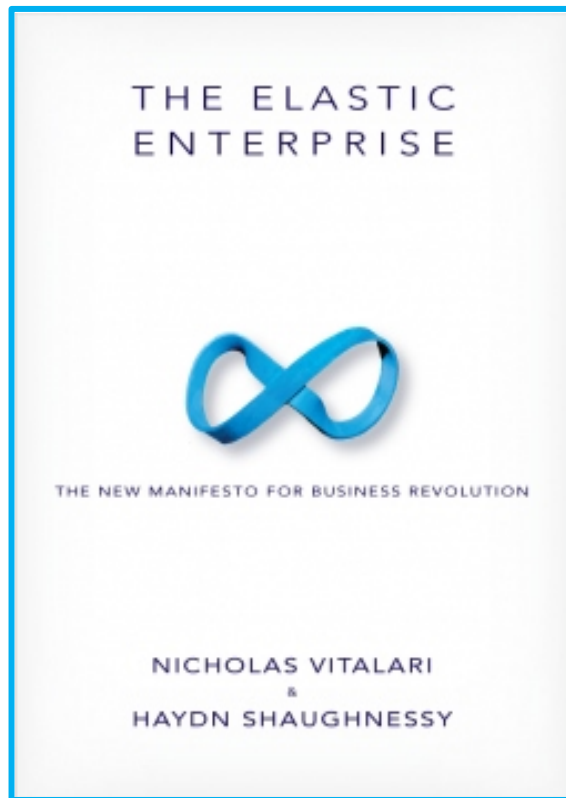


The Elastic Enterprise: This is a must read innovation book and the secret to success in the modern and fast changing business environment – EasyBoot, SynCardia, MicroMed, PetsHotel and ...

Rodger Ford, Partner Anthem Equity Group, Tucson, Arizona 2-29-2012



[The Elastic Enterprise: The New Manifesto for Business Revolution](#), the new book from Haydn Shaughnessy and Nicholas Vitalari, features companies that have grown and thrived, despite the bleak, unpredictable economic conditions of the last several years. Organizations like Apple and Amazon have developed growth strategies that appear to be ideally suited for an unpredictable future in an era of accelerating change.

"A new type of enterprise emerged in the first decade of the 21st century and its processes and techniques are repeatable and replicable by companies with ambition. We call this new type of company an elastic enterprise. Elastic enterprises have generated a new generation of competitive strategy and new operating processes that together form a remarkable response to changing economic conditions. Elastic enterprises are a new, more dynamic, and more inclusive approach to wealth creation.

"The most obvious character of elastic enterprises is that, first; they've proved themselves to be successful in the bad times. But secondly and significantly they are also operating on a new scale, typically with many thousands of business partners. "Elasticity is not really about innovation or agility... While their peers might be focused on innovation or agility, these companies are transformative. They are changing the way business is done."

The book is focused on 6 key concepts and those most interesting to me are:

1. The new scale economics: *"Traditional scale economics were built by growing a company's internal resources, through capital investment and hiring. Today scale takes place through ecosystems of freely collaborating third parties" - in other words, open innovation with an engaged developer and supplier community.*

2. Sapient leadership: *"Because growth takes place through business ecosystems, those free floating collaborations of independent businesses and creative people, leadership can no longer be commanding and demanding... (It is) the ability to appear, to an independent ecosystem, as a*

leader operating on behalf of the mutual interests of the group." So much has been written about open innovation and the strategies of implementing it. It's interesting to see someone finally covering how leadership is handled in complex relationships like these. This has been the way of EasyBoot, SynCardia and MicroMed.

3. The five dynamics of the elastic enterprise: These are business platforms (the foundation systems), business ecosystems, universal connectors, cloud computing and sapient leadership. The five dynamics produce the foundation and platform for scalability.

The authors are convinced that elastic enterprises signal a new era in business and corporate strategy, driven by accelerating technology, unstable economic conditions and rapid change on many fronts. *"Elastic enterprises are forging the operating principles that transition us to a new form of wealth creation. They operate in a profoundly different way from companies that are still using the industrial-service model of operating."*

Growth, which once relied on massive hiring, massive capital expenditures, and military-like hierarchical relationships, has been superseded by self-organizing, open ecosystems that are infinitely more flexible and can grow without corresponding increases in overhead and management.....scalability.

This book describes and decodes an inflection point in organizational strategy that you must understand if you expect to be able to compete effectively in the years ahead.

[*The Elastic Enterprise*](#) is available exclusively in a Kindle edition on Amazon.com, and for ipad users via the Kindle application (not surprising, considering that the authors are focused on an entirely new model of doing business).