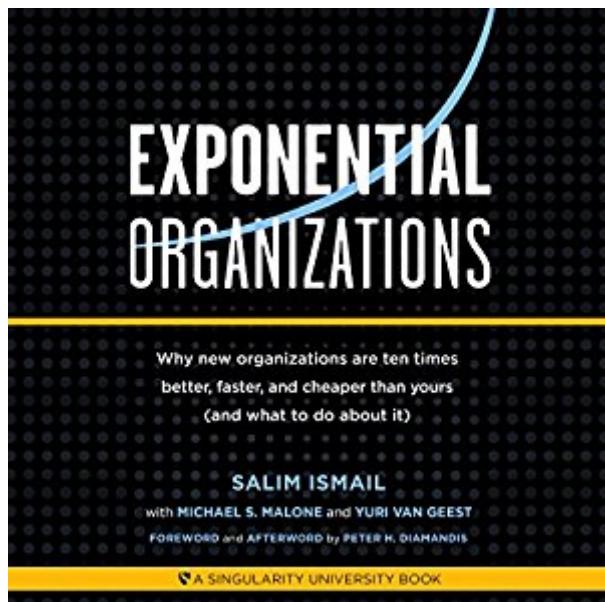


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# Exponential Organizations: New Organizations Are Ten Times Better, Faster, And Cheaper Than Yours (and What To Do About It)



## **Synopsis**

In business, performance is key. In performance, how you organize can be the key to growth. In the past five years, the business world has seen the birth of a new breed of company - the Exponential Organization - that has revolutionized how a company can accelerate its growth by using technology. An ExO can eliminate the incremental, linear way traditional companies get bigger, leveraging assets like community, big data, algorithms, and new technology into achieving performance benchmarks 10 times better than its peers. Three luminaries of the business world - Salim Ismail, Yuri van Geest, and Mike Malone - have researched this phenomenon and documented 10 characteristics of Exponential Organizations. Here, in Exponential Organizations, they walk the listener through how any company, from a startup to a multinational, can become an ExO, streamline its performance, and grow to the next level.

## **Book Information**

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## **Customer Reviews**

I learnt about this book via the Dutch marketing efforts at BNR-radio by the Dutch co-author Juri van Geest (it worked!). Good stuff! What I really like about this book is:- brain metaphor and acronyms for the internal and external focus. People tend to focus on the external and forget it won't work if you got your internal act together (Steve Jobs and Elon Musk knew/know this best I think).- the chapters on the types of organisations, where the exponential characteristics are to be implemented. The downside risk and upside gain differ whether you are a real startup, a midsize

company or a large multinational. Startup-enthusiasts tend to forget where they are implementing and put existing stuff at unnecessary risk. So good that they warn you to 'copy-cat' the right way. There is one 'big but' I have on the usage on the usage of term exponential organizations. My objection to the exponential metaphor is that in nature exponential growing stuff is either really bad stuff (diseases such as cancer or ebola) or the end of a bubble (assets in financial markets, ending in a Mynsky Meltup or Meltdown), there are plenty of other examples [armstrongeconomics.com is a fun source for this]. This should also make you wonder on exponential organizations. If you know how to ride the wave towards the top you are fine, but the ride down can be lethal or financially unsound (when not on the shorting end). When you disrupt something and grow exponential, bear in mind that something allowed you to do so, but might strike you after all (when catching up). Often referred examples Uber and AirBnB are currently predominantly battling with (local) government in the new places they go, and governments. Saying that it now can't be stopped is foolish.

A new book has entered the world called, "Exponential Organizations: Why new organizations are ten times better, faster, and cheaper than yours (and what to do about it). I had the great fortune to read it throughout its creation and contribute to it in small ways. I've also been appointed an ExO Expert. This book that will put fire your heart and mind for what is possible today. The key premise is that companies that leverage exponential technologies and processes are capable of far exceeding their peers performance in the same or similar industry segments in a dramatically shorter time than ever possible historically. This is due to the change in availability and understanding that technology application brings to the table. The first step on the way to evaluating your own company is to evaluate its position on several key factors. There are two acronyms for these factors called S.C.A.L.E. and I.D.E.A.S that relate to external and internal traits that indicate exponential company behaviors and potential. ExOs leverage five key "External Mechanisms." • These are represented by the acronym S.C.A.L.E.: Staff on Demand - Making sure your organization actively leverages resourcesCommunity & Crowd - The power of crowd and community for leverageAlgorithms - Applying machine learning, NLP, and algorithms to analyze and predictLeased Assets - The use of fixed assets the company does not ownEngagement - Tools like incentive prizes and gamification for driving community and crowd engagementExOs also leverage five key "Internal Mechanisms." • These are represented by the acronym I.D.E.A.S.

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