

City Transformation as a Platform

Eric Swanson

eric@tangogroup.com

@ericswanson

@tbccities

When we think about the kingdom
more than we think about our
church the city becomes our
playground

Web 1.0...before 1999

Static

Read only

A place to display information and complete simple transactions



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categories

- [Automotive](#) NEW!
- [Antiques](#) (64089)
- [Books, Movies, Music](#) (398523)
- [Coins & Stamps](#) (103143)
- [Collectibles](#) (886865)
- [Computers](#) (94440)
- [Dolls, Figures](#) (53806)
- [Jewelry, Gemstones](#) (118514)
- [Photo & Electronics](#) (50060)
- [Pottery & Glass](#) (169222)
- [Sports Memorabilia](#) (320211)
- [Toys, Bean Bag Plush](#) (276230)
- [Miscellaneous](#) (284129)
- [all categories...](#)

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stats

2,820,278 items for sale in
2,076 categories now!

Over **1.5 billion** page views
per month!

your personal trading community™

[tips](#)


featurEd

- [Baseball Superstar Blowout! 1954-99 100 cards](#)
- [Interact Talking Looney Tunes Great Gift C/C](#)
- [Y2k Bear Retired Stash By Senna Products Inc.](#)
- [NEW 50 State Quarter Holder Oak Frame~DUTCH](#)
- [32hrs of Long Distance? 1cpm? 1921min? YEAH!!](#)
- [Beautiful Cherry 31 Day Wall Clock Brand New!](#)

more! [see all featured...](#)



welcome

- [What is eBay?](#)
- [How do I bid?](#)
- [How do I sell?](#)
- [Register, it's free!](#)

fun sTuff

[cool happenings...](#)

Welcome back Rosie!
Bid on items to benefit the [For All Kids Foundation](#).

Hot off the press - [eBay Magazine!](#)
Get your subscription now!

Hot. Unique. Classic. Antique.
Don't miss these [cars from Kruse](#).

Web 2.0

“Read and Write Web”

Gave people the ability to create content, share content and interact with each other

Eric Swanson

"Blogger" n. Someone with nothing to say writing for someone with nothing to do. This is the blog of Eric Swanson containing the developing thoughts and reflections on the externally focused church, the kingdom of God and what I see God doing in the world, in my life and the life of my family and friends. I also occasionally throw in a little commentary on good restaurants I like along with a few pictures.

MONDAY, OCTOBER 18, 2010

➤ Innovation in Mission: Redefining Experts

[Innovation in Mission: Redefining Experts](#)

posted by Eric Swanson @ 9:12 AM

0 comments

SUNDAY, AUGUST 10, 2008

➤ Final Post on Blogger--I'm Moving!



At the urging and help of my good friend, Jay Lorenzen, I am moving my blog to www.ericjswanson.com (<http://ericjswanson.com/>--my first name, middle initial and last name). As complex as this new site is (I'm climbing the learning curve), it will allow me to store /share more

content and has a bit more flexibility than blogger. Jay did a great job moving all my blogger content over to new site. Thanks to all of you have accounted for nearly 50,000 visits over the past three years. I hope

About Me



Name:

[Eric Swanson](#)

Location:

Louisville, Colorado,
United States

Eric has been married to Liz since 1977. They have three children. Son Andy and his wife Natalie live in East Asia and are proud parents of their baby daughter, Jenda Zoe (b. 12/18/06). Son Jeff returned February, 2005, from serving our country in Baghdad with the 126th MP Company for one year. Jeff and his wife, Ashlie, have one baby boy (b. 9/8/05), Gentry David. They are both in their last year at the University of Colorado. Daughter Kacey was married to Erik Olson on May 27, 2006. Erik works and Kacey will graduate from University of Northern Colorado in December. Eric and Liz served with Campus Crusade for 25 years before Eric joined



Today

The age of the Platform

What is a platform?

- A PLACE TO STAND on be seen or heard
- Its purpose is to connect two or more groups in a way that benefits both sides

Michael Hyatt

What is a platform?

- A platform is any base of technologies on which other technologies or processes are built.*
- *An entity that has (a) two or more groups of customers; (b) who need each other in some way; but (c) who can't capture the value from their mutual attraction on their own; and (d) rely on the catalyst to facilitate value-creating reactions between them***

What is a platform?

A successful platform is one that facilitates **the most value-creating interactions** for the two or more customer groups it serves

A well-architected platform

“A well-architected platform, designed for self-interest, leads to collaboration and releases the power of the collective”

Scott Beck



Google

amazon



Well-architected

How can we be more like...

- Youtube not ABC?
- Wikipedia not Encyclopedia Britannica?
- Airbnb not Marriott Hotels?
- Twitter not Associated Press?
- A playground not Little League?

Well architected

“Meaning and purpose come not from what we consume but what we contribute and build.”

Richard Florida

When people say “I love (your city)” do they say it as a consumer or for the opportunity to contribute?

