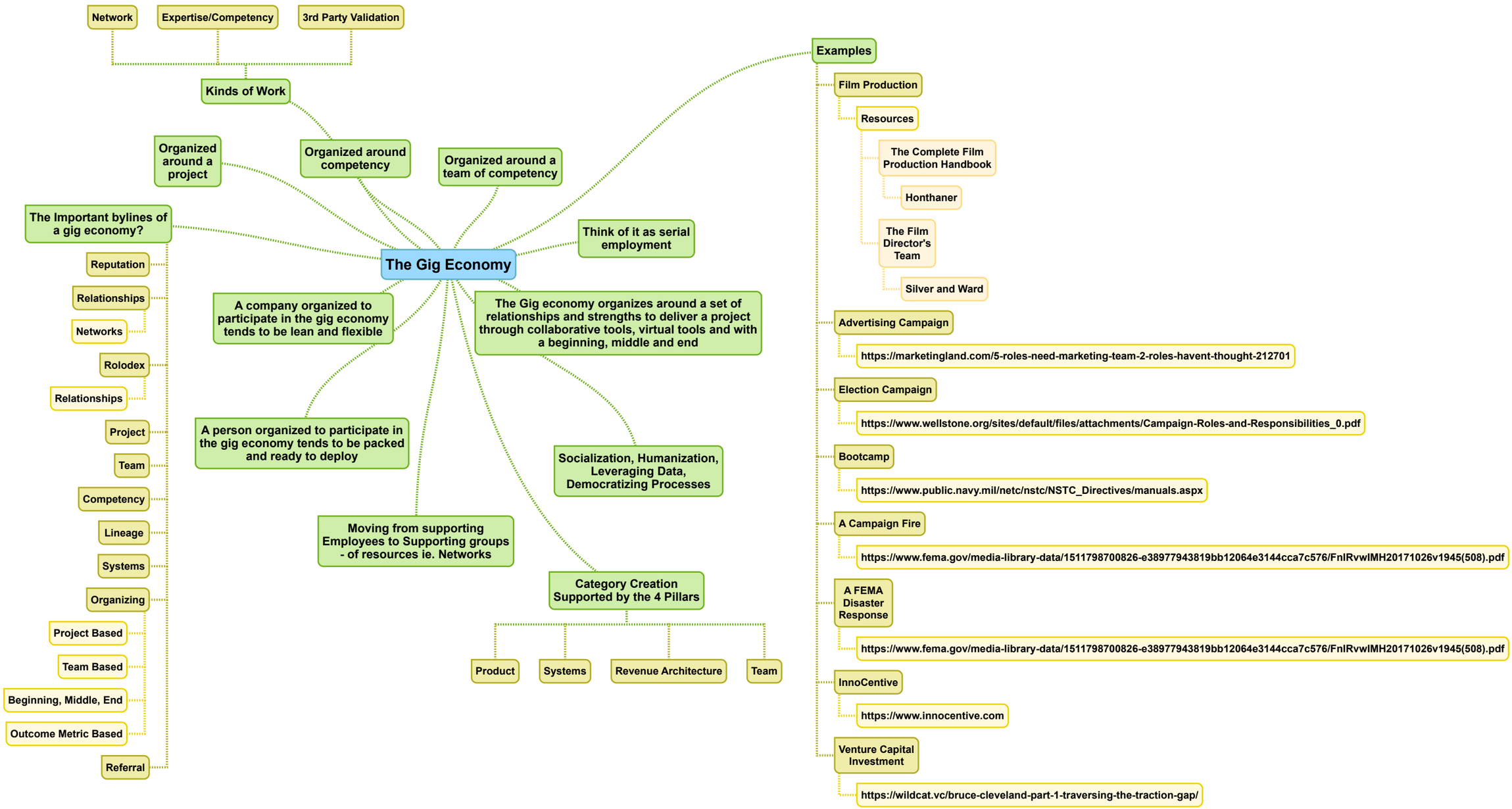
The Gig Economy
Kinds of Work
Network
Expertise/Competency
3rd Party Validation
Organized around a project
Organized around competency
Organized around a team of competency
Think of it as serial employment
The Important bylines of a gig economy?
Reputation
Relationships
Networks
Rolodex
Relationships
Project
Team
Competency
Lineage
Systems
Organizing
Project Based
Team Based
Beginning, Middle, End
Outcome Metric Based
Referral
A company organized to participate in the gig economy tends to be lean and flexible
The Gig economy organizes around a set of relationships and strengths to deliver a project through collaborative tools, virtual tools and with a beginning, middle and end
A person organized to participate in the gig economy tends to be packed and ready to deploy
Socialization, Humanization, Leveraging Data, Democratizing Processes
Moving from supporting Employees to Supporting groups - of resources ie. Networks
Category Creation Supported by the 4 Pillars
Product
Systems
Revenue Architecture
Team
Examples
Film Production
Resources
The Complete Film Production Handbook
Honthaner
The Film Director's Team
Silver and Ward
Advertising Campaign
https://marketingland.com/5-roles-need-marketing-team-2-roles-havent-thought-212701
Election Campaign
https://www.wellstone.org/sites/default/files/attachments/Campaign-Roles-and-Responsibilities_0.pdf
Bootcamp
https://www.public.navy.mil/netc/nstc/NSTC_Directives/manuals.aspx
A Campaign Fire
https://www.fema.gov/media-library-data/1511798700826-e38977943819bb12064e3144cca7c576/FnlRvwlMH20171026v1945(508).pdf
A FEMA Disaster Response
https://www.fema.gov/media-library-data/1511798700826-e38977943819bb12064e3144cca7c576/FnlRvwlMH20171026v1945(508).pdf
InnoCentive
https://www.innocentive.com
Venture Capital Investment
https://wildcat.vc/bruce-cleveland-part-1-traversing-the-traction-gap/