

BOOM!

HOW TO
BLOW UP
THE
TRADITIONAL
BUSINESS
MODELS

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SPECIAL ISSUE

THE SHARING ECONOMY

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Communo CEO
& Demolition Expert
Ryan Gill

BOOM! IN THIS ISSUE

WORKPLACE NORMS ARE CHANGING. MAYBE YOU'VE NOTICED THE SHIFTING TIDE, MAYBE NOT...YET. A DECIDEDLY NEW ERA OF EMPLOYER/EMPLOYEE CULTURE IS ON THE HORIZON. BETTER PREPARE FOR THE TSUNAMI AHEAD.

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SELF-ASSESS AND CONTEMPLATE THE MEANING OF LIFE. THINGS JUST GOT REAL.

pro-fes-sion-al triber

prə'feSH(ə)n(ə)l/ trib'ər/



noun: professional triber; *plural noun:* professional tribers

1. A TERM COINED BY JOE TANKERSLEY TO DESCRIBE A FREELANCE PROFESSIONAL MANAGER WHO SPECIALIZES IN PUTTING TEAMS TOGETHER FOR SPECIFIC PROJECTS
2. A HIGHLY SKILLED MIDDLE-MANAGER-TURNED-TRIBER IN THE NEW WECONOMY WORLD

"I want to be a professional triber when I grow up"

"I'm the best professional triber no large corporation could ever buy"

Joe Tankersley, of Unique Visions Inc., is a futurist who understands that while more jobs are being automated, including the role of in-house project manager, companies will still demand people with the right soft skills to assemble the best teams, and whose personal networks of creative professionals are wide and curated.

A futurist? Yep, it's a real job. And the role of Professional Triber will soon be, too.

BOOM! sat down with Tankersley to discuss the role of the Professional Triber and to ask him when he thinks the machines will be coming for the rest of us. Spoiler alert: The machines are already here.

BOOM! (B): Hi Joe. Thanks for finding time to chat with us about the future.

Joe Tankersley (JT): Well, futurists can't turn down an opportunity to theorize on what might be.

B: I guess I had you cornered. Your Professional Triber idea is very intriguing. What

underlying economic forces have steered us toward the Triber moment?

JT: Widespread automation is here. I could bore you with the stats, but suffice to say, as machines get smarter, they will be able to better perform jobs once held by humans. Job security is becoming less of a real thing.

B: That doesn't sound depressing at all.

JT: It's not all doom and gloom. Ever since the industrial revolution, people have lamented the elimination of certain job categories, decreeing the future is over. But what we consistently see is that the eradication of some jobs opens the door for new industries to emerge.

B: Sounds like there may be hope for us yet.

JT: I believe the role of the Professional Triber is a new category we're going to see more of. Today, a project manager's job is to track the progress of what people are working on. But, as project management software improves, these jobs will be elim-

inated. Middle managers in particular will suffer a fatal blow. In 10-15 years, we may be able to completely automate that kind of work.

B: So...

JT: So, businesses will still require skilled humans to put the best teams together. Technology is just a tool. Our ability to use that tool to connect the right people is what will set the top performing teams apart from the pack. The best of today's middle managers will become the future's most successful Professional Tribers.

Our takeaway: Technology is a means, not an end in itself. It's not a replacement for human emotional intelligence and intuition. The secret to career longevity is in figuring out how to make technologies work with you, not against you, and you will always find a way to contribute to the workforce.

Read more of Tankersley's big futurist thinking at www.uniquevisions.net. ●