

# Worksheet 2: New world

By Dan Sodergren

## The world has changed, but who said: “Change is the only constant”?

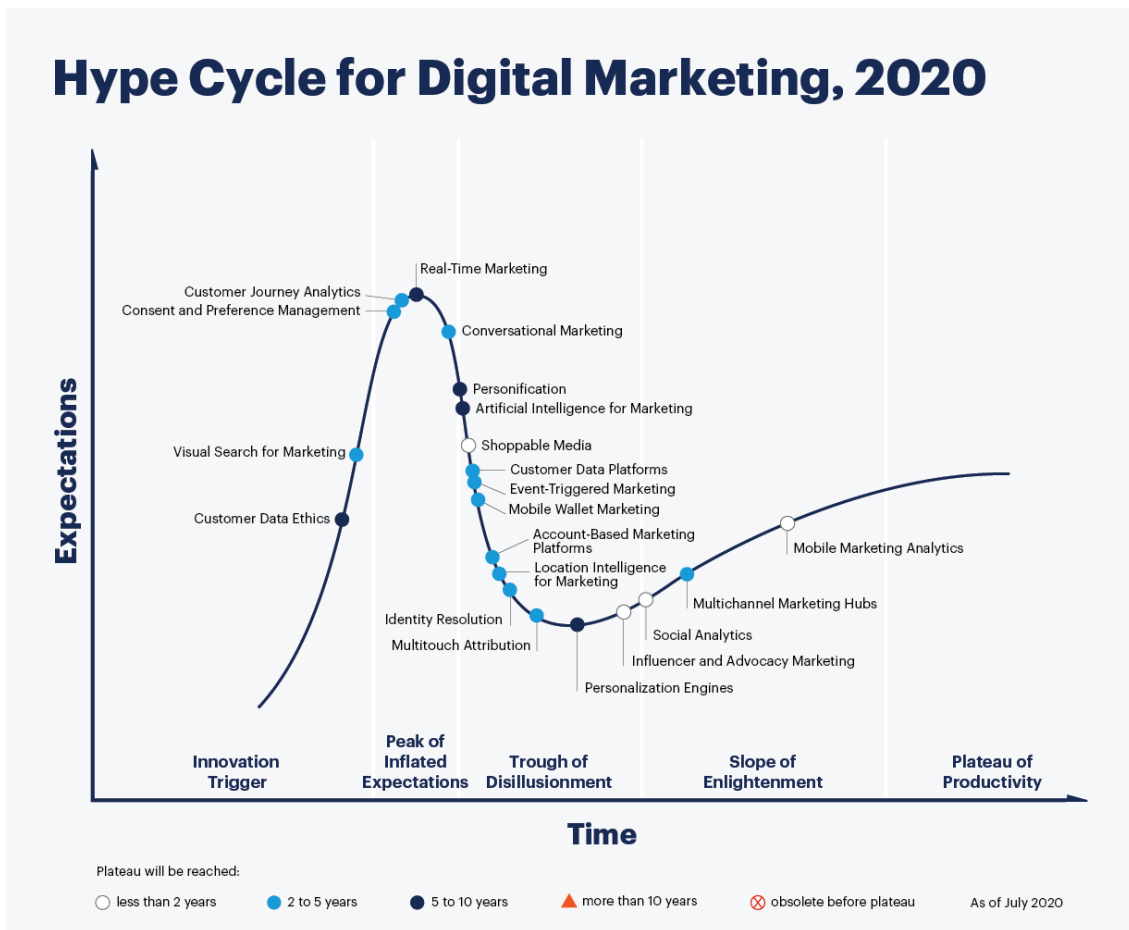
### Why is it important, especially now, to realise this?

### Google the ‘hype cycle’

The hype cycle is a graphical representation of the life cycle stages a technology goes through from conception to maturity and widespread adoption.

The hype cycle is a branded tool created by Gartner, an information technology (IT) research and consultancy company. I like to call it The Hype Curve, as in reality there is only one progression for each technology and so it’s not really a cycle.

Here is an example of it for a different industry – digital marketing – and remember this is in 2020.



In your world of agriculture, which technologies can you see coming up on the hype cycle/horizon?

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Remember to tell your team.

## The Fourth Industrial Revolution



The Fourth Industrial Revolution, 4IR, or Industry 4.0, conceptualises rapid change to technology, industries, and societal patterns and processes in the 21st century due to increasing interconnectivity and smart [automation](#).

The term has been used widely in scientific literature, and in 2015 was popularized by [Klaus Schwab](#), the [World Economic Forum](#) Founder and Executive chairman.

Schwab asserts that the changes seen are more than just improvements to efficiency but express a significant shift in [industrial capitalism](#).

A part of this phase of industrial change is the joining of technologies like [artificial intelligence](#), [gene editing](#), to [advanced robotics](#) that blur the lines between the physical, digital, and biological worlds.

Throughout this, fundamental shifts are taking place in how the global production and supply network operates through ongoing automation of traditional manufacturing and industrial practices, using modern smart technology, large-scale [machine-to-machine](#) communication (M2M), and the [internet of things](#) (IoT).