Well-architected

Don't bemoan the fact that you can't get city leaders, let alone, city pastors to engage in your transformational movement, build a platform where everyone can play

Designed for self-interest

Not selfish interest

To be sustainable people must feel they are getting more out of it than they are putting into it

A note about egos and logos...

Self-interests

- Pastor—community impact
- School principals—increased graduation rate
- Mayors—“I need some stories of cross-sector collaboration”
- Educators—increased 3rd grade reading levels
- Job creators—“I’m committed to changing my community by hiring the hardest to employ as 5% of my work force
- Artists—“I’d love to have a public forum where I could paint about social issues”
- Donors—“I want my dollars to move the needle in my city”

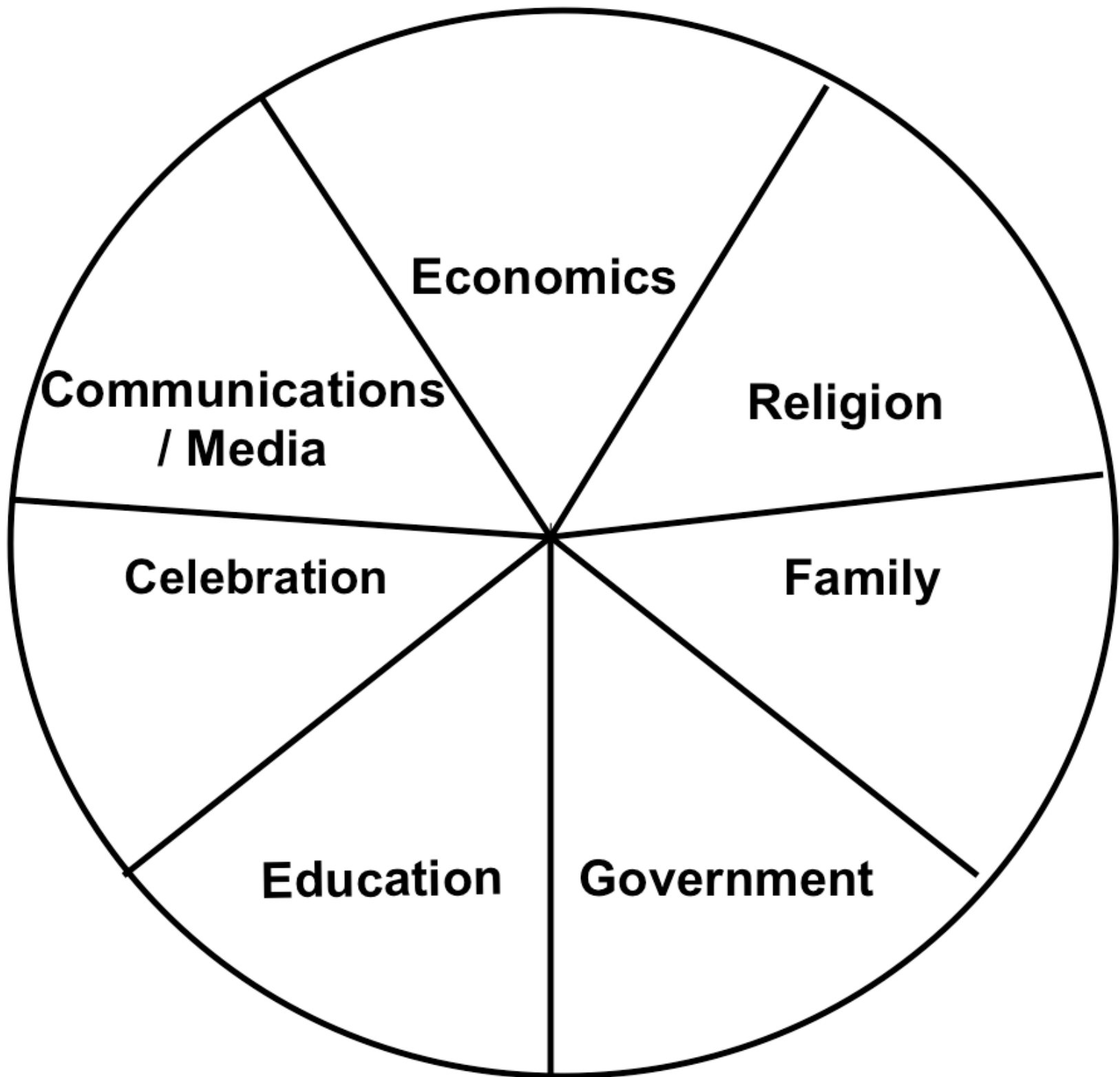
Leads to collaboration

Co-laborer—“*synergos*”

Releases the power of the collective

Metcalfe's Law "The value of a network is proportional to the square of the connected users"

e.g. The first fax machine had little value until the second fax machine was produced.



Current realities

Business leaders, faith leaders, and government leaders (not to mention leaders from the other domains) work independently of one another in silos, doing their best to create solutions—each one looks out for their own interests

How can we be different?



THE DAWN OF SYSTEM LEADERSHIP

By PETER SENGE,
HAL HAMILTON,
& JOHN KANIA



Illustration by
PAUL RODGERS