

Facing the Now

Lila Tretikov, ED

What is this about?

- The perils of success
- The brave new world
- The urgent now

The Success



I want to talk to you about something quite **rare**



Something that happens **only** to the very best of us



Something that is **precious**, and scary, and uncomfortable

misquotation: *memorable words need famous authors.* ~ Ningauble (talk) 14:54, 22 October 2013 (UTC)

"If I'd asked people what they wanted, they would have asked for a better horse" [edit]

Does anyone know if this quote is apocryphal , or did Ford really say it? 141.197.8.183 16:37, 23 March 2009 (UTC)

Ford did say that, but it's "... said faster horses" instead of "... asked for a better horse"

—This unsigned comment is by 218.4.94.66 (talk • contribs) .

I, too, would like to see a source for this. It seems that this quote has become VERY common in the past two years, but was at all before that. Can someone look through their quote books to find this pre-2000s, perhaps even pre-1990?

—This unsigned comment is by 145.247.15.207 (talk • contribs) .

Tom Wood contacted the Henry Ford Museum which has an archive of his letters and writings. They politely declined to help this rather telling statement: "In the past research on this topic has not yielded satisfactory results either for the researcher or research staff. Mr. Ford wrote numerous articles for a variety of periodicals and newspapers and the quotes attributed to him varied and often unsubstantiated."

Source [↗](#) Another source [↗](#)

There is no evidence that Ford ever said this. It only began being attributed to Ford in the early 2000s. Earlier versions of the quote have nothing to do with Ford. Source [↗](#)

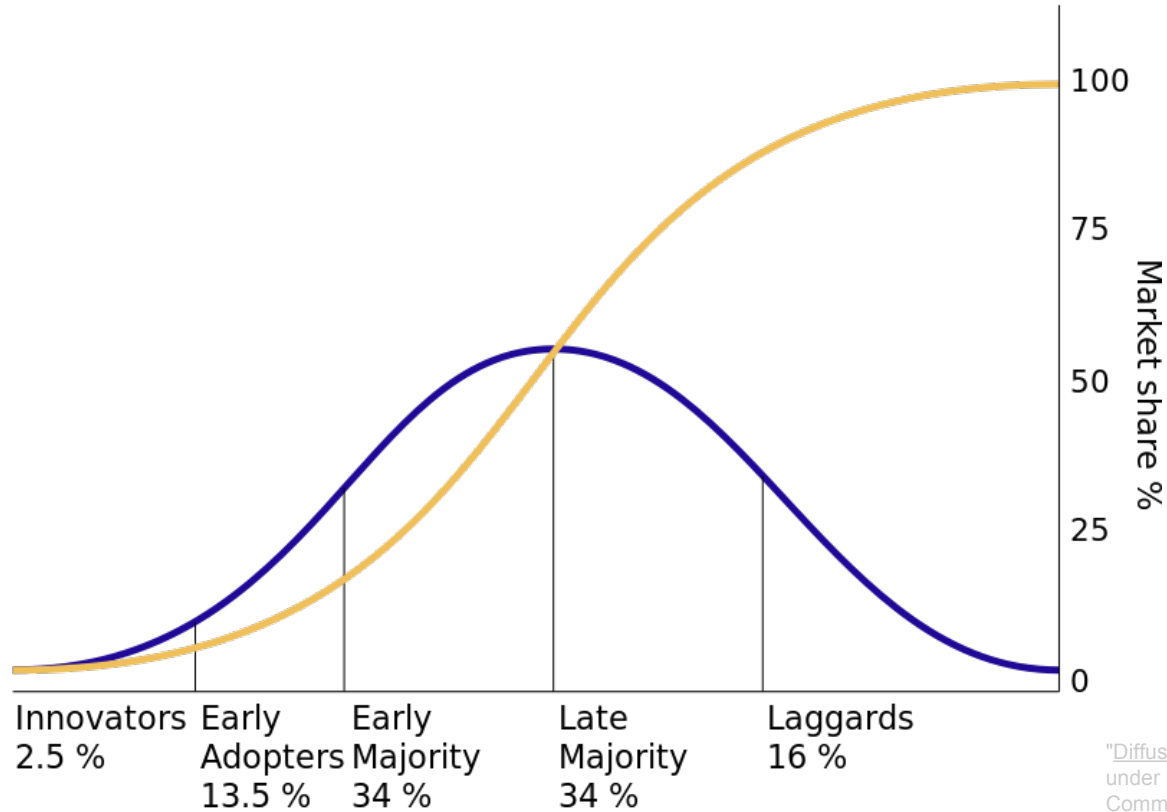
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It is called the "Innovator's Dilemma"



"Heart Broken Syrup Waffle Love", by
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Oh, no!!!