All which are very relevant to agriculture.

This integration results in increasing automation, improving communication and self-monitoring, and the use of smart machines that can analyse and diagnose issues without the need for human intervention.

It also represents a social, political, and economic shift from the [digital age](#) of the late 1990s and early 2000s to an era of embedded connectivity distinguished by the omni-use and commonness of technological use throughout society (e.g. a [metaverse](#)) that changes the ways humans experience and [know](#) the world around them.

It posits that we have created and are entering an [augmented social reality](#) compared to just the [natural senses](#) and industrial ability of humans alone.

### **For you (in your industry) which things stand out the most about this 4<sup>th</sup> Industrial Revolution?**

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### **Which get you the most excited and why?**

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### **Extra things to read and think about**

Three ways to be a good leader in the Fourth Industrial Revolution:

<https://www.weforum.org/agenda/2019/01/the-fourth-industrial-revolution-needs-new-forms-of-leadership/>

### **The seven pillars of change management**

A central idea of all change management theories is that no change ever happens in isolation. In one way or another, change impacts the whole organisation and all the people in it. But with good change management, you can encourage everyone to adapt to and embrace your new way of working.

There are lots of different ways of thinking about change management. In the videos we talk about the seven pillars of change management, which you can find out more about here.

But for now let's use 'The Equation For Change'. This is not to be confused with The Change Equation. Which is also excellent but more complex. As this is a representation or model of change created by Richard Beckhard and Reuben T. Harris that shows how to engage individuals at every stage of a process of change to accomplish overall organisational change. This is an actual equation.

What we are thinking about is more a visualisation of the five different parts that have to be in place for successful change to happen in an organisation. This model is credited to Knoster, Villa and Thousand (2000)

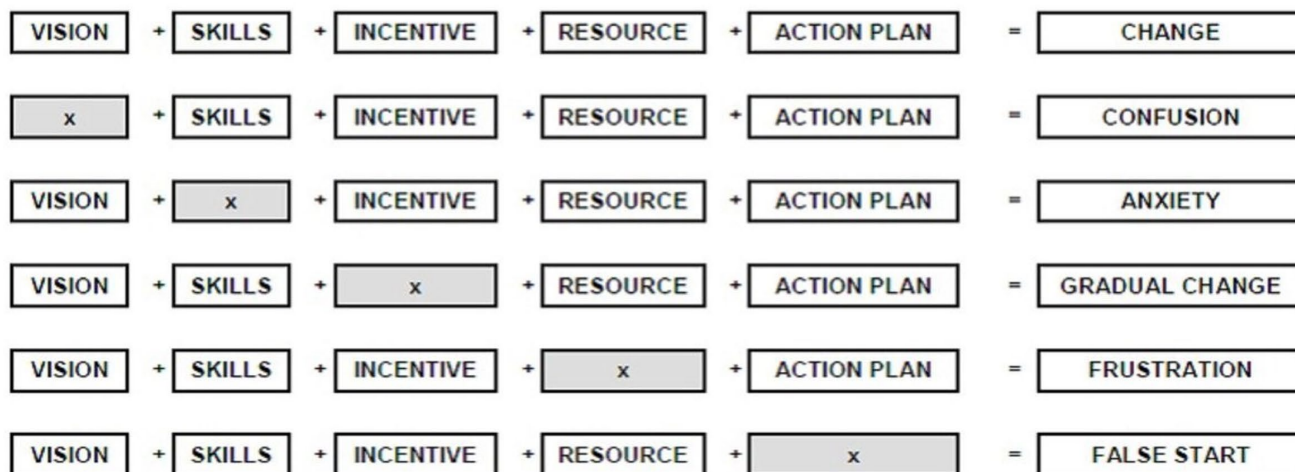
### VISION + SKILLS + INCENTIVES + RESOURCES + ACTION PLAN = CHANGE

Any good strategic planning process will address each of these, but implementing each one consistently over time is where things can get tricky. This framework shows what it can feel like in an organization when any one of these five elements is missing.

- Is the new **vision statement** compelling enough to inspire action from current and new partners and stakeholders?
- Skills: What skills need to be strengthened with staff to bring about change?
- Incentives: What incentives and measurements need to be in place to achieve each goal?
- Resources: What resources are missing and how can additional resources be raised or earned sustainably?
- Action plan: Does the strategic plan we're developing together give you a clear road map for the next 3–5 years? Will you be able to follow this action plan without getting distracted?

Taken from: <https://learning-templates.com/change-management-in-learning-development>

## The Equation for Change



Which ones do you have in place already when it comes to technology and change in your business?

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**Which ones do you need in place to support your team more?**

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**Further reading and thinking**

[Work Rules!](#) (Insights from Inside Google That Will Transform How You Live and Lead) by Laszlo Bock

<https://www.revolutionlearning.co.uk/article/the-change-equation/>

<https://learning-templates.com/change-management-in-learning-development>

<https://change.walkme.com/theories-of-change-management/>