

## Summary of Exponential Organizations 2.0

Welcome to the Exponential Organizations 2.0 summary. This document prepared by ChatGPT is here to give you a glimpse of what is available in the full version of Exponential Organizations 2.0

In order to read the full version of the Exponential Organizations 2.0 you can [click here](#) or scan the QR Code below to sign up as a basic member on the ExOPass. By Accessing this book not only do you get incredible insights but access to the incredible minds of the OpenExO Community. This is the decade of the ExO, dive into this book today!



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## **Introduction**

There are around 20,000 Exponential Organizations (ExOs) in the world today, which is an impressive number after less than a decade since the concept was first introduced. However, this is still a tiny fraction of the total number of enterprises in the world. The authors believe that every organization, whether it's a startup, a non-profit, a government department, or an impact project, will be structured as an ExO in the next decade, as it delivers exceptional stakeholder outcomes.

OpenExo brings together the Top100 ExO data, the Fortune 100 results, ten years of anecdotes, and case studies from governments to document the ExO phenomenon in a new and revised playbook. The playbook contains details, case studies, and content where the authors' understanding has transformed, but they still don't claim to have all the answers. The book offers management teams a path through the era of hyper-accelerated innovation and competition, into the new opportunities and responsibilities presented by this rapidly changing world.

Salim warns that enterprises that fail to adapt to rapid technological change will be left behind and join a list of once-great, industry-dominant corporations, such as Kodak, Nokia, Blockbuster, and others, on the ash heap of history. They hope that the book will provide a taste of what the exponential future looks like and leave readers hungry to learn more.

## **Chapter 1**

# Our world is changing Exponentially

In this chapter, the authors discuss the concept of exponential growth, and how it has shaped our world over the past century. The authors explain how the COVID-19 pandemic highlighted the speed at which exponential growth can occur, and how it can overwhelm society and business. The authors also discuss how exponential growth has been driven by advances in technology, particularly in the field of computing, and how it is likely to continue for many decades into the future. The authors argue that the current rate of change is only set to accelerate, and that we need to be prepared for the implications of this rapid change.

## **Chapter 2**

# The Death of the Linear Organization

Chapter 2 of the book discusses the limitations of the traditional linear organizational structure and how it is unable to adapt to the rapidly changing world of exponential technology. The linear model, which has been used for centuries to manage and measure resources, is increasingly being challenged by automation and mass production. This model is also used in business to build products and services through a linear, stage-gate process called New Product Development (NPD), which is slow and inflexible. The chapter suggests that organizations need to embrace a new model of exponential growth and adaptability in order to stay competitive in the age of exponential technology.

## Chapter 3

# What is an ExO

In Chapter 3 of "Exponential Organizations," the authors discuss the concept of an Exponential Organization (ExO). *An ExO is a purpose-driven, agile, and scalable organization which uses accelerating technologies to digitize, dematerialize, democratize, and demonetize its products and services, resulting in a 10x performance increase over its non-ExO peers.* The authors describe the attributes of an ExO, including a Massive Transformative Purpose (MTP), a tribe of passionate employees and customers, and leverage of both the "6 Ds" and the "4IR" (the Fourth Industrial Revolution). The authors also discuss the importance of an ExO's exponential mindset and its ability to be a "benevolent disruptor" in its industry.

## Chapter 4

# Massive Transformative Purpose (MTP)

Chapter 4 of Exponential Organizations discusses the importance of a Massive Transformative Purpose (MTP) for an organization. MTPs reflect the highest aspiration of an organization and provide context and meaning to the work of its members. The chapter also explains how MTPs drive transformation and are connected to corporate moonshots, which are specific, ambitious goals that align with the MTP. The chapter emphasizes the need for organizations to have a clear and inspiring MTP in order to be successful as an Exponential Organization.

## Chapter 5

# Staff on Demand

In chapter 5, the authors discuss the concept of Staff on Demand (SoD), which is a corporate attribute that relies on a pool of pre-qualified workers hired on an as-needed basis to conduct operational elements of a company's business. The benefits of using SoD include the ability to quickly scale up or downsize according to circumstances, the capacity to quickly restructure and make lateral moves into new markets, and the opportunity to remain competitive by maintaining a workforce that is always at the cutting edge of knowledge and training. The downsides to SoD include less employee loyalty and the challenges of training and continuity of operations. The authors also discuss some popular SoD platforms, such as TaskRabbit, Upwork, Gigwalk, and Fiverr.