"Diffusion of ideas" by Hvassing. Licensed under Public domain via [Wikimedia Commons](#). Based on Rogers, E. (1962): Diffusion of innovations. Free Press, London, NY, USA.

Diffusion of Innovation is an S-curve

Doing **nothing**...

...is the biggest **risk**

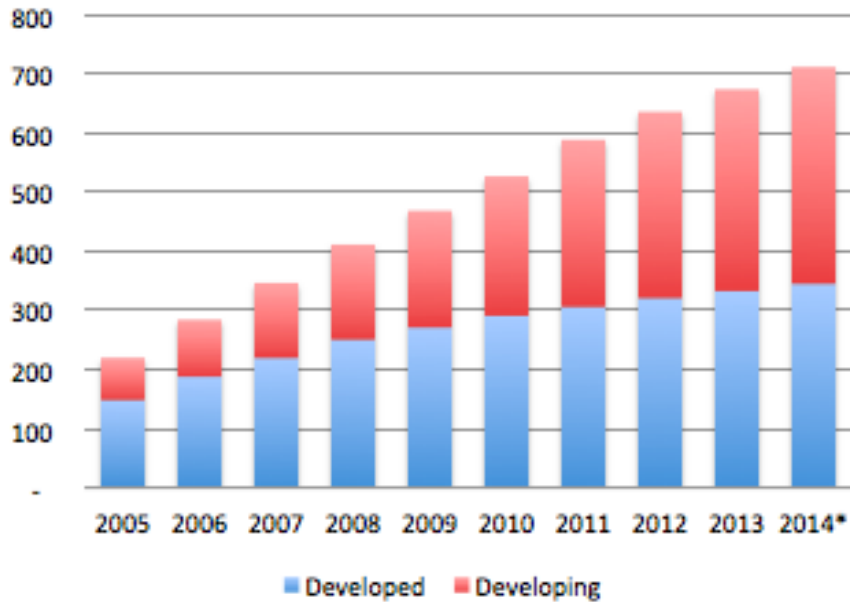


Technologies are not static

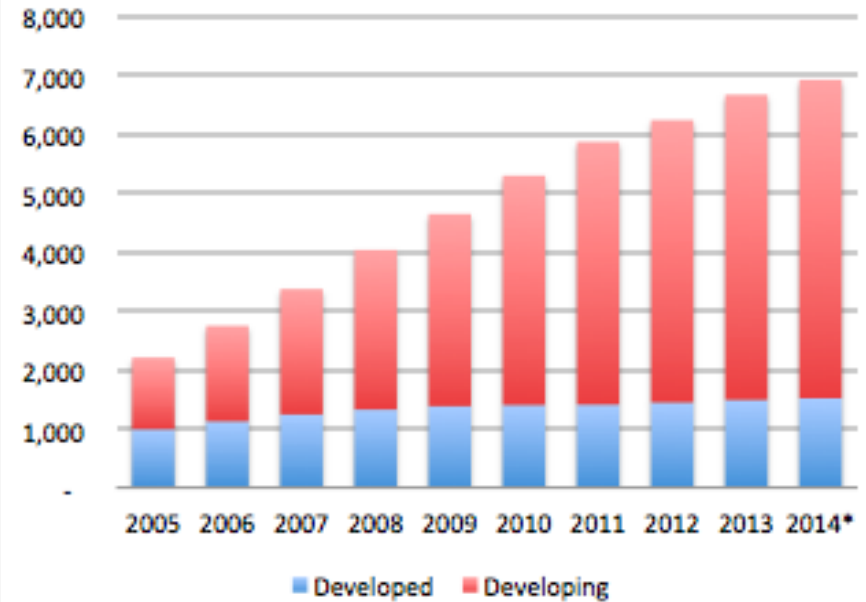


Keep Imagining....

