

The Ki Work "Business Web" As a Value Exchange System

Collaborative and Distributed Teams Delivering Exceptional Performance for Clients

Service delivery is not just about meeting current customer expectations now but developing an appreciation of what *their* prospective customers are envisioning for the future.

This requires an especially skilled dialogue with customers that only those with the right mindset can offer – participants in self organising teams with the confidence to address exceptional challenges within supportive, learning and adaptive communities of trusted colleagues – the ki-work business web.

www.ki-work.com

The Ki Work Business Web

The ki work business web is a network of stakeholders that participate in exchanges that deliver value to each other. The purpose of the network is to arrange for ki workers to converse with a client's customers and initiate the delivery of the client's value proposition and, during those conversations to excel in creating a productive dialogue.

Such dialogues are only facilitated through an exceptional support system, behavioural, technological and learning. Within this, each participant can appreciate the whole and yet be sufficiently self organising to ensure that their own role or roles can contribute most effectively to the whole and for the benefit of their client.

The client's relationship to the ki worker teams and their intermediaries will also be influenced by the style of working. Expectations will be modified in response to a changing appreciation of the art of the possible in customer relationships. The assimilation of these changing dynamics lies at the heart ki work self adaptive style.

The principal participants in the business web are shown as ovals in Figure 1 following. A fuller description is shown in the Notes following the Figure.

Whereas it is normal to consider the outcomes of conversations between participants in tangible terms; a contract to deliver, funds to reward - shown as solid lines between participants - there is also a vital flow of intelligence, knowledge, know how, know what et al that is also exchanged. These transactions are shown as dotted lines.

Each line, dotted or continuous, is described by the deliverable thing that is flowing from one participant to another. The creation of this deliverable is achieved through some activity, set of activities or process that requires cash, materials, machines, machine energy and lastly the time, talents and motivated energy of people, guided by the collective wisdom.

Further analysis of these exchanges, their sequencing, and performance metrics, what activities they generate, their cost / risk profiles and benefits in qualitative terms enable deep insights to be gained in pinpointing additional resources for optimal use.

The value created or potential for new value creation can also be analysed. Precise benefits, their risk and cost can be pinpointed.

As a rule of thumb, it is convenient to apply the relevance of Sarnoff Broadcast, Metcalf Network and Reed Community value creation economics. Whereas, Sarnoff attributes the value of one network with N potential customers as N and two connected networks as $N + M$, Reed postulates that the possibilities flowing from group forming activities as hugely greater. As networks grow, the value they deliver to their member companies will greatly magnify, and organisations or consortia that

operate them will gain even greater market power. As Reed's law would dictate, the most successful businesses on the Internet will travel in packs.

The self organising nature of the ki work community "space" combined with an understanding of the value creation potential of the "Ki work commons" guided by deep understanding of wisdom practices indicates that a simple measure of value as:

successful transactions less unsuccessful transactions

as insightful as arithmetic is to algebra or calculus.

