

Jeremie Averous

The Fourth Revolution Manifesto

- Part I -

**A short history
of humankind
100,000 years in
3 Revolutions**

The Fourth Revolution is a one-in-a-centuries opportunity. What about becoming part of the new elite?



A Revolution is an opportunity: to become a member of the new social leadership. This manifesto contains invaluable advice and direction as to the behaviors and skills to succeed and thrive through the world's transformation.

The Fourth Revolution is one of the few moments in humankind history where our world understanding and our society are completely redefined.

The Fourth Revolution has already ignited.

The manifesto explains the deep causes of the current changes of the world. What can we do to grasp the opportunity and build the world we want ?

Contribute to build our world
Connect and participate on
www.thefourthrevolution.org

Jérémie Averous is a senior executive, trainer, certified coach. He likes to describe himself as a K.E.E.N, a Knowledge Enhancer Exchanging Networker, the typical member of the new international nomadic community.



The Fourth Revolution Manifesto Reference



To make it easier for online consultation and download, the Fourth Revolution Manifesto has been split in 8 parts

Part I	A short history of humankind – 100,000 years in 3 Revolutions
Part II	Cheap long distance interactive communication is new and transforms our collective cognitive capability
Part III	The Collaborative Age value system: how the collective cognitive capability of humankind is again transformed
Part IV	Four precursors of the Fourth Revolution – events and discoveries at odds with the Industrial Age model in the 20 th century
Part V	The Organization Revolution: from efficiency- management to effectiveness- leadership
Part VI	Four institutions that will be deeply transformed
Part VII	Four keys to success in the Collaborative Age: new insights, practices and skills
Part VIII	Your Choice. And why YOU are important for the Fourth Revolution.



The Fourth Revolution Manifesto

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Introduction

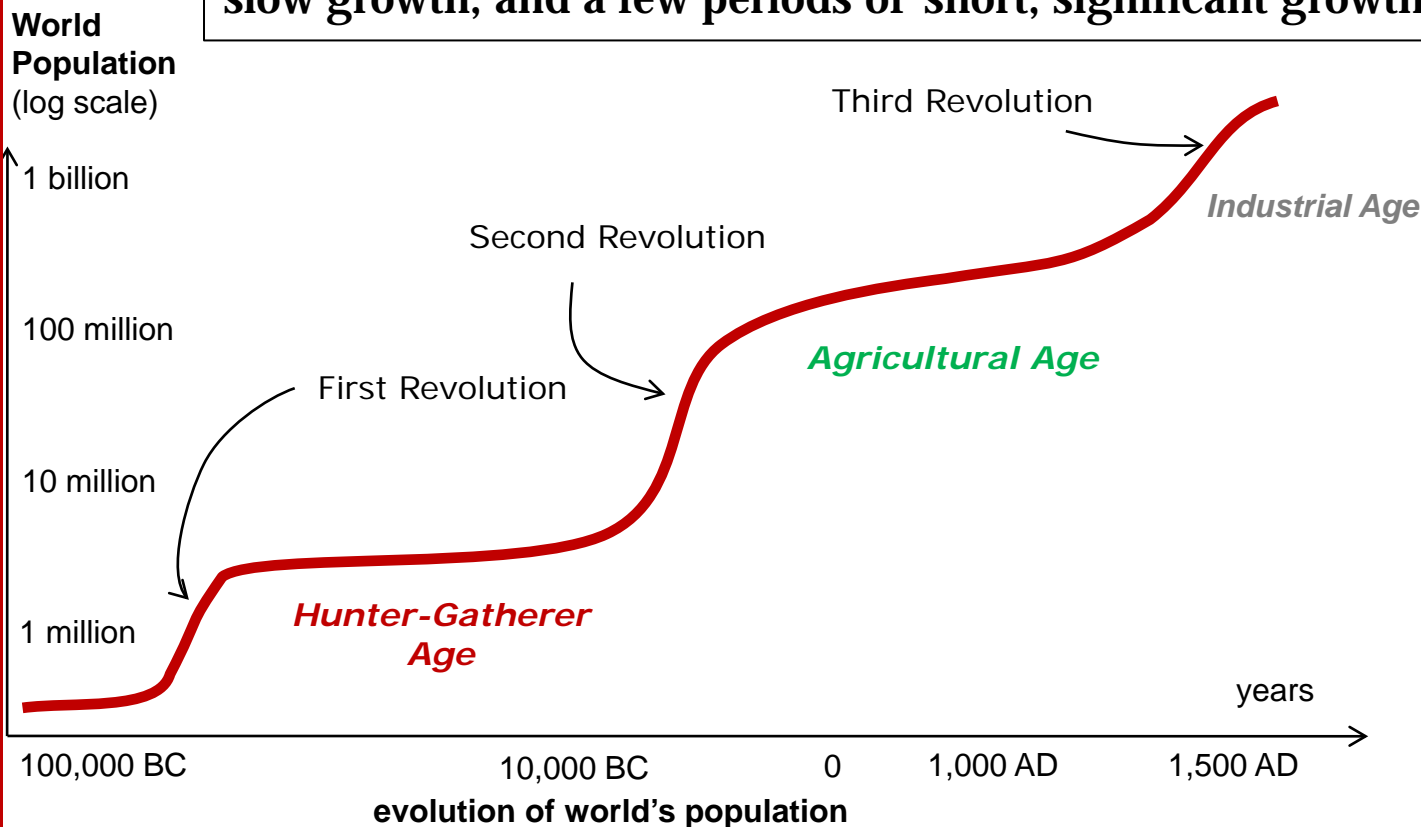
**100,000 years of
history
in 3 Revolutions**