### Meet The Renaissance Sam

Meet The Renaissance Sam, the ultimate Staff on Demand employee! Sam is a highly skilled, pre-qualified worker who can be hired on an as-needed basis to help with any task or project. From simple tasks to complex work, Sam is always ready to step in and lend a helping hand. Plus, with their ability to quickly adapt to new technologies and processes, They are a perfect fit for any organization looking to leverage the power of Staff on Demand.



## Chapter 6

# Community and Crowd

In Chapter 6 of the book "Exponential Organizations," the authors discuss the importance of having a strong community and crowd for building and scaling an Exponential Organization (ExO). They define a community as a group of volunteers who are passionate about an organization's MTP and are directly involved in the main functions of that organization. The MTP creates an emotional connection within the community that drives loyalty and devotion to the organization's shared goal. On the other hand, a crowd is made up of everyone else who may be incentivized to participate in the organization in some way. The authors argue that a strong community and crowd are critical assets for an ExO because they facilitate peer-to-peer value creation and can help validate new ideas and learnings.

### Meet The Crowd Whisperer

This character is a master of tapping into the power of the crowd, using their skills in communication, persuasion, and psychology to inspire and motivate large groups of people to take action and contribute to the organization's Massive Transformative Purpose (MTP).

The Crowd Whisperer is a team player and loves working with others to solve the grand challenges facing society. He is always eager to learn and grow, and is constantly seeking new ways to contribute to the ExO ecosystem. The Crowd Whisperer is a valuable asset to any organization looking to harness the power of community and crowd to achieve exponential growth.



## Chapter 7

# Algorithms

In this chapter, the authors discuss the role of algorithms, artificial intelligence, and data science in exponentially growing organizations. They explain how algorithms are used to connect the digital world with the physical world in order to automate tasks and solve problems. They also discuss the field of artificial intelligence and how it involves making algorithms "intelligent" by allowing them to learn and adapt to improve performance. The authors argue that companies must incorporate AI into every aspect of their business in order to remain competitive in the rapidly advancing technological world.

### Meet AI-X

Meet AI-X (pronounced Alyx), the friendly algorithm! AI is a master of problem-solving, using his step-by-step instructions to automate tasks and find solutions. With her ability to learn and adapt, AI-X is always ready to take on new challenges and help organizations become more efficient and effective. Plus, her love for data and numbers make him the perfect addition to any ExO team. AI-X is the go-to helper for any Exponential Organization looking to optimize their operations and achieve their Massive Transformative Purpose.



## Chapter 8

# Leveraged and Shared assets

Chapter 8 of "Exponential Organizations" discusses the concept of Leveraged and Shared Assets (LSA), which involves the sharing or renting of assets, including mission-critical ones, to enable an organization to remain agile and unburdened. By not owning physical or digital assets, an Exponential Organization (ExO) can eliminate the costs associated with managing and maintaining that property. The effective use of LSA can provide a competitive advantage in the future. The chapter uses the example of BlaBlaCar, a ride-sharing platform that connects drivers with passengers for long-distance carpooling, to illustrate how leveraging and sharing assets can create value.

### Meet The Resource Renegade

The Resource Renegade is a character that represents the concept of leveraging and sharing assets within an Exponential Organization (ExO). The idea is that by renting, accessing, or sharing assets, an organization can stay agile and unencumbered, while also lowering the marginal cost of supply. This can be especially useful for ExOs, as it allows them to focus on their core competencies and avoid the costs and overhead associated with owning and managing property, physical or digital.



## Chapter 9

# Engagement

In Chapter 9 of "Exponential Organizations," the authors discuss the importance of Engagement in an Exponential Organization (ExO). They define Engagement as the use of techniques such as gamification, incentive prizes, and crypto economics to keep stakeholders interested, involved, and increasingly committed to a shared purpose or mission. Engagement is what holds together the various attributes of an ExO and enables them to grow and scale quickly. Examples of successful Engagement strategies include the XPRIZE Foundation, which uses public competitions to drive massive Engagement and drive innovation, and the blockchain platform Steemit, which uses a cryptocurrency-based rewards system to incentivize users to create and curate content. The authors also discuss the future potential of Engagement using web3 technologies such as Crypto and NFTs, which they believe will make Engagement even more powerful.

### Meet Captain Engage-O-Matic

Captain Engage-o-matic is a fun and energetic character who is always looking for ways to keep people engaged and interested in a project or task. He is passionate about creating engaging experiences and is always looking for ways to gamify and incentivize participation. Captain Engage-o-matic is an essential member of any Exponential Organization, as he helps to ensure that everyone is fully invested and contributing their best effort. He is often seen leading team-building exercises, hosting contests, and providing rewards to those who go above and beyond. Captain Engage-o-matic is always up for a challenge and is not afraid to try new and creative ways to keep people engaged and motivated.



