Leveraging Situational Complexity in Intra-enterprise Markets
A Case Study
Case Study Summary

• Initialising a (potentially) disruptive process innovation

• Challenges
  ▸ Sustaining the prospect of widespread application while nurturing specific applications
  ▸ Initializing change in ‘networked markets’ (Chakravorti)
  ▸ The new technology means different things to different people – a recipe for spread-think
  ▸ Need to balance learning and decision-making

• Approach
  ▸ Catalyse a new network of relationships
  ▸ Convert interest into commitment & action
  ▸ Harmonize the organic new growth with established organization
Some Points for IEWG Consideration

• How to evolve each networked market at its own clock-speed while maintaining alignment throughout the cluster?

• What are the similarities & differences between
  ‣ Initialising a technology-instigated change and
  ‣ Initialising Intelligent Systems Engineering?

• Can a ‘virtual Intelligent Enterprise’ be usefully embedded within established corporations?

• How to represent the order that emerges and dissipates across the evolving set of players & their inter-relationships as an expression-of-interest by an individual grows to become corporate strategy?