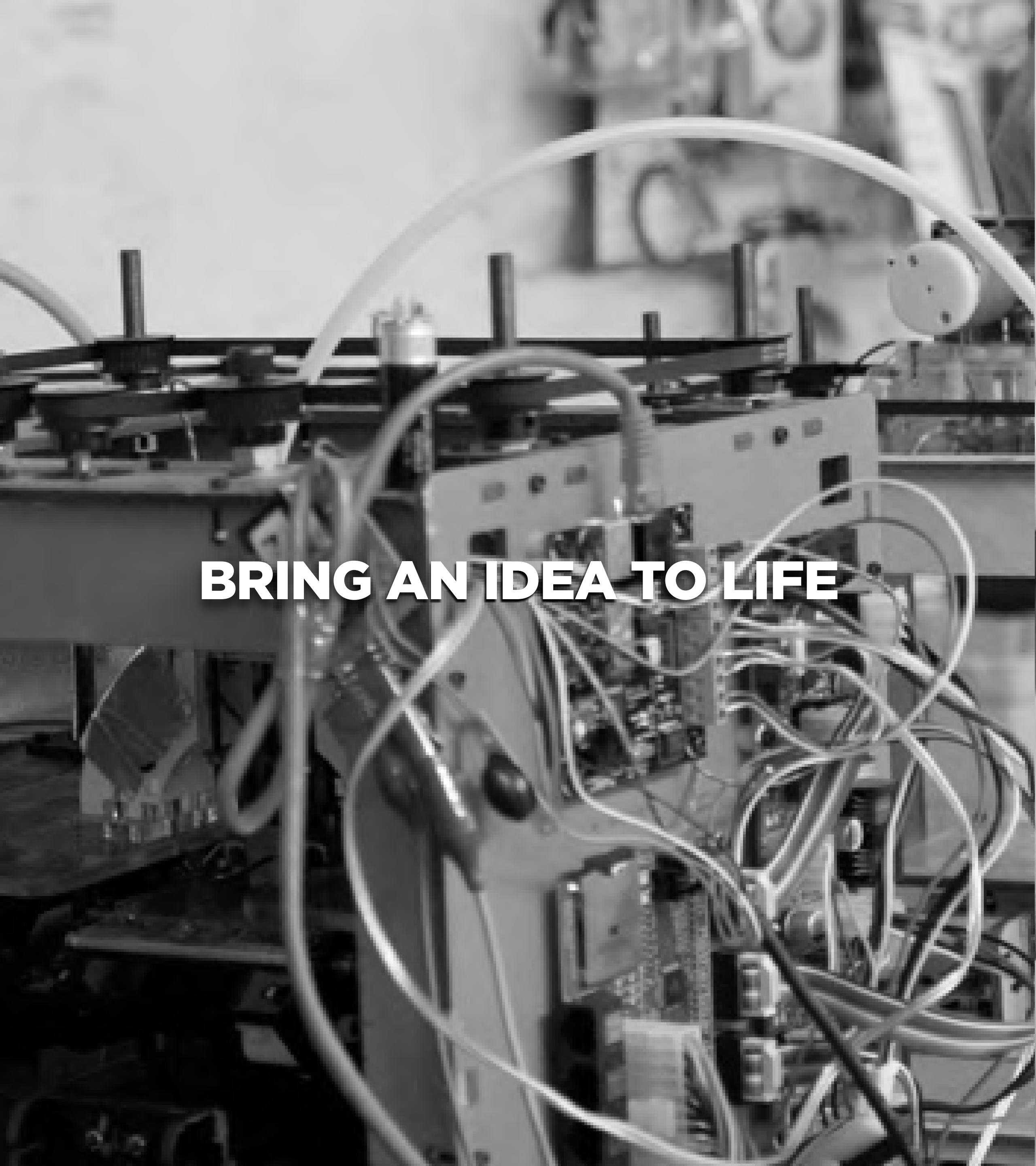


RESPONSIVE ORG

**THE OPERATING MODEL FOR
THE 21ST CENTURY**

A grayscale background featuring a chessboard pattern. The squares alternate between a solid light gray and a dark gray with diagonal hatching. Various chess pieces, including pawns, knights, bishops, and a king, are scattered across the board.

