomes

Wisdom Networks link communities across communities to provide a regional or global network



Many countries (and organisations) have declining and negative productivity

Wisdom Networks could jump start productivity, growth and prosperity.

A National Wisdom Network (NWN) could create a Network Society and be a platform to integrate with the global community

After a long wait, all the pieces have finally come together ... let's get started ... we can accelerate evolution

Community connected

The community needs to be connected ... society crowd created connectivity (ie the internet)

Information available by URL

The community crowd created information (ie the World Wide Web)

Connections need to be rich

All types of information needs to be exchanged between participants

Speed

Fast enough to allow real-time person to person communication

Software

Society has crowd created open source software

Content Management System

We need a highly sophisticated generic system to manage community content ... let's not reinvent the wheel

"Wisdom of Crowds"

Our system needs to focus the effort and wisdom of the community on outcomes... a Wisdom Management System (WMS) does that for us

Motivation: Crisis

Change only occurs when people are pushed from the old AND pulled toward the new. We have a many crisis including productivity, GDP growth caps and others that reveal failures of "Information Age" structures



Wisdom



Knowledge



Collaboration



Community



Information



Data



Wisdom
Networks

Web 4.0 Integration
(read, write, execute, link)

Web 3.0 Collaboration
(read, write, execute)

Web 2.0 Participation
(read, write)

Web 1.0 Distribution
(read)

Time

Wisdom Networks - deployed in as little as 90 days

1

Wisdom Network
template delivered in 5
days



2

Customised
over 90-180 days

Customised in
30-90 days

Recruit existing
organisations for
inspiration and early
adopters

Accessibility

Scalability

Cloud power

3

Marketing

Entrepreneurs
Endorsement to create
and inspire adoption

Statesmen
Endorsement and
aligning government tiers
with common objective

Media
Partnerships

Stakeholders

Government
Government departments
participate to encourage
and regulate

4

Adoption

Marketing

Break-even

Critical
mass

5

Transformation

Integrate

Link

Share

Wisdom Networks can be launched to all communities at the same time ... or specific communities can be launched one at a time in the order of most benefit

Communities deriving most benefit from NWN

- Health (personal) - doctor, patient, nurse wisdom
- Fueling the growth of SME's to drive economic growth (company, adviser and investor wisdom)
- Governance (wisdom shareholder meetings)
- Health (research) - researcher, medicine, clinical trials
- Education - teacher, student, books, courses