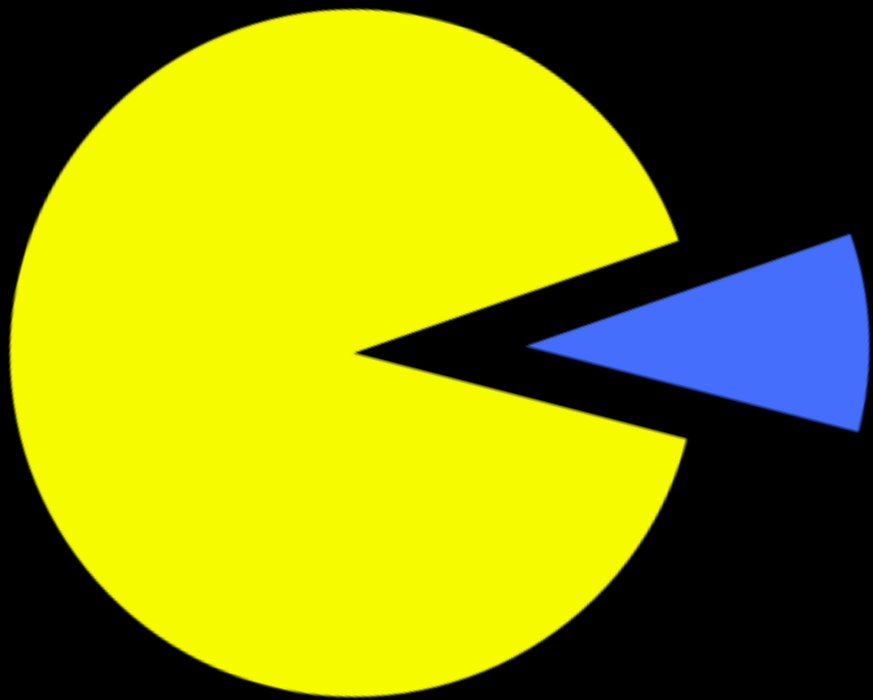
Wired Subscriptions



Mobile Subscriptions



The Web(sites) are disappearing...





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Our users are changing....



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Everywhere. Aware. 100 times a day. Integrated. Micro-form.



"Montage d'une Gopro HD sur un masque de chasse sous-marine" by Calcineur. Licensed under CC BY-SA 3.0 via Wikimedia Commons.

Imagine. New access. New mode. New contributions.

JULES VERNE

—

VINGT MILLE LIEUES

SOUS

LES MERS

ILLUSTRÉ DE
111 DESSINS PAR DE NEUVILLE



BIBLIOTHÈQUE
D'ÉDUCATION ET DE RÉCRÉATION
J. HETZEL ET C^o, 18, RUE JACOB
PARIS

Because your imagination **is** real...

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Imagine the world...