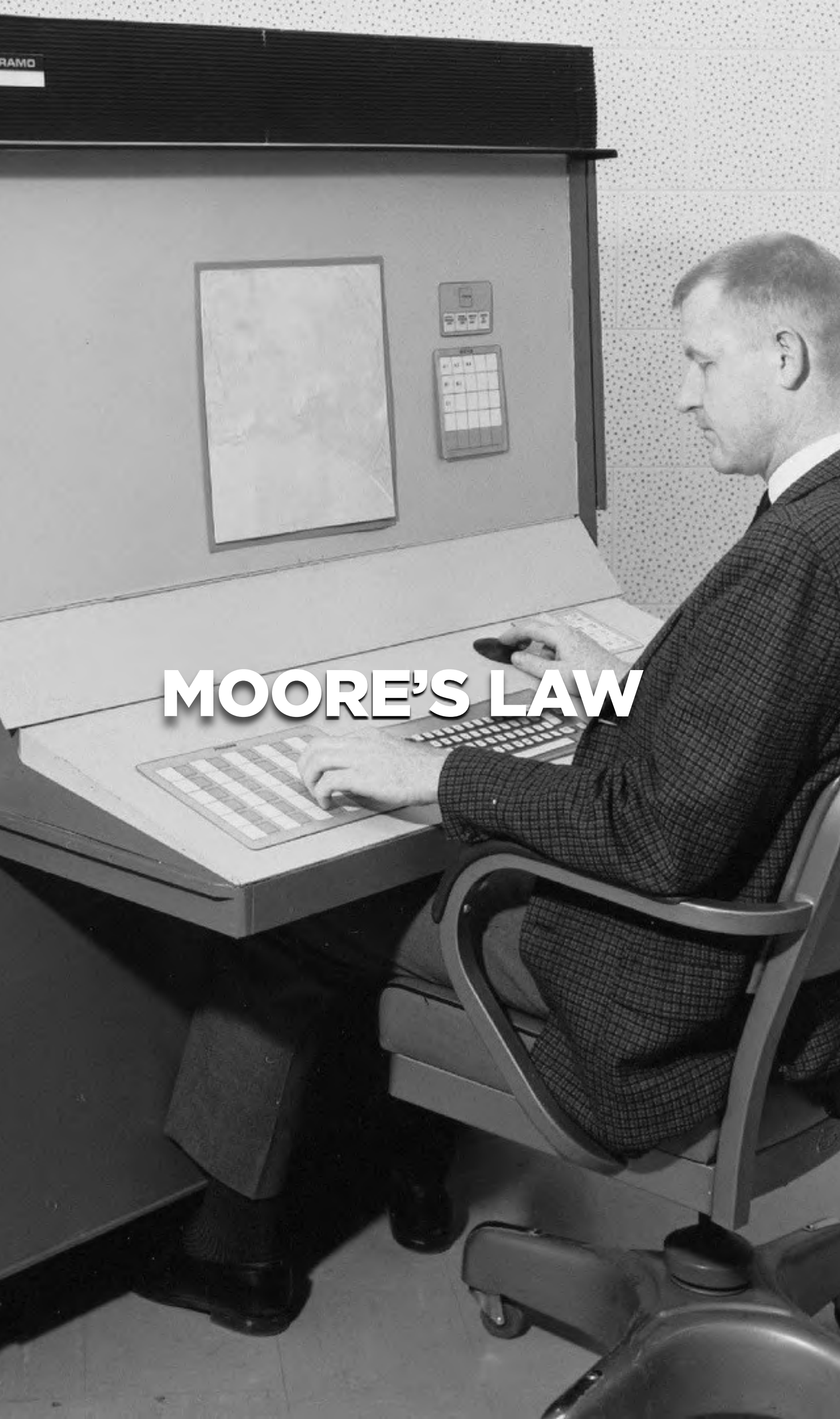
**EXPONENTIAL CHANGE
&
INESCAPABLE COMPLEXITY**