Introduction

100,000 years of history in 3 Revolutions

Looking at the historical evolution of the world's population over the past 100,000 years, we can clearly observe long periods of stability or slow growth, and a few periods of short, significant growth.



The 3 periods of short, significant growth are: the 3 Revolutions.

Introduction

100,000 years of history in 3 Revolutions



Population is a worthwhile historical indicator, because it is directly related to the **value production system**.

Stagnating population shows a constant **value production system**.

A sudden increase in population shows the emergence of **a new value production system**, which is orders of magnitude more effective than the previous one.

In this section, we will examine what happened at those times where the world's population suddenly increased.

What is the reason for the sudden emergence of new, vastly more effective production systems?

Introduction

100,000 years of history in 3 Revolutions



Production system

Scavenging, collecting

Hunting-gathering

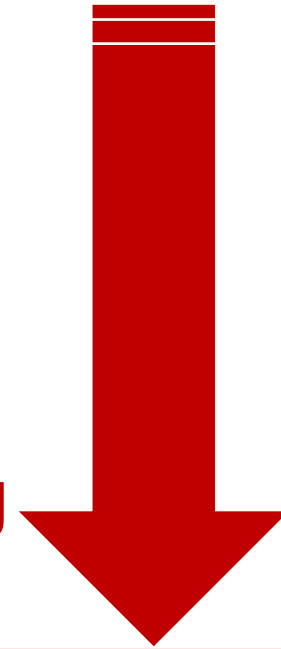
Agricultural

Industrial

Speech

Writing

Broadcasting



Revolutions are always created by a technology which allows an unprecedented increase in humankind's
collective cognitive capability

The First Revolution

**How Speech
created
Humankind**



The First Revolution: how Speech created Humankind



Before speech, humans were like apes today. Communication was very limited to body language and a few sounds. The production system was scavenging and collecting.

It was not possible for humans to hunt large game then. What could a human do against a large animal, without any possibility to coordinate a hunting party? Humans probably scavenged dead animals for meat, competing with other predators.



**Then Speech came.
It changed everything.**

The First Revolution: how Speech created Humankind



Speech allowed complex coordination and strategies. Hunting became a team affair. Suddenly humans became much more effective in exploiting the available game and resources.

Pictorial descriptions of hunts from that period show the coordination between hunters.



