



Peoplework: How to run a people-first business in a digital-first world

Austin Allison, Chris Smith

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Peoplework is a better way to run a business, by putting people first, in a digital-first world. Peoplework is the new revolution, a post-industrial and post-digital revolution that we call the people revolution. Access to the distribution of products and services has been comoditized. Technology is ubiquitous. The people revolution, combined with the impact of the recent digital revolution, provides more people than ever before access to other people. This new people grid, much like the electricity grid before it, brings a tremendous opportunity. The ten Peoplework principles, as defined in this book, are the blueprint for this unprecedented opportunity in time. Much of this is thanks to recent innovation and a highly digital, constantly connected world around us. Apple products, Google searches, Facebook friends, Twitter hashtags and the many other ways we connect have glued us all together. A new online society exists. During the people revolution, there will be more collaboration between even more people using these established digital connections. However, it will be much less mechanical and linear, and much more real and natural. Peoplework consists of ten business principles that are timeless, and that clearly define how any business can now work better together with people than ever before. Companies who run their organizations using the Peoplework principles will now have a competitive advantage comparable to the companies who were at the forefront of the industrial and digital revolutions. Digital tools and technologies will be the catalysts and enablers of prosperity for Peoplework businesses. The goal is to laser focus on people, your customers and your employees. The ability to retain a customer, and their lifetime value to your business, has never been higher than it is during the people revolution. The sooner you become a Peoplework business, the more you will gain. Welcome to Peoplework!

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