THE POWER OF PULL

How Small Moves, Smartly Made, Can Set Big Things in Motion

JOHN HAGEL III, JOHN SEELY BROWN and LANG DAVISON

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MAIN IDEA

As we come to the end of the first decade of the twenty-first-century, it is becoming increasingly apparent a profound change is underway in commerce and in society at large. In previous generations, elite planners at the top of organizations created goods and services which were then offered to mass markets – a "push" style of operation where economies of scale reined supreme. Today's consumers are now starting to cluster more and more around "pull" style platforms – technologies which allow products and services to be designed, produced and consumed on demand rather than according to a predetermined schedule.

Push   vs   Pull
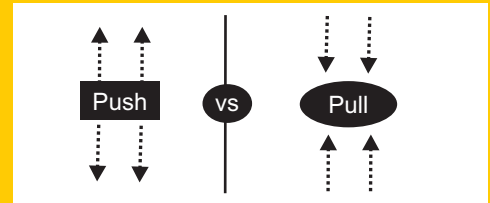
At a superficial level, pull means you are in complete control. You can access a search engine like Google as and when it suits your needs. You can look at movies and news items at a time of your choosing rather than according to a schedule set months in advance. But when you delve deeper, the transition from push to pull also has the potential to transform markets, industries and society as a whole. Companies and individuals which successfully learn how to harness pull will be able to access enormous resources to generate sizable improvements in performance. That should make everyone sit up and take notice.

"If you want to succeed personally, if you want your company to succeed, if you have grand ambitions about what the world ought to look like, we think we've identified the keys to success that you will need in a world that's changing almost too fast to keep track of. By understanding those fundamental changes, and grasping how pull works, we think you can be happier working at something you love, build institutions that can act as platforms to catapult change (and create real value while doing it), and maybe even transform the world in necessary and far-reaching ways. We won't lie to you: It won't be easy. But the choice has become that we adopt these techniques and thrive, or we choose to ignore them and face a great risk of failure as passion, talent, and material resources head elsewhere." – John Hagel III, John Seely Brown and Lang Davison

Push was all about forecasting demand and then finding the best and most efficient way to meet that demand using scripted and standardized systems and processes. Pull is a different approach where you allow things to come together in a more unstructured but ultimately way. Pull works at three levels:
1. Access – With Pull, you find the resources and the people you need as and when you need them.
2. Attract – Pull has the ability to attract people who are just as passionate as you are about something.
3. Achieve – Pull allows you to learn faster and therefore to perform better than would otherwise happen.

To create more value professionally and personally, spend less time stressing over the way the world should work in your opinion and more time putting the three levels of pull into practice.

3 Levels of Pull
1 Access
2 Attract
3 Achieve
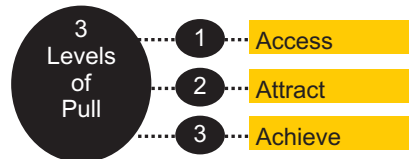
To get Pull happening in your life more consistently and productively, all you need do is figure out what your passion is, find like-minded individuals and get moving. Or put another way, you have to systematically create and put into place three elements:
1. The right trajectory – you need to come up with the best direction to head.
2. Sufficient leverage – you need the capacity to mobilize the passions and efforts of other people.
3. The optimum pace – the speed at which you should progress to make everything come together.

Pull is all about small moves having a disproportionately large impact on your life, your career, the company you work for and society as a whole.

Trajectory   Leverage   Pace

Prosperity

Survival

Access   Attract   Achieve

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