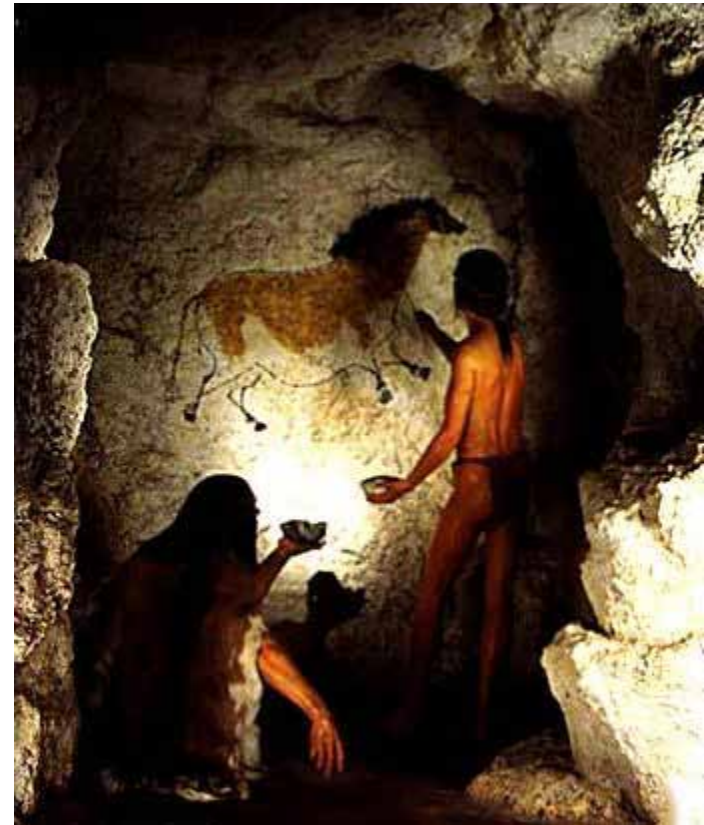
The First Revolution: how Speech created Humankind



But wait... pictorial descriptions from that period? Never before had humans left artistic representations of their activities. Never would Homo Neanderthalis, a cousin of Homo Sapiens who never could speak, leave artistic creations of this kind.

It is easy to see why: speech, the ability to express ideas in words, is the basis for creativity. With Speech came creativity.

With Speech came Art.



The First Revolution: how Speech created Humankind



Speech is the way we think consciously. We all know that words are sometimes limiting when it comes to expressing complex feelings and intuitions, or to describe images and dreams.



On the flipside, words are the fundamental cornerstone of creativity. This is because, the sudden juxtaposition of two non related words can create a new creative idea.

I like particularly that line from the French Poet Paul Eluard:

“The Earth is Blue
like an Orange”

The First Revolution: how Speech created Humankind

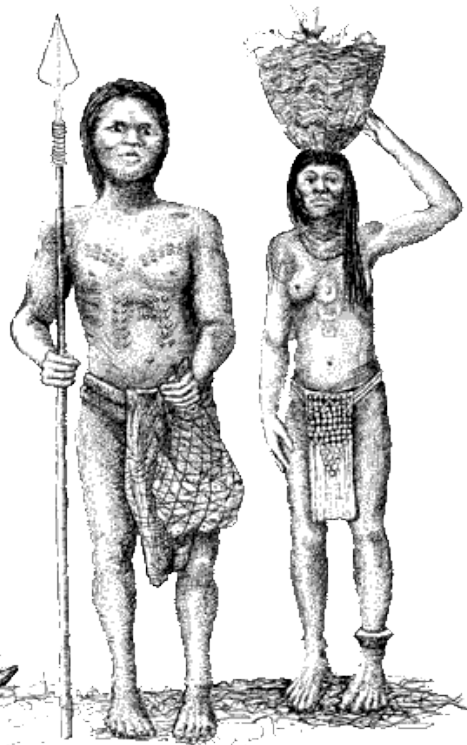


Speech induced many other transformations.

Specialization appeared.

Different individuals would do different tasks. This was never the case before. This is made possible only by the possibility of complex coordination.

In the Hunter-gatherer society, men and women have different roles: hunters and gatherers. In addition, shamans have a definite special role to fulfill.



The First Revolution: how Speech created Humankind



Trade is also an invention of the hunter-gatherer age. It is also closely related to the possibility of complex coordination.

Our front page hero from New Guinea proudly wears cowries which have to come from the sea. He has obtained them by trade. He's never been to the seaside to collect them.

Similarly, precious amber from the baltic sea can be found in the middle of Siberia. They were traded over thousands of kilometers, passing hands on the way.



The First Revolution: how Speech created Humankind



Finally, Speech allows the transmittal of knowledge and memory between individuals and generations. Around a good fire, in the mysterious night, the stories of the ancestors are told.



