



THE UNIVERSITY OF STRATHCLYDE
BUSINESS SCHOOL



Doctus
CONSULTING

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Knowledge Restaurants at the End of the Paradigm

There is a theory which states that if ever anyone discovers exactly what the Universe is for and why it is here, it will instantly disappear and be replaced by something more bizarrely inexplicable.

There is another theory which states that this has already happened.

Encyclopaedia Galactica

the end of the paradigm

- the reign of the paradigm
 - ↪ determines the acceptable answers, tools, questions
 - ↪ puzzle-solving (results)
 - ↪ builds in the acceptable facts
 - ↪ nothing significant happens
- the paradigmatic revolution
 - ↪ promises better results
 - ↪ dissatisfaction with the old one
 - ↪ different (incomparable) - not superior
- 100 years of knowledge work(er)
 - ↪ a single ideal structure
 - ↪ an optimal way of managing





viva la f-paradigm

- the scope of the f-paradigm
 - ↪ we ran out of monodisciplinary problems
 - ↪ multi- inter-, and trans-
 - ↪ around a problem domain
- the dynamics of the f-paradigm
 - ↪ web instead of building
 - ↪ symbols & metaphors
 - ↪ temporary interpretation
- new knowledge in the f-paradigm
 - ↪ impossible to verify
 - ↪ impossible to falsify
 - ↪ masters' debate = interpersonal verification
- new meta-paradigm?



self-service from the buffet

- you can grab what you see
- gastronomy
 - ↪ input: news (facts)
 - ↪ process: construction
 - ↪ output: design (facts)
- participants
 - ↪ buyer: operations
 - ↪ seller: construction
 - ↪ agent: f-instructor
- improvement of the primary business processes
 - ↪ implementing the interpreted novum
- news/knowledge portal



along comes the waiter

- à la cart and the speciality of the day
- gastronomy
 - ⇒ input: design + novum
 - ⇒ process : development
 - ⇒ output: innovation (facts)
- participants
 - ⇒ buyer : construction
 - ⇒ seller : development
 - ⇒ agent: f-broker
- new processes and/or products
 - ⇒ new values by interpreting the novum
- development space



- you eat what you get
 - ↪ but it is delicious
- gastronomy
 - ↪ input: problem (outset)
 - ↪ process : research
 - ↪ output: novum (intuition)
- participants
 - ↪ buyer : development
 - ↪ seller : creative laboratory
 - ↪ agent: f-guru
- a novum that may make the difference
 - ↪ only a potentiality
- research space



in the coffee-room

- you make your own coffee
- gastronomy
 - ↪ input: gossip
 - ↪ process: grasping the essence
 - ↪ output: problem (outset)
- participants
 - ↪ buyer : creative laboratory
 - ↪ seller : leader/manager
 - ↪ agent: **f-coach**
- the future is being invented
 - ↪ this is where the strategy is born
- may be a pub too but they need to smell each other