BRING AN IDEA TO LIFE



BRING A PRODUCT TO SCALE



MOORE'S LAW



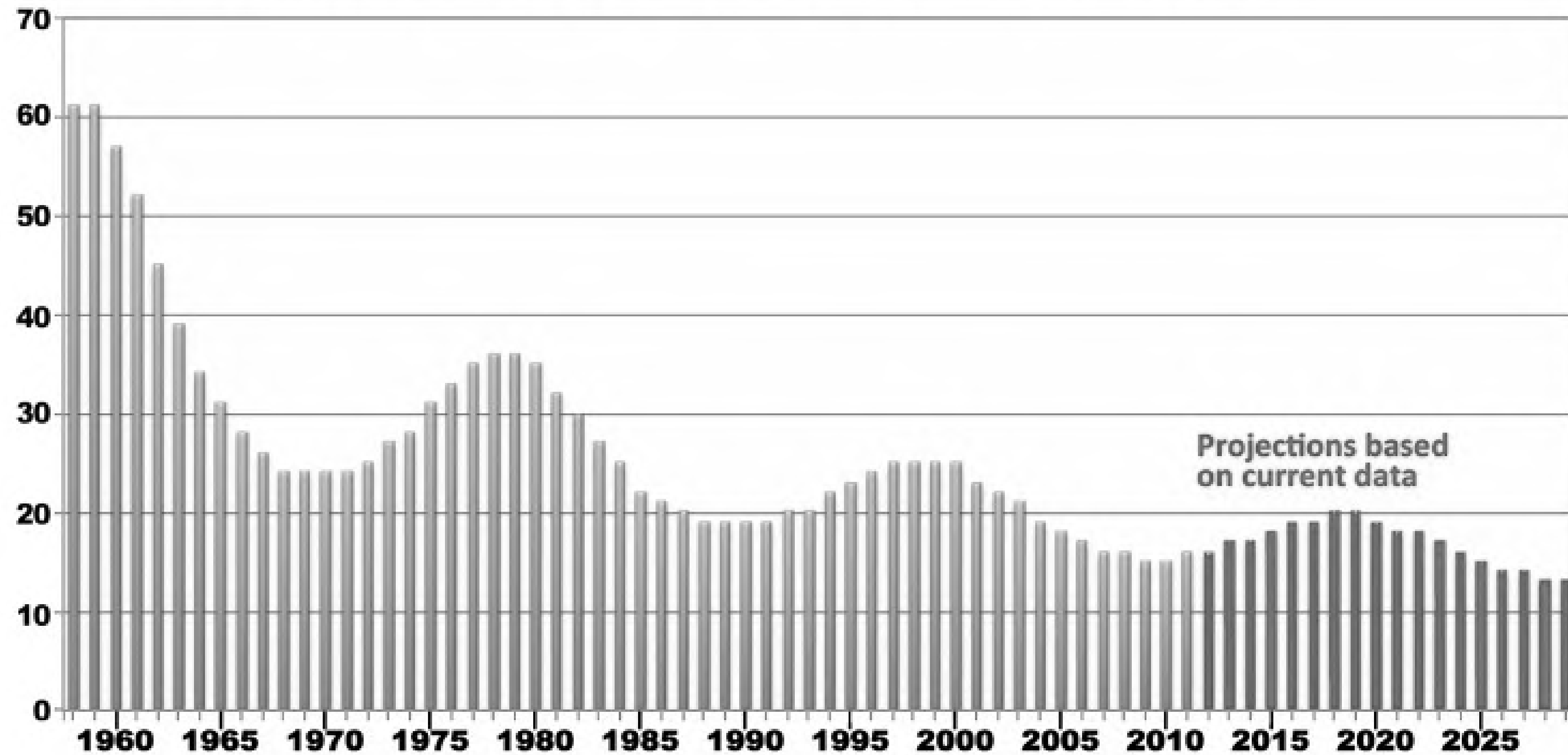
PLATFORMS



NETWORKS

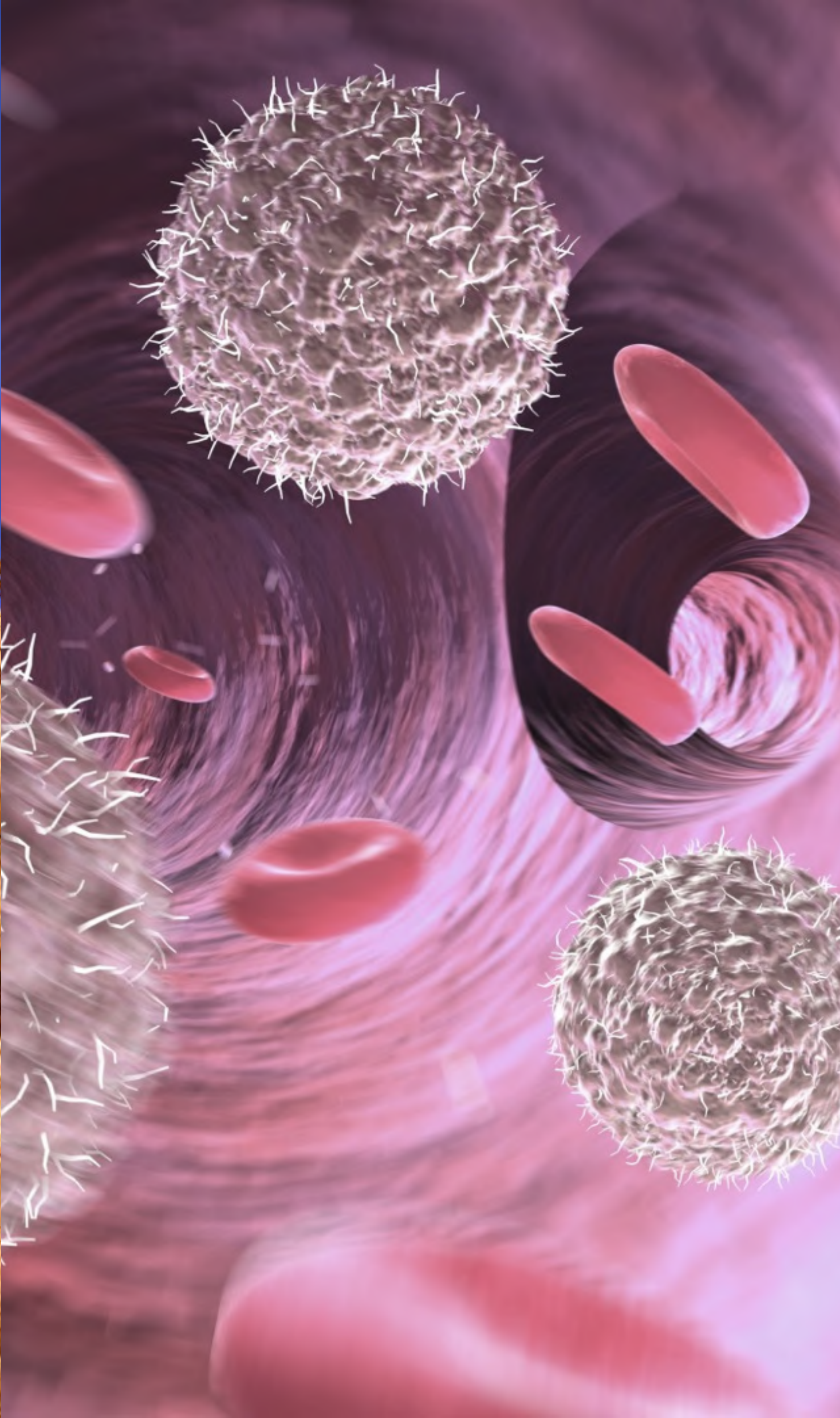


AVERAGE COMPANY LIFESPAN ON S&P 500 INDEX



The image features a dark background with a faint world map. Overlaid on this is a complex network graph. The nodes of the graph are small white dots, and the edges are thin white lines. The graph is most dense in the North Atlantic region, with many lines radiating outwards to other parts of the world, including Europe, Africa, and the Americas. The overall effect is one of global connectivity and the potential for rapid spread.

