

# meta

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## Meta

together . through . further

The Magazine of APCO, the Italian Association of Management Consultant, starts from this number his partnership with Harvard Business Review Italy.

It is published together with Harvard Business Review Italy.

## It is time to share



The world is quickly racing through binary technological very evolved.

In comparison to the past available technology is enjoyed with greater intensity by final consumers, city privacies; less from economic and professional organizations.

The citizens start to modify there own model of relationship with others in the light of the web today and offers social context in which is inserted. It adapts us, they start to use new tools that become more and more familiar and diffused; the people that we frequent habitually use them...

This is not fashion: it is done because it is useful, it simplifies life.

If everything seems so discounted to the level of single individuals, things are made more complicated in organizations, in enterprises, in corporate public bodies and in the world of the professions. The organizational models already adopted and the system of present competences are frequently a resistance toward the new.

"Destination" it faces not today the theme of the new generation of available technological tools on the web to stimulate and recovers the efficiency and effectiveness. The mail in play is well other: the impact of these new technologies on the way of advisor.

We think about new organizational models, to the territorial circle of reference in which to operate, on demand competences requested, to its own formative requirement, in the system of priorities which to address proper investments, to the profiles of proper partners and proper collaborators, to the question of consultants services that is required and of new services to offer, of pricing, to the value produced to the client,... to the relationship between professional and private life.

Hardly in the past you would find these seen changes so vast taken. There is not perhaps suitable awareness of the phenomenon's that we are living, of our abilities of government, of the abilities to individualize and to promote new perspectives to the clients to allow them to get new competitive advantages.

We are aware of this less, there is innovation "consultation 2.0". there is in the overcoming of the competitive approach toward the collaboration. The creation of the knowledge passes through the sharing of the same one, they are the new technological tools that impose: if the web 2.0 found upon "communication, conversation, connection and community", to be, it has to be shared. To add implied vales so the tension towards a system of relationships, towards the network together with the connected abilities to report and to share information so that people are aware.

There is not an alternative.

Francesco D'Aprile,  President, APCO - mail: [fdaprile@pedconsulting.it](mailto:fdaprile@pedconsulting.it)