



Innovation in Cultural Change

Power laws of change

"Laws of Innovation" by

John Thackara



Power Law # 1

- ✦ Don't think "new product"
- ✦ -think social value



Power Law # 2

- ✦ Think social value before
- ✦ "tech"



Power Law # 3

- ✦ Pastor People, enable human agency
- ✦ Design people into situations, not on of them.



Power Law # 4

- ◆ Use, not own.
- ◆ Possession is old paradigm



Power Law # 5

- ✦ Think P2P (peer to peer)
- ✦ Not point-to-mass.
- ✦ It is not the number you influence at a time!



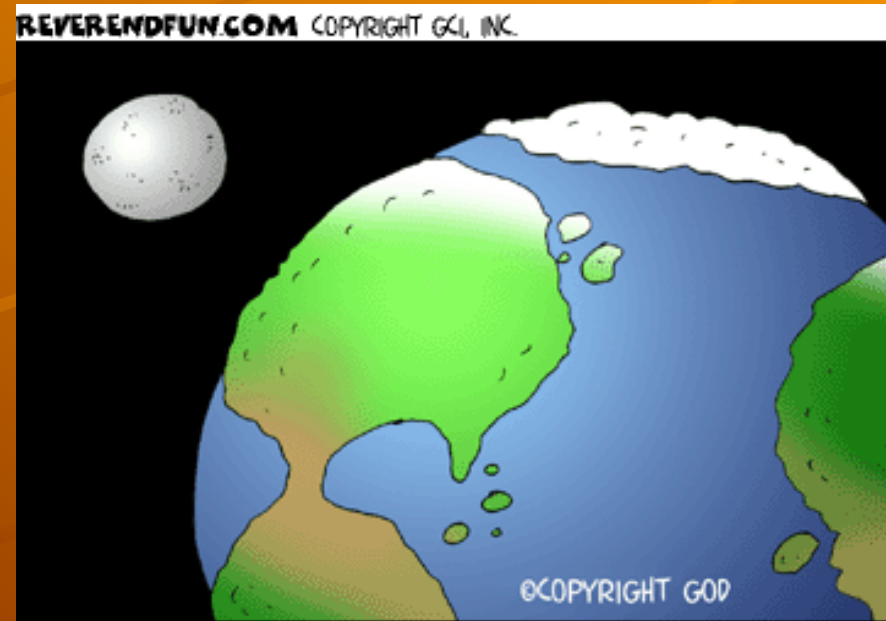
Power Law # 6

- ✦ Don't think faster,
- ✦ Think closer—to the people



Power Law # 7

- ✦ Don't start from zero.
- ✦ Re-mix what's already out there.
- ✦ You already have.



Power Law # 8

✦ Connect the big and the small



Power Law # 9

- ✦ Think whole systems
- ✦ (and new education models, too).



Power Law # 10

- ◆ Think open systems,
- ◆ not closed ones.