MODELING THE SPREAD OF A GLOBAL PANDEMIC





**EMBRACE
PLANNING**



**EMBRACE
UNCERTAINTY**

**SERVE
HIERARCHIES**



**SERVE
NETWORKS**



**CENTRALIZE
CONTROL**



**DISTRIBUTE
AUTHORITY**



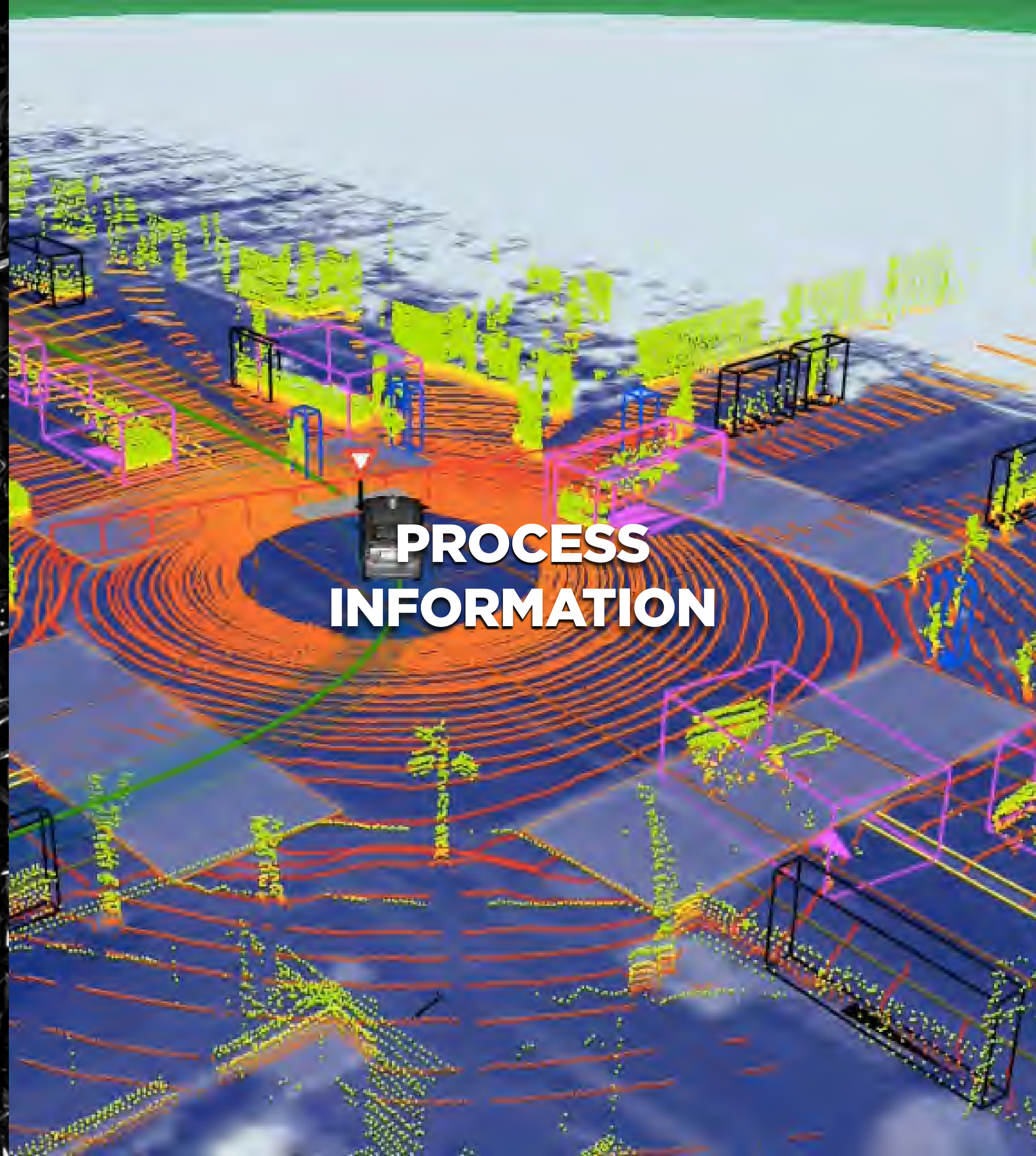
**ENABLE
COMPLICATION**



**PROMOTE
SIMPLICITY**



**MANAGE
INFORMATION**



**PROCESS
INFORMATION**



**ENCOURAGE
CONFORMITY**



**ENCOURAGE
DIVERGENCE**



**SUSTAIN
STATUS QUO**



**ENABLE
CROSSOVER**

Good Morning ✕

Driving to: Work?
Via: US Hwy 101 N

21 min. **1.7 mil**

DISTRIBUTE AUTHORITY

11:25

Routes **Go**

23 Friends online
3 Driving there

0.4 miles
Golden Gate Bridge

PROCESS INFORMATION

EMBRACE UNCERTAINTY

SERVE NETWORKS

ENCOURAGE DIVERGENCE

5:42 PM

15 min **4.5 miles**

350 feet
8th St

PROMOTE SIMPLICITY

Report ✕

Traffic Jam	Police	Accident
Hazard	Hi!	Hi!
Map Issue	Gas Prices	Check In

ENABLE CROSSOVER

Location and time saved

waze



	Purpose	People	Process	Product	Platform	TOTAL
Serve Networks	66.67%	41.67%	62.50%	75.00%	45.83%	58.33%
Distribute Authority	41.67%	62.50%	37.50%	54.17%	33.33%	45.83%
Seek Simplicity	66.67%	50.00%	37.50%	58.33%	37.50%	50.00%
Process Information	75.00%	41.67%	45.83%	37.50%	41.67%	48.33%
Encourage Divergence	70.83%	62.50%	12.50%	62.50%	50.00%	51.67%
Enable Crossover	62.50%	50.00%	45.83%	75.00%	50.00%	56.67%
Embrace Uncertainty	62.50%	41.67%	45.83%	66.67%	58.33%	55.00%
TOTAL	63.69%	50.00%	41.07%	61.31%	45.24%	

VISIT:

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