## Chapter 10

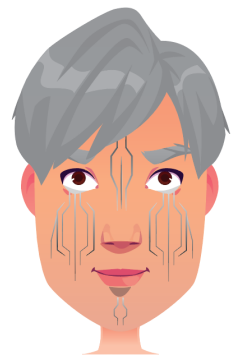
# Interfaces

In this chapter, the authors discuss the importance of interfaces in an Exponential Organization (ExO). Interfaces are the automation of one or more SCALE attributes, and are the matching and filtering processes that allow an organization to translate an abundance of data into precise and meaningful information that can be acted upon. They serve as the bridge between the drivers of exponential growth and the drivers for stabilization, allowing automation of either the supply or demand side of a business. The authors also discuss the relationship between interfaces and platforms, and the future of interfaces, including the rise of decentralized autonomous organizations (DAOs) and the increasing use of AI in supply chains.

### Meet The Simplifier

The Simplifier is a fun character for "Interfaces" in the context of ExO.- a no-nonsense, straight-shooting character who is on a mission to make interfaces as easy to use as possible.

The Simplifier is a friendly and approachable robot that helps users easily navigate and understand complex systems. With its user-friendly interface and intuitive design, The Simplifier makes it easy for people to access the information and tools they need to achieve their goals and make the most of their ExO experiences. The Simplifier is always on hand to help users find their way, offering clear instructions and helpful tips along the way.



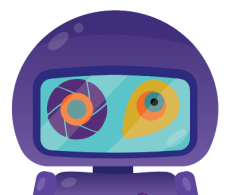
## Chapter 11

# Dashboards

In the chapter on Dashboards, the authors discuss the importance of internal and external dashboards for Exponential Organizations (ExOs). Internal dashboards, which are typically composed of company, team, and personal OKRs (Objectives and Key Results), help ExOs track and manage their performance, while external dashboards are used to monitor engagement metrics and drive community behavior and engagement. By continuously monitoring the health of their business through dashboards, ExOs can make quick and informed decisions to keep pace with their rapid growth.

### Meet Dash

Meet Dash, the ExO dashboard robot extraordinaire! Dash is a friendly, energetic robot who loves nothing more than organizing and presenting data in clear, concise, and visually appealing ways. With his advanced sensors and algorithms, Dash can quickly and easily gather information from all corners of your organization, and use it to create dashboards that help you track your progress, identify trends, and make better decisions.





## Chapter 12

# Experimentation

Experimentation is the act of testing and validating assumptions before making significant investments in a product, service, or process. It is a crucial aspect of Exponential Organizations (ExOs) because it allows them to constantly try new things and improve their operations. Experimentation is especially important in today's rapidly changing world, where markets are volatile and technology and customer demand are constantly evolving. Experimentation allows ExOs to remain closely aligned with external realities and adapt quickly to changes. A culture of experimentation is essential for ExOs and can be fostered by promoting passion, a culture of innovation, and a growth mindset. Experimentation also requires a systematic and complex process, thorough research, and iteration until the optimal solution is found.

### Meet The Mad Scientist

The Mad Scientist is a wild, eccentric scientist who is always looking for the next big breakthrough. He is constantly conducting experiments, trying out new ideas, and pushing the boundaries of what is possible. The Mad Scientist is a risk-taker who is not afraid to fail, because he knows that failure is just a stepping stone on the path to success. He is always eager to learn and grow, and his insatiable curiosity drives him to seek out new opportunities for experimentation and exploration.



## Chapter 13

# Autonomy

Chapter 13 is about the attribute of Autonomy in Exponential Organizations (ExOs). Autonomy refers to the use of self-organized, multi-disciplinary teams that operate with decentralized authority and, ideally, self-select their work. This approach stands in contrast to traditional organizations characterized by the rank and procedure of hierarchical structures. ExOs applying autonomy are characterized by flatter organizations with highly motivated self-starters who are empowered to innovate.

### Meet The Lone Ranger

The Lone Ranger is known for their ability to work independently and make decisions without needing guidance from others. They are driven by a desire for freedom and the ability to make their own path in life. In terms of innovative solutions, "The Lone Ranger" may come up with unique ideas and solutions to problems that are outside of the norm. For example, they may suggest using a new technology or tool that no one else has thought of, or approach a problem from a completely different angle than others in their field. Their independent nature allows them to think outside of the box and come up with solutions that may not have been considered by others.