Global Wisdom Networks

- Energy
- Resources
- Pharmaceuticals
- Automotive
- Government



Wisdom



Knowledge



Collaboration



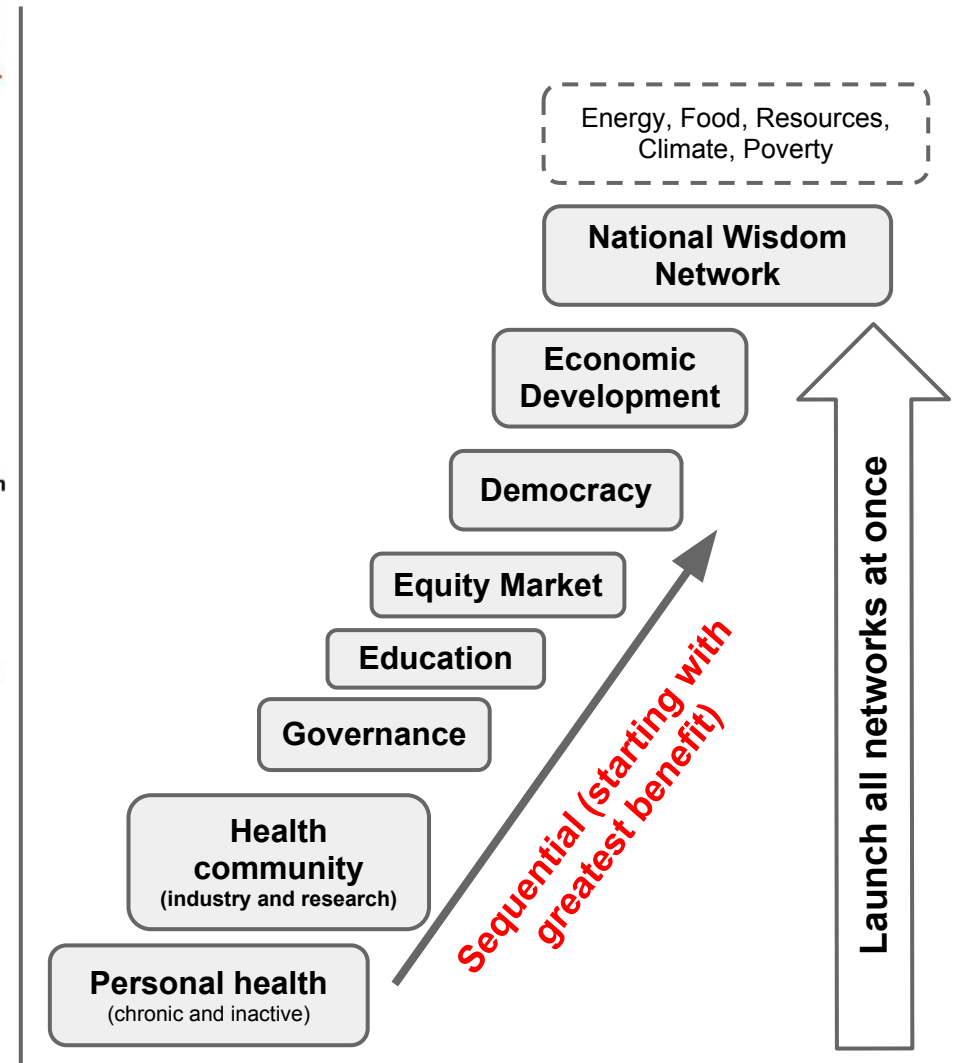
Community



Information



Data



Wisdom Networks deliver 80%+ of the outcome at <10% of the cost in 6 months

- Pareto principle - 80% of the outcomes for <20% of the effort or cost
 - an 80% outcome deployed quickly within 6 months
 - The pursuit of the additional 20% dramatically increases cost and probability of failure
- Global coverage encompassing all countries
 - Each country is simply a "tag" identifying where the "Thing" is
- A Wisdom Network is assembled from open source technology (not built from scratch)
 - Large global communities can deliver real-time merit based innovation and services
 - Open source has <25% of the Total Cost of Ownership of Proprietary software
 - Assembling open source faster than coding proprietary and a richer pool of innovation
- "Things" are simply links of data or files direct from their source (or where they were produced)
 - By linking direct to source, some of the cost and delays of "Big Data" can be avoided. The Wisdom Network just indexes, and does not need to produce the "Thing". Other SaaS can produce or modify "Things".
 - Source include: A "personal data store" on a mobile phone, open data from enterprises and SME's
 - Avoid some "Big data" costs: [Big data will drive US\\$28 billion of worldwide IT spending in 2012, growing to US\\$34 billion in 2013, according to Gartner, Inc. Big Data to create 4.4 million IT jobs globally by 2015](#)
- Less hardware, software and communications technology
 - Wisdom Networks only require a handful of technologies
 - Web application: Linux Apache MySQL PHP
 - Cloud servers: Amazon
 - Devices: Tablets and phones (probably Android because of greater power and versatility)
 - Internet Browser:
 - Communications: Skype and Internet (or TCP/IP)
- 500 "Things" in one place mean less integration cost and complexity from integrating fragmented, incompatible information technology
 - Desktop and most SaaS applications manage a handful of "things" (mainly "information" and "1-2 "collaboration")

General Benefits

- Meritocracy
- Transparency
- Accessibility:
- Productivity
- Growth
- Accountability
- Wellbeing
- Utilisation increases
- global labour market
- Global capital market
- Global responsibility

Developing countries can go straight to Wisdom Networks

- Developing countries saved billions by installing mobile phone networks and bypassed expensive copper fixed lines.
- Developing countries can save billions again by deploying comprehensive Wisdom Networks, rather than conventional, enterprise information technology and hierarchical management structures

Wisdom Networks crowd create Network Society

**NEXT: Chapter 2 is available
at <http://is.gd/wnecon>**



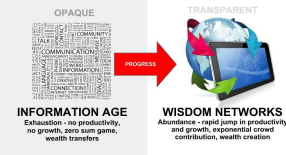
Contact
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LinkedIn: au.linkedin.com/in/marcuscake

