



BREAKING UP THE DEGREE STRANGLEHOLD

Disruption in Higher Ed - Credentials by skills learned, not degrees

Dear Colleagues,

By now, education was supposed to have been thoroughly disrupted. While digital platforms are great for disseminating knowledge, they are terrible at demonstrating what knowledge you have, to others. For that, a credential from a respected institution can't be beat.

But, what if we could have credentials without a college degree? Think of the music business. When music began to be sold (or stolen) by the song and not by the album, the resulting unbundling decimated the industry's [revenues](#). Imagine if something similar happened in higher education, with credentials offered at the level of a skill, rather than a degree?

Why pay for a degree when what you really want is a skill?

An inflection point that has been brewing forever...

[Predicting](#) the disruption of education as a result of technological progress is a pastime of long duration. Various experts predicted that motion pictures, then radio, then television, and of course computers and the internet, would overturn the existing model for education. By now, we've been through several waves of supposed disruptions. In 2000, an on-line educational platform, the ill-fated [Fathom](#), attempted to be a first mover on the world wide web (yup, that's what we called it). Now, we have [MOOC's](#), with millions of learners flocking to platforms like Udacity, Coursera and EdX. Even more people regularly get their knowledge free of charge from [YouTube](#) with "classes" of 400,000 not being at all unusual.

[Read More](#)

UPCOMING EVENTS

July 16-20 - [Digital Business Leadership](#)- Columbia Business School

An intensive, six-month, multi-modular program that prepares global executives to innovate new strategies and business models and lead their organizations to thrive in the digital age.

July 16 - [CASE Summit](#)

This annual meeting of senior-level higher education advancement professionals offers a unique chance to come together to engage in meaningful discussion about the issues affecting the future of advancement.

Nov 29-30, 2018- The [Drucker Forum](#) at the Vienna Imperial Palace

This year marks the 10th annual meeting. Hailed as the "Davos of management", the Global Peter Drucker Forum is one of the leading management congresses in Europe, comprised of the top management thinkers in the world, discussing the most pressing management and business questions of our time. We've never needed Drucker's wisdom more than now! To get a flavor of the discussions at this year's Forum, [see this excellent overview by Steve Denning](#)

PRESS MENTIONS

- [Where Will the Ad versus Ad Blocker Arms Race End?](#) - Scientific America
- [The end of the strategy world as we know it?](#) - Emerald Insight
- [How to Be the No. 1 Reason People Want to Work for Your Company](#) - Inc.
- [A 40-Year Debate Over Corporate Strategy Gets Revived by Elon Musk and Warren Buffett](#) - Harvard Business Review
- [Keeping abreast of the 'churn'](#) - Investors Chronicle
- [An outside-in perspective can trigger growth](#) - Financial Chronicle

**If you missed my Columbia Business School, Live Webinar;
Discovery Driven Growth: An Idea Whose Time has come.**

You can view the video [here](#).

**COLUMBIA BUSINESS SCHOOL
Leading Strategic Growth & Change | 2018**



My Columbia Business School, Executive Education course [Leading Strategic Growth & Change](#), welcomed Mike Burn and Greg Galle (authors of [ThinkWork](#) and co-founders of [Future Partners](#)), as well as Wharton adjunct faculty member, [Alex van Putten](#).

Here's what participants are saying.....

"Fantastic program. Highly recommend for top management of any organization."

"I came in with limited scope of what I thought the management position should be and left with a framework to find many solutions."

"Very enriching, practical, easily adaptable and valuable for daily challenges that business leaders face."

**COLUMBIA BUSINESS SCHOOL
Women in Leadership | 2018**

It was a pleasure to be joined by [Sally Helgesen](#) (author of the recently published *How Woman Rise*, Speaker & Leadership Consultant), [Sian Bielock](#) (President of Barnard College), [Cindy Pace](#) (Global Talent & Women's Leadership Expert, Founder, Empowered Leadership, Lecturer & Adjunct Leadership Professor) and [Dan J. Wang](#), (Columbia Business School Associate Professor) at this year's [Women in Leadership](#) course at Columbia Business School.

Where there is uncertainty, there is also opportunity

We are busy working on a new toolkit which we hope to deploy to make it easier for people to put discovery driven growth techniques to work, and we're also working on some standalone learning modules and explainers. Stay tuned for more.



Here's to your next advantage!

Rita



[Unsubscribe](#)

© 2018 Rita Gunther McGrath, All rights reserved.

