CONTENTS

Figures vii

About the author ix

Acknowledgements xi

Foreword xiii

Introduction 1

1 The 3rd Industrial Age is over: So far so good 9

Innovation and industrial revolution, the inevitable acceleration 10 The human brain and exponential law 12
The happy globalization paradigm 13
Toyotism, a providential model 14
Limitations of the model 15

2 The 4th Age of Industry: real disruption or false revolution? 19

Four new challenges for industry 20
Doubters' wrong right reasons 22
The 4th Age of Industry orphaned by a lack of organizational disruption 23
Teslism as a potential organizational model for the 4th Age of Industry 25

3 The seven principles of Teslism 39

Principle 1: Hyper-manufacturing 39
Principle 2: Cross-integration 55
Principle 3: Software hybridization 68
Principle 4: Tentacular traction 81
Principle 5: Story-making 98
Principle 6: Start-up leadership 109
Principle 7: Human and machine learning 124
Endnote 139

4 Onwards and upwards for the 4th age of industry 141

The 4th Industrial Revolution is already here 141
Teslism and its three concentric circles: a systemic model 142
The three circles model is not specific to Tesla 145

5 How can you implement the Tesla way in your organization 151

Diagnose hyper-manufacturing with a 4.0 VSM 151
Diagnose cross-integration with an augmented version of the Porter
Forces 158

Diagnose software hybridization with a smart matrix 162
Diagnose tentacular traction with business segmentation 163
Design a customized story-making strategy 166
Diagnose start-up leadership systems and behaviours 169
Diagnose people and machine learning with skill-centric assessment 171

Implement a new way to drive your business like a start-up 175
Implement an augmented version of your industrial organization 179
Implement a new way of working and learning 181

Conclusion 185

Appendix 191
Further reading 195
Index 197