Resources: Accelerate the "Wisdom of Crowds" (r)evolution

Wisdom needs to scale quickly an overview of resources available at www.wisdomnetworks.im/resources

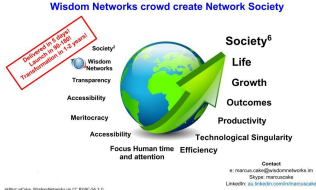
Wisdom achieves Prosperity

Wisdom achieves prosperity: the next stage of productivity, growth and society



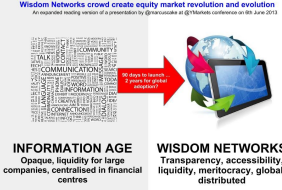
Society Wisdom

Society Wisdom: Wisdom Networks crowd create Network Society



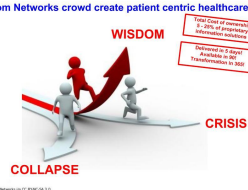
Equity Market Wisdom

Equity Market Wisdom: Wisdom Networks crowd create equity market revolution and evolution



Health Wisdom

Health Wisdom: Wisdom Networks crowd create patient centric healthcare

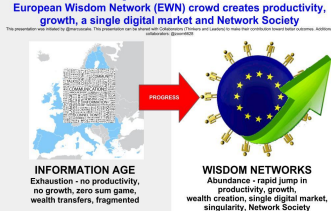


Contact

e: mcake@wisdomnetworks.im
 Skype: [marcuscake](#)
 @marcuscake

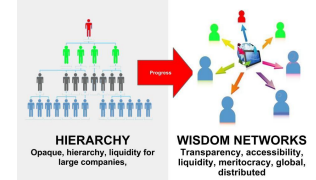
European Wisdom

European Wisdom: European Wisdom Network (EWN) crowd creates productivity, growth, a single digital market and Network Society



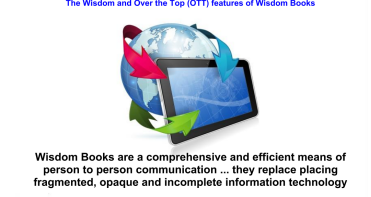
Management Wisdom

Management Wisdom: Leadership, adaptability, productivity everywhere!



Wisdom Book Features

Features of Wisdom Books: The Wisdom and Over the Top (OTT) features of Wisdom Books



Industry Value proposition and impact of Internet of Everything (IoE)

Wisdom Networks: Industry value proposition and enabling the IoE



Rollout process (guide)

200+ blog articles
 Courses / Video training
 Membership Groups (private)

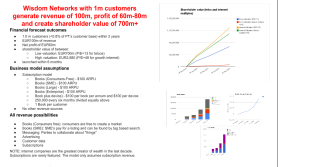
Wisdom Networks Technology overview

Wisdom Networks Technology Overview: Assembling the best innovation of open sources software



Business Model and Financial forecast

Wisdom Network Business model and financial forecast



Introduction letters: Telecommunications Economic Development Europe

Video (3 mins): A demonstration of the Network Society

Services

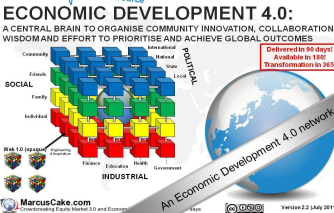
We would prefer to turnkey a Wisdom Network for you and get out of your way, but we can ...
 TURNKEY PLATFORM / VENTURE EVANGELISM, STRATEGY, MONETISATION, BUSINESS MODEL (Your) CENTRE OF WISDOM MAINTENANCE AND SUPPORT

Old pre-wisdom "Central Brain" presentations



Economic Development 4.0

Applying the lessons of social networking and open source



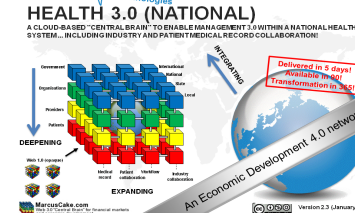
Equity Market 4.0

Applying the lessons of social networking and open source



Health 3.0

Building on the groundwork laid in social media technologies



Management 3.0

Building on the groundwork laid in social media technologies

