

# Triangle Creative Commons 10-year celebration



#cc10 | December 12, 2012

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New Kind



# Dancing E



Knowledge. Sharing. For  
All.

@phil\_verghis | #cc10

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# 15th Century

Businesses run on 500 year old accounting principles



- Only 20% of value of average US company can be explained by balance sheet

Rest is 'intangible'

# 16th Century

168 Spanish conquistadors arrive in  
Peru

waiting for them are **80,000 Inca troops**

Yet, within 24 hours, more than 7,000 Inca warriors  
lie slaughtered; the Emperor is captured

# 21st Century



In a study of 4,500 employees at 10 technology-intensive companies...

only **slightly more than 10%** had  
**access to lessons learned** in other  
parts of the organization

# If we have known this...



## ... why isn't knowledge sharing more prevalent?

# Some causes

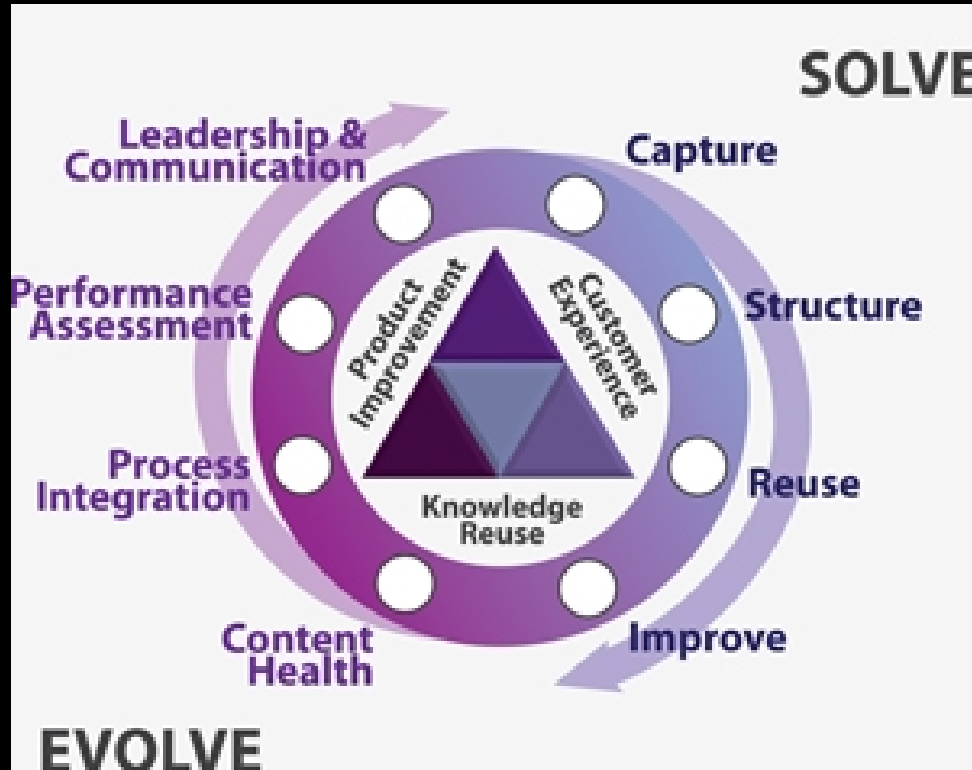
- Fixation on **technology**
- Seen as ‘FAQ on steroids’ or **theoretical**
- Existing methodologies talk about ‘**what**’ to do, not ‘**how**’
- Need expensive consultants to make it stick

# The Solution? Dancing E

- Simplifies knowledge sharing
- **Where** are you now, & where do you **want** to go
- Builds on domain expertise, **behavioral science** and outcome-based metrics
- Community and experts to help
- **All content via Creative Commons**
- **Knowledge. Sharing. For All.**



