RE-INVENTING THE CORPORATION
Transforming Your Job and Your Company
For the New Information Society
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MAIN IDEA

There is currently a window of opportunity open to re-invent the way business and society is structured. This opportunity has been generated by two trends which have converged at this specific point in history:

1. New social values are emerging as people move away from an authoritarian model to an individualistic model.
2. Economic necessity generated by global economic imperatives as the economy changes from industrial to information based.

As a result, corporations must restructure the way they carry out business. In other words, the concept of the corporation as a business unit must be re-invented if the corporation is to remain the building block of the business infrastructure. Lying at the heart of this process is the key fact that while the industrial society transformed workers into consumers, the information society is in the process of transforming employees into capitalists. Re-invented corporations will find ways to work with that transition, while older corporations will inevitably face extinction.

At one time, corporations talked seriously about their responsibility to help the community in which they did business. Today, however, the re-invented corporations are becoming so interconnected with society that being responsible is essentially a part of the social and economic contract by which they exist. In this regard, good corporate citizenship is not a choice but an imperative -- and an imperative that it is in the best interests of the corporation itself to honor completely.
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