



The Future of Competitiveness; Challenges of a Connected World

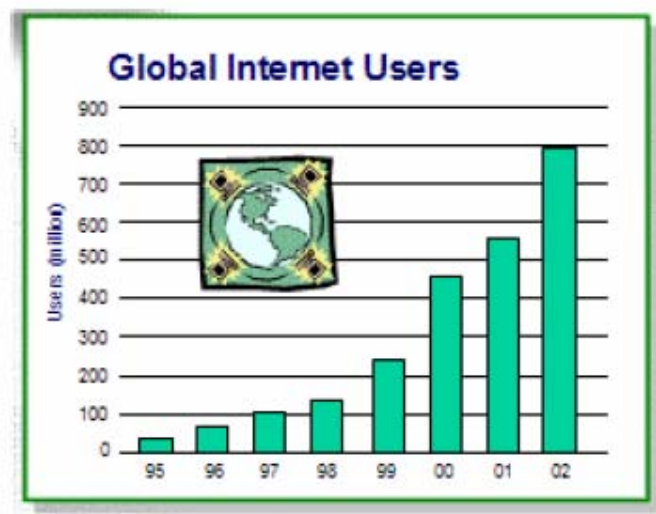
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Adam Smith, David Ricardo, and John Maynard Keynes were all great economists. Their ideas proved to be rock solid and drove economic theory to new heights. Then, something happened.

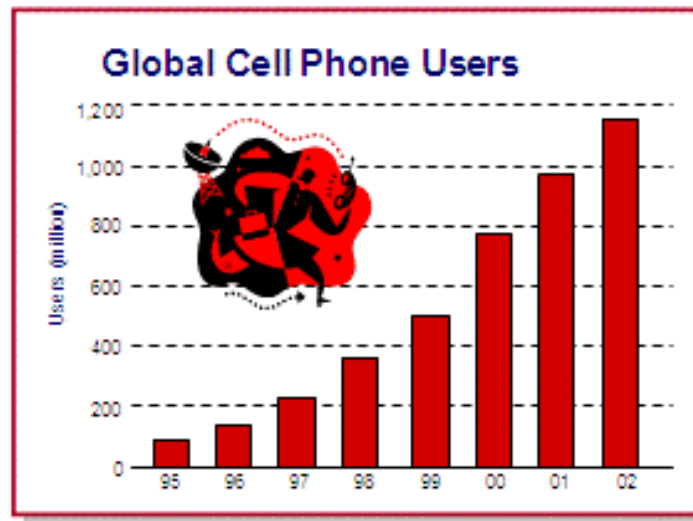
Ideas do not exist in a vacuum. They emerge from a context, are nurtured within a context, and are proven in a context. To put it nicely, ideas are contextual. This means that when contexts change, the ideas they gave birth to need to be revisited.

Hence, the fate of classic economic theory. So what changed, specifically? The following graphs start to depict the dramatic contextual shift the world is facing...

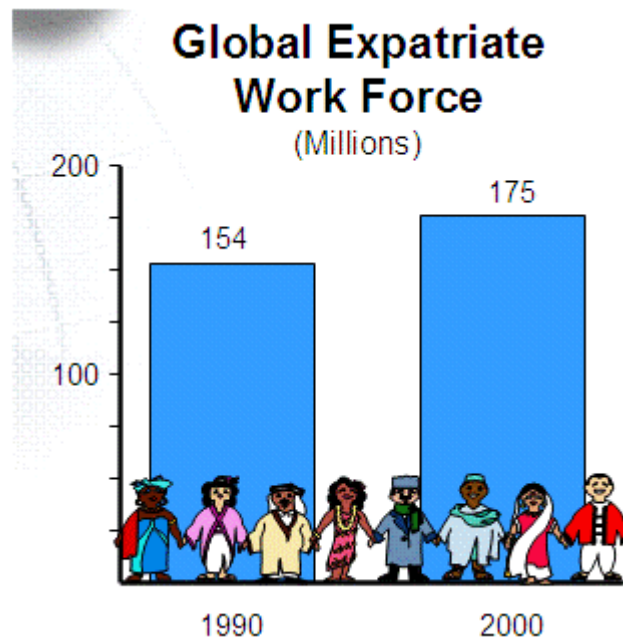
... in connectivity ...



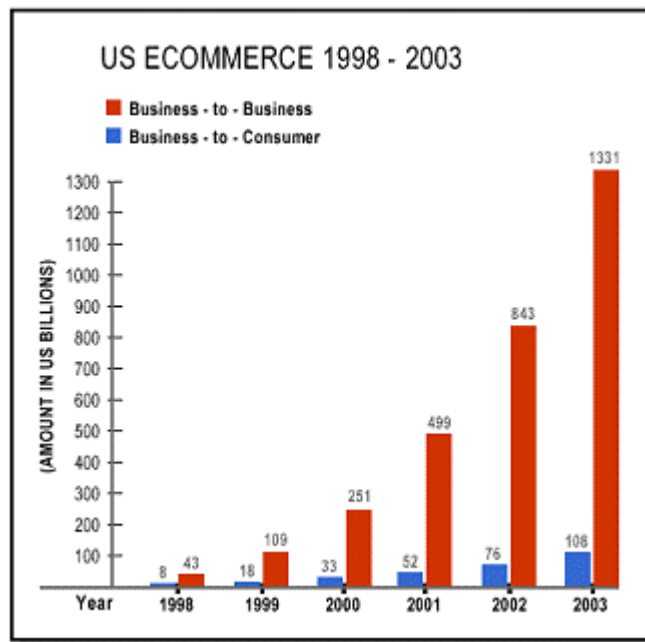
... in communications ...



... in the visible movement of people ...



... and in the invisible movement of capital ...



In Thomas Friedman's most recent book, *The World is Flat*, he describes 10 "flattening" events that have changed the world. During our session, we will discuss two additional events – one in the life science arena, and one in the information technology arena – that Friedman fails to elaborate on.

The point being:

- we are living in a different world,
- we are facing a different economy,
- globalization – a term we've turned into a buzzword – will take a completely new meaning, and
- there is no doubt that creativity and innovation will command front seat in defining the competitive leaders of this era.

What are the implications of this new "flat" world? Will we be able to cope and survive this inflection point? How can we thrive in this new scenario?

Don't miss this interesting session for an eye-opening, thought provoking, and insight-seeking discussion on the role creativity and innovation in the new flat world.

After all, this is what creativity@work is all about!