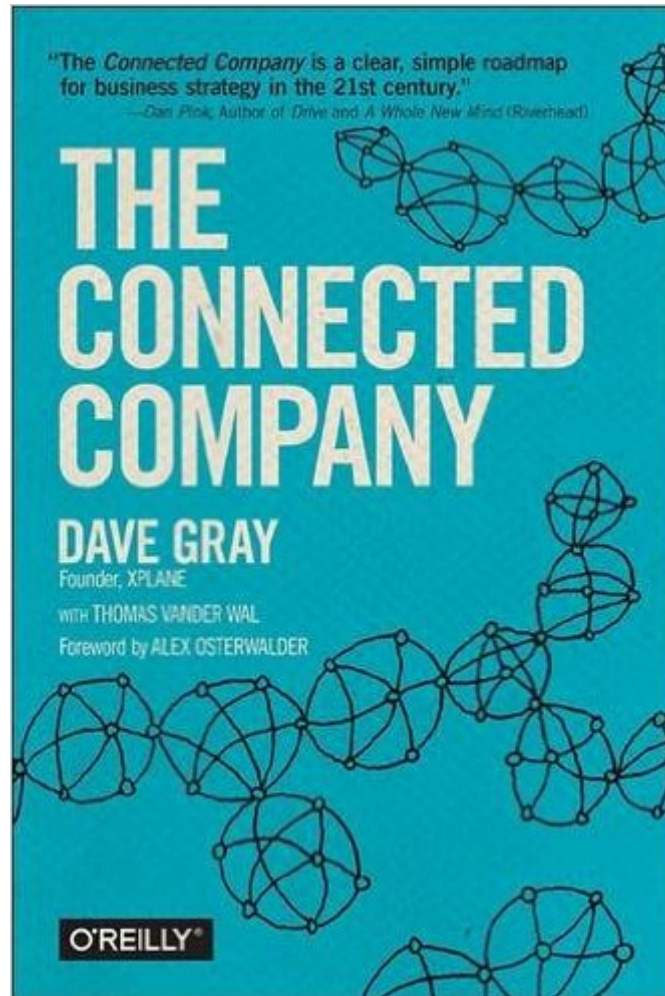


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# The Connected Company



## Synopsis

With a foreword by Alex Osterwalder. The future of work is already here. Customers are adopting disruptive technologies faster than your company can adapt. When your customers are delighted, they can amplify your message in ways that were never before possible. But when your company's performance runs short of what you've promised, customers can seize control of your brand message, spreading their disappointment and frustration faster than you can keep up. To keep pace with today's connected customers, your company must become a connected company. That means deeply engaging with workers, partners, and customers, changing how work is done, how you measure success, and how performance is rewarded. It requires a new way of thinking about your company: less like a machine to be controlled, and more like a complex, dynamic system that can learn and adapt over time. Connected companies have the advantage, because they learn and move faster than their competitors. While others work in isolation, they link into rich networks of possibility and expand their influence. Connected companies around the world are aggressively acquiring customers and disrupting the competition. In *The Connected Company*, we examine what they're doing, how they're doing it, and why it works. And we show you how your company can use the same principles to adapt and thrive in today's ever-changing global marketplace.

## Book Information

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## Customer Reviews

In April I reviewed "Social Business by Design" by EVP Dion Hinchcliffe of The Dachis Group, noting that Dachis seems well positioned to guide its clients into the social business realm. Now we

have "The Connected Company" by Dave Gray, SVP of the Dachis Group, offering another perspective on how companies must engage their employees, partners and customers if they are to survive in an environment of continuous change. Hinchcliffe's book was distinctive in dedicating much less focus on the technology aspects of adopting social business than other books like it. Gray's book is even more focused on the business, cultural and motivational necessities if companies are to succeed. Often technology and the sheer coolness of tech companies (Apple, Google, Facebook, ) inspire business leaders to emulate them and all of us to wish we worked for companies like them. The focus in both of these books is on business strategy. The results of companies that have committed to getting connected (IBM, GE, Apple, Google, Vanguard Group, and others) indicate that working in more engaged ways is becoming mainstream. This seems great for the Dachis group because they can now function as business consultants beyond just technical or Web consulting. I loved how Gray designed the flow and presentation of the book to practice what he's preaching. His Table of Contents is 15 Kindle pages long, offering links to chapters and subsections of chapters throughout. In addition to the ease of going right to what you're interested in reading, this enables the reader to jump around as they hopefully start planning out how they will apply these strategies in their own companies.

Having lived my life in and through the network, Dave's book *The Connected Company* hits a sweet spot for me. It's layout, structure and format make it so easy to read and use - a huge plus! First, being a lover of etymology, I love Dave's elaboration of Product as a Service Avatar on many levels. First, it's so so true and second, the basis of the word avatar. So, second first - Avatar comes from Sanskrit. Ava means descent, coming down and Tatari means crossing over. Analogies of diving to flesh, energy to matter are spot on. Second, first - product as a service avatar. Think of how we name and use products. Dave reminds us of iron, brush, bottle, ladle, drum - these are nouns and verbs! Think of products as job descriptions (hence, "jobs to be done" per Clayton Christensen) - blender, washer, heater, etc. Companies must learn to become part of their customers' lives - part of their network. Most companies today see their role as bringing customers into their network - that's backwards. So this implies some structural changes. Most current companies are structured for efficiency over effectiveness, for repeatability over adaptability. However, in an increasingly complex and light-speed world, this won't work too well. If effectiveness matters, than purpose is front and center - otherwise how do you know you're being effective? So the focus has to be on being mission-driven, assessing your success frequently which means learning which means trying a lot - otherwise known as experimenting. The more we experiment, learn, apply and iterate, the higher

probably of achieving the intended outcomes for our customers - our purpose!

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