

StevenTeleki The Drucker Leadership Panel @ IEMC 2007  
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# IEMC '07: Drucker Panel

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## Assumptions, Assumptions, Assumptions...

“A discipline’s basic assumptions about reality determine what it focuses on. [...] For a social discipline [...] the assumptions are a great deal more important than are the paradigms for a natural science. [...]

“A social discipline [...] deals with the behavior of people [...]. Practitioners will therefore tend to act and behave as the discipline’s assumptions tell them to.”

Drucker, Peter F. *Management Challenges for the 21<sup>st</sup> Century*. HarperBusiness. NY, NY. 1999.

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## I. Writing

Writing Invented around:

- » 3300 BC Egypt, Mesopotamia, China
- » 800 BC Greek Alphabet



**Tomb of Queen Amonherkhepeset**  
 In ancient Egypt, scribes used hieroglyphs to record state documents and important historical events. Hieroglyphs with religious purposes also were painted on tomb walls and wooden coffins, such as these hieroglyphs from the tomb of Queen Amonherkhepeset, located in the Valley of the Queens.

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## II. Books

Writing Invented around:

- » 3300 BC Egypt, Mesopotamia, China
- » 800 BC Greek Alphabet

Books Invented

- » 1300 BC China
- » 500 BC Greece



**Section of the Egyptian Book of the Dead**  
 The Egyptian Book of the Dead was a text containing prayers, spells, and hymns, the knowledge of which was to be used by the dead to guide and protect the soul on the hazardous journey through the afterlife. Beginning in the 18th Dynasty, the Book of the Dead was inscribed on papyrus. This section of one such book, from the early 19th Dynasty, shows the final judgment of the deceased (in this case Hu-Nefer, the royal scribe) before Osiris, god of the dead. Hieroglyphs as well as illustrations portray the ritual of weighing the deceased's heart to determine whether he can be awarded eternal life.

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### III. Movable Type & Printing Press

Writing Invented around:

- » 3300 BC Egypt, Mesopotamia, China
- » 800 BC Greek Alphabet

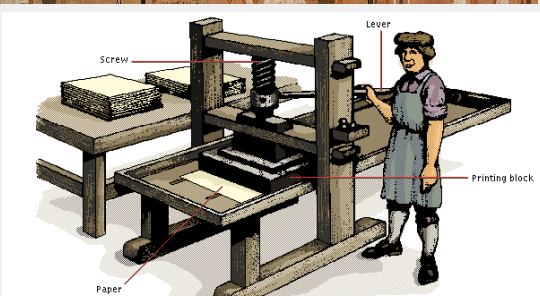
Books Invented

- » 1300 BC China
- » 500 BC Greece

Printing Press

- » 1450 to 1455

**Early Printing Press**  
 Invented by Johannes Gutenberg around 1450, the printing press made the mass publication and circulation of literature possible. Derived from the presses farmers used to make olive oil, the first printing press used a heavy screw to force a printing block against the paper below. An operator worked a lever to increase and decrease the pressure of the block against the paper.



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### IV. Computers and The Internet

Writing Invented around:

- » 3300 BC Egypt, Mesopotamia, China
- » 800 BC Greek Alphabet

Books Invented

- » 1300 BC China
- » 500 BC Greece

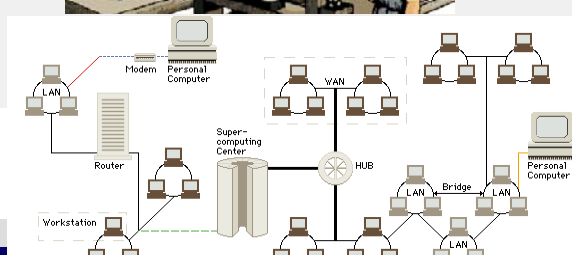
Printing Press

- » 1450 to 1455

Computers and the Internet

- » 2<sup>nd</sup> half of 20<sup>th</sup> Century

**Internet Topology**  
 Connecting individual computers to each other creates networks. The Internet is a series of interconnected networks. Personal computers and workstations are connected to a Local Area Network (LAN) by either a dial-up connection through a modem and standard phone line or by being directly wired into the LAN. Other modes of data transmission that allow for connection to a network include T-1 connections and dedicated lines. Routers link multiple networks to each other. Routers transmit data through networks and determine the best path of transmission.



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### Four Information Technology Revolutions

Writing Invented around:

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- » 800 BC Greek Alphabet

Books Invented

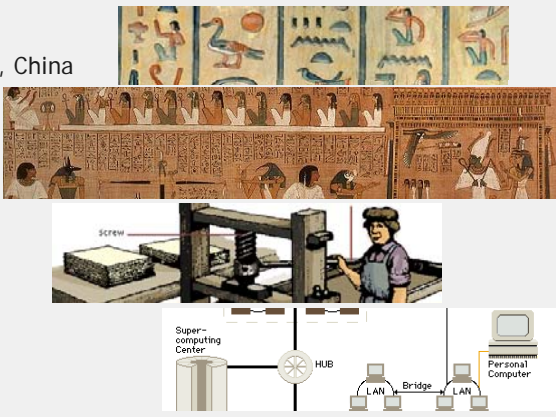
- » 1300 BC China
- » 500 BC Greece

Printing Press

- » 1450 to 1455

Computers and the Internet

- » 2<sup>nd</sup> half of 20<sup>th</sup> Century



**The IT industry is at an inflection point!**

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### The 21<sup>st</sup> Century “Capital Assets”

“The most valuable asset of a 21<sup>st</sup>-century institution, whether business or non-business, will be its *knowledge workers* and their *productivity*.”

Peter F. Drucker

Drucker, Peter F. *Management Challenges for the 21<sup>st</sup> Century*. HarperBusiness. NY, NY. 1999.

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## Cost vs. Assets

“Economic theory and most business practice sees manual workers as a *cost*. To be productive, knowledge workers must be considered a *capital asset*.”

“*Costs* need to be controlled and reduced. *Assets* need to be made to grow.”

Drucker, Peter F. *Management Challenges for the 21<sup>st</sup> Century*. HarperBusiness. NY, NY. 1999.

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## LOW PRODUCTIVITY KILLS!

“*However low its wages, a business [...] is unlikely to survive, let alone prosper, unless it measures up to the standards set by the leaders in its field, anyplace in the world.*”

Peter F. Drucker

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**Your Letters Are Welcome!**

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