## Chapter 14

# Social Technologies

Chapter 14, titled "Social Technologies," discusses the importance of social interaction within an exponential organization (ExO). The chapter explains that social communication acts as the "nervous system" of the modern organization, facilitating the collection of data from the edges of the community, disseminating new ideas and innovations, and building cohesiveness among team members. The chapter also notes that social technologies are not a standalone attribute, but rather incorporate other ExO attributes such as engagement and peer-to-peer communication and collaboration.

The chapter discusses the importance of social technologies for ExOs, particularly in a remote work environment, and offers three rules for implementing effective ExO social technologies: reducing the distance between obtaining and processing information and decision-making, migrating from looking up information to having it flow through perception, and leveraging the community to build out ideas.

The chapter also explores the role of new crypto and web3 technologies in integrating identity and crypto-economics into the social conversation and the trend of social technologies extending from the internet to the metaverse. Overall, the chapter emphasizes the critical role that social technologies play in the success of an ExO.

### Meet The Listener

The Listener is an expert at using social tools and other online platforms to connect with and engage people. She is always listening and responding to what people are saying, and uses this information to tailor his messaging and build stronger relationships with his audience. With her keen ear and quick wit, The Listener is able to connect with people on a personal level and drive meaningful conversations online.



She is a compassionate and empathetic character who understands the power of listening and engaging with others through social technologies. The Listener is skilled at using online platforms to facilitate dialogue and understanding, and is always looking for ways to create safe and inclusive spaces for people to connect and share.

## Chapter 15

# Lessons Learned - Implications of ExOs

In chapter 15, the authors discuss how the characteristics of an exponential organization (ExO) can be seen in certain industries, such as Hollywood and Silicon Valley. They also discuss the eighteen dynamics at play in an ExO ecosystem, including information acceleration, network effects, and open-source collaboration. The chapter also highlights the importance of a massive transformative purpose (MTP) in driving an ExO and the potential for ExOs to disrupt traditional organizations.

## Chapter 16

# Building an ExO

In Chapter 16, the authors discuss the process of building an exponential organization (ExO). They describe how ExOs are driven by accelerating technologies and allow for new ways of organizing to tap into the information-enabled world. The authors use the example of Thrasio, a company that systematically buys small e-commerce companies and promotes them on the Amazon Marketplace, to illustrate how ExOs can be built and grown quickly. They discuss the key elements and steps involved in building an ExO, including creating a compelling and inspiring moonshot, building a core team, developing a minimum viable product, and using a customer development process. The chapter also discusses the importance of leveraging information and networks to create scalable growth, and the potential challenges and obstacles that may arise during the ExO building process.

The process of building an exponential organization, as outlined in Chapter 16 includes the following steps:

- Step 1 – Select an MTP (Massive Transformative Purpose)
- Step 2 – Join or Create Relevant MTP Communities
- Step 3 – Compose a Team
- Step 4 - Breakthrough Idea
- Step 5 – Build a Business Model Canvas and ExO Canvas
- Step 6 – Find a Business Model
- Step 7 – Build the MVP (Minimal Viable Product)
- Step 8 – Validate Marketing and Sales
- Step 9 – Implement SCALE and IDEAS
- Step 10 – Establish the Culture
- Step 11 – Ask Key Questions Periodically
- Step 12 - Building and Maintaining a Platform

# Conclusion

The conclusion of the book emphasizes the importance of having the right mindset in order to succeed as an exponential entrepreneur. The authors compare the human brain to an artificial neural network, and states that the conclusions we draw and the actions we take are only as good as the data we have used to shape our minds. The authors encourage readers to consider their own mindsets and to strive to develop the right mindset for success in the world of exponential organizations.

The Exponential Organization (ExO) model is a powerful tool for organizations looking to achieve rapid growth and adapt to the ever-changing business landscape of the 21st century. The model is built on the foundation of exponential technologies and organizational structures that enable companies to scale and innovate faster than ever before.

The power of the ExO model is evident in the Fortune 100 study, which showed that ExO-friendly organizations delivered 40 times the shareholder returns compared to the most inflexible, traditional enterprises. ExOs are purpose-driven, scalable, adaptable, and are natural candidates to heal the world and transition it from scarcity to abundance.

The implications of virtualization and widespread digital transformation are profound, and we may be on the brink of a post-scarcity world. The transformation towards ExOs is already well underway, and the data is clear that ExOs are now the dominant species of organizations on Earth. The days of large, hierarchical organizations are numbered. By the end of this decade, we can safely predict that almost all top-down, traditionally hierarchical businesses and non-profits will have metamorphosed into Exponential Organizations – or they will be on the brink of oblivion.