...in which **everyone** can **contribute**

This world is **not** today

The now

Wikipedia → Integrated Knowledge

Website → Mobile

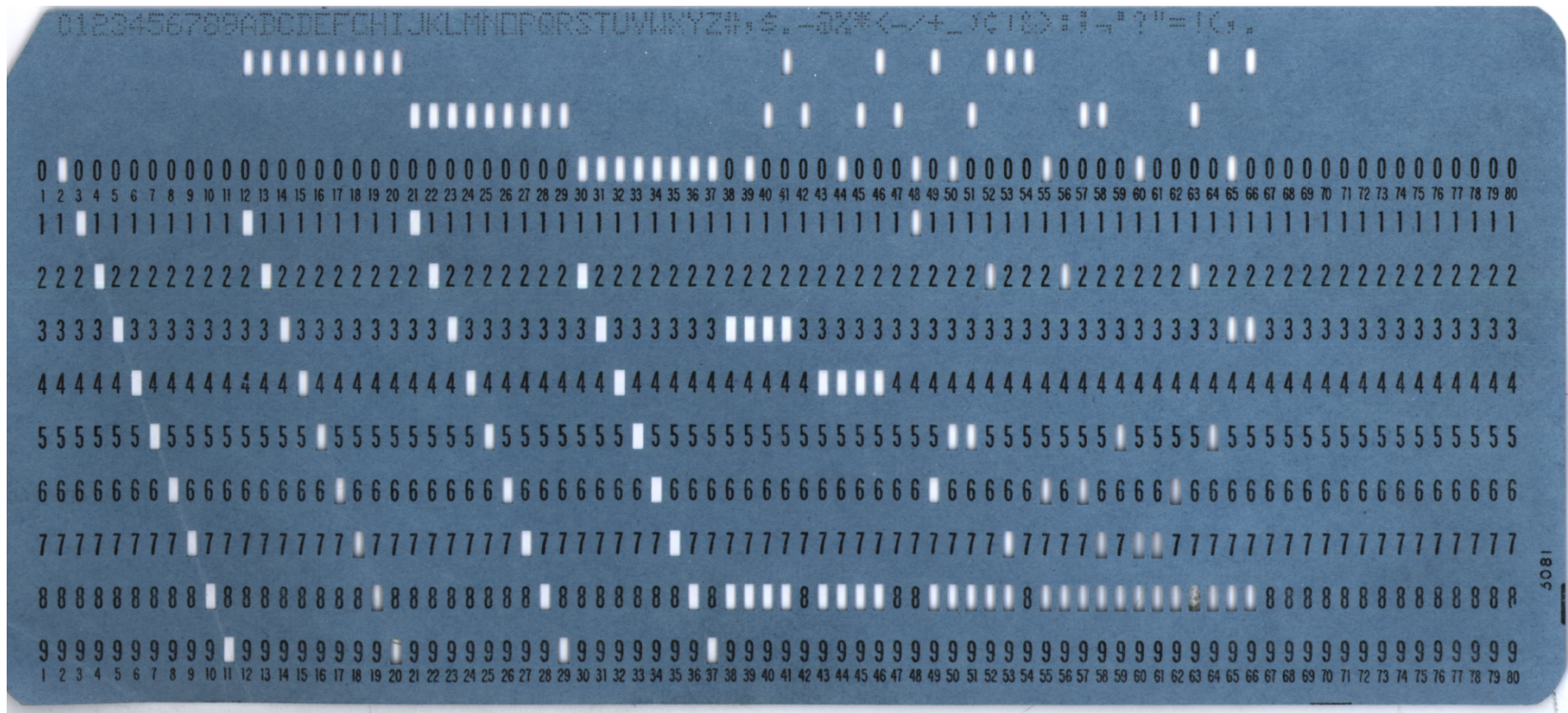
Community → Any user

Work → Fun



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The job of the Foundation...



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Sites



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Funds



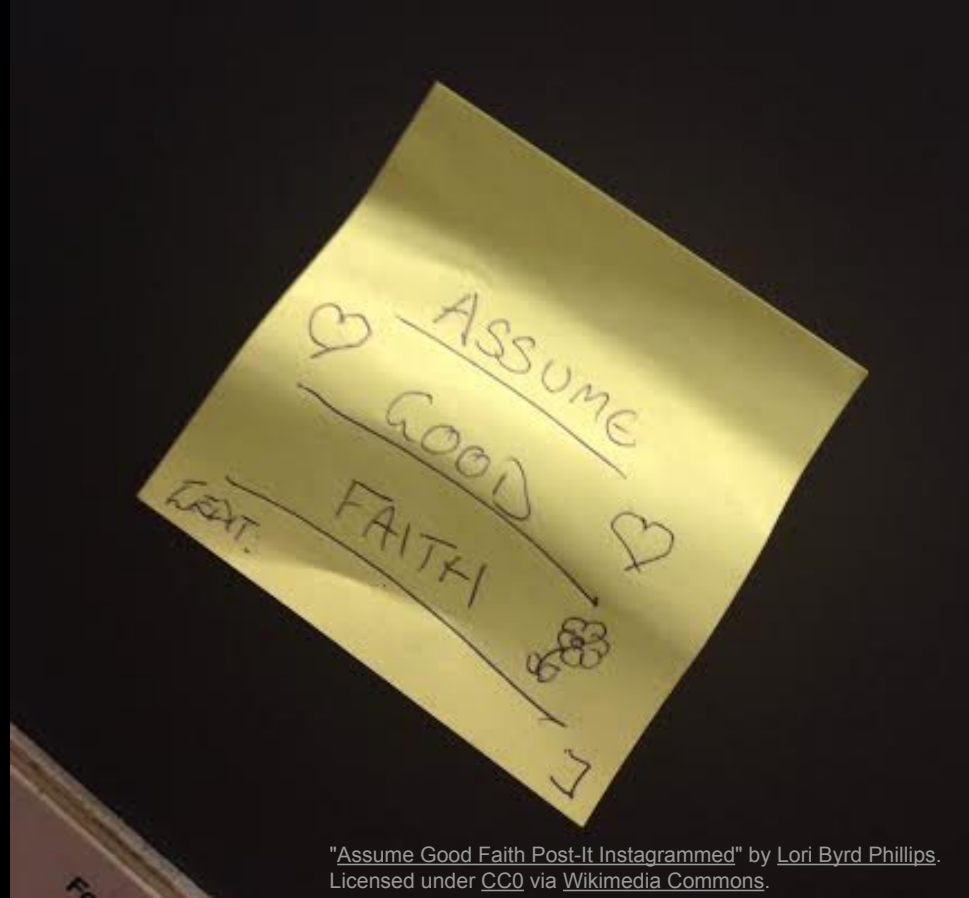
Programs

"Caryatid-Erechtheum-British Museum-3" by Yair Haklai. Licensed under [CC BY-SA 3.0](#) via [Wikimedia Commons](#).

Focus. **Simplify**. Scale Up!



We are **different**. We are **together**.



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But..... this will not work without **social** change!

It's a test

You're welcome

Thank you!

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