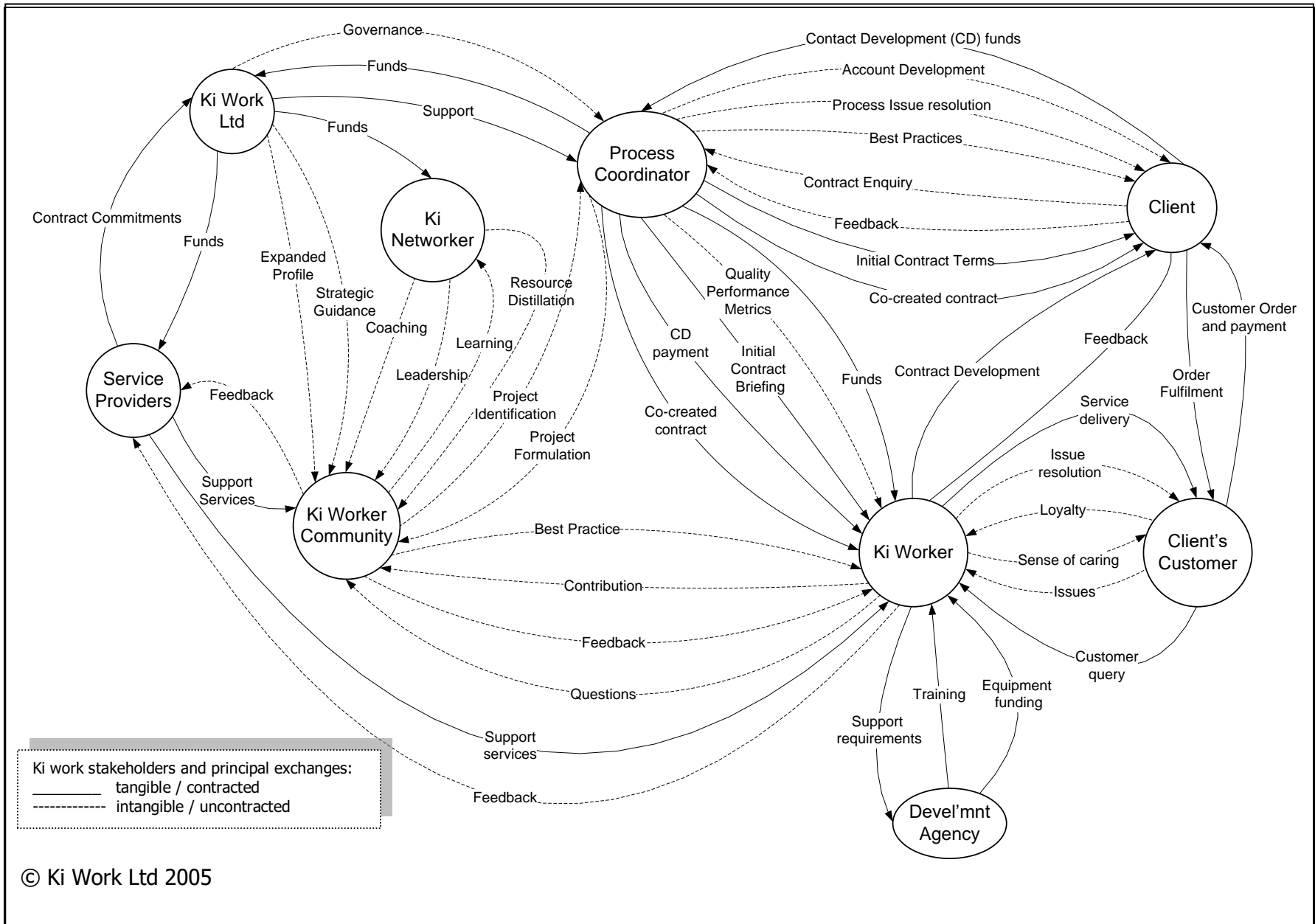
Although the above provides a simple measure for those who regard ki work as an interesting add on to the conventional outsource practices, it will prove as inappropriate as Sarnoff for those business who will turn against the flow, who will change the rules of the game and change the game itself.

[For further flights and for those with an appreciation of energetic balance and mind body links, Figure 1 can also be viewed as a living system. Firstly, consider it as displaying networked pattern of organisation - specifically an intelligent or autopoietic network. It exhibits cognition, perception and behaves unpredictably in response to challenges. It can continually renew and re create itself through a flow of continual exchanges of matter and energy (goods, services and revenue) and intelligence (knowledge, information - intangibles). If there be a blockage to the flow, the whole could suffer in part, but self seeking remedies will surface. Think now of the chakras in a body, energy flows within it and without - a form of life force. How else can the analogy be developed?].

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Feb 2005

FIGURE 1



Notes to Figure 1

Participants are shown as ovals and consist of: -

Client (or process owner):- Owner of business transactions that are partly shared (outsourced) with a business web (to an outsource service provider) and work teams (s).

Client's Customer: - Subject of ki worker primary service on behalf of client.

Ki worker: - Independent agents, who work from a location of their own choice in collaborative and distributed teams. They work on a contractual basis and accessed and managed through the ki work collaborative network.

Some ki workers are **team leaders** who create and co-ordinate their own teams.

Other ki workers are **ki networkers** who are responsible for several teams.

Ki workers ultimately control their own work opportunities by developing their own personal collaborative network.

Ki worker Community: - A self organising set of ki worker groupings, both physical and on line, which are used for mutual support, joint learning and service development. Ki workers of all levels and experience participate; key insights are flagged for common use and projects identified and formulated. Strategic guidance is provided by Ki Work Ltd.

Ki Work Ltd:- Statutory vehicle and primary recourse for funding facilitation, strategy refinement and corporate governance. Primary risk takers and shareholders.

Process coordinator: - (or outsource service provider or main contractor). Through understanding of the Clients' needs and requirements and also the needs of a self managing team of ki workers, formulates projects between client and a ki work team and initiates contracts and resulting payment flows. They may also be ki networkers.

Service Provider: - A self organising group that responds to commercial opportunities provided by the ki work organisation structure. It includes Development Agencies who, provided qualifying criteria are met, can provide ki worker hardware funding and teaching and other support.