# Consortium for Service Innovation

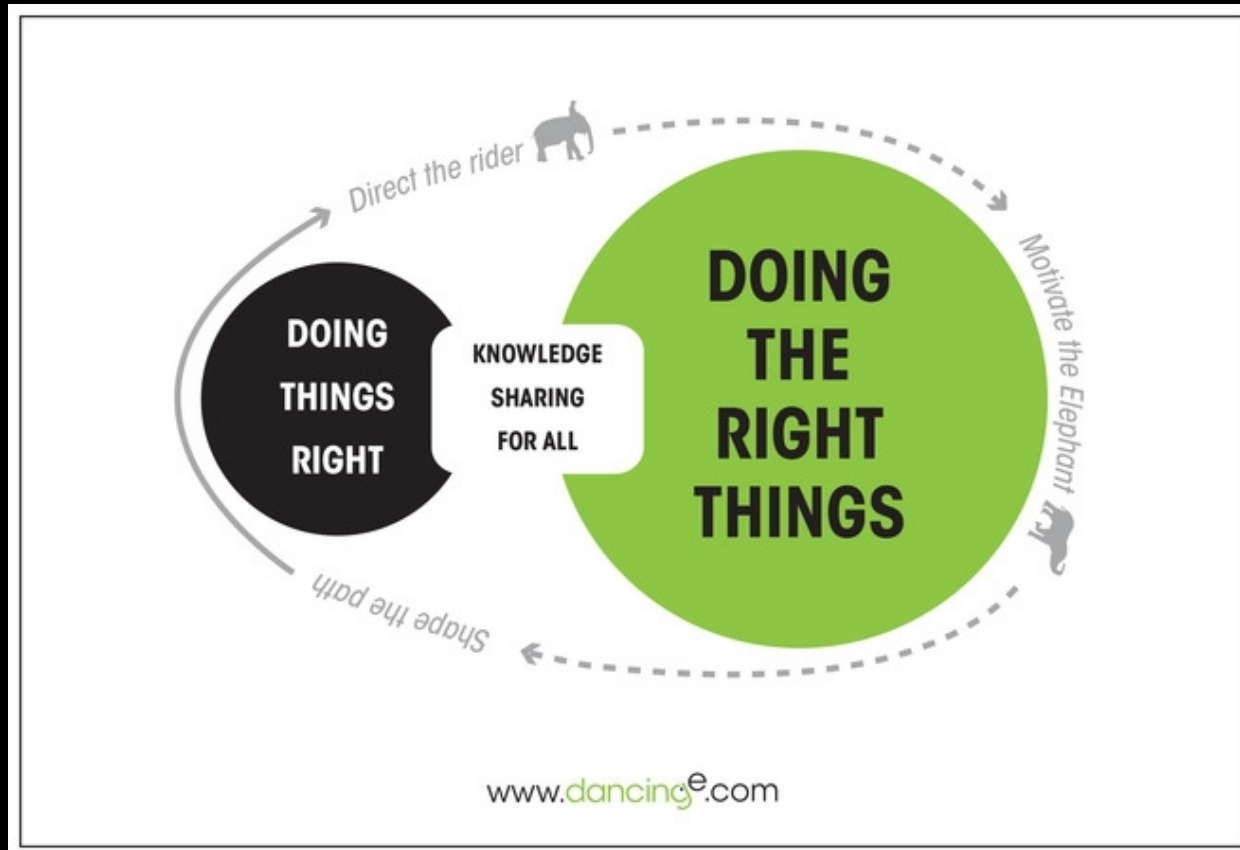


Knowledge Centered Support  
'Double Loop' Process

[www.thekcsacademy.net](http://www.thekcsacademy.net)

Great content but  
"too theoretical"

# Elephant, Rider and the Path



# Knowledge. Sharing. For All.



- Click to edit Master text styles

- Second level

- Third level

- Fourth level

- Fifth level

www.dancing<sup>e</sup>.com

## Looking for early beta customers

@phil\_verghis | #cc10

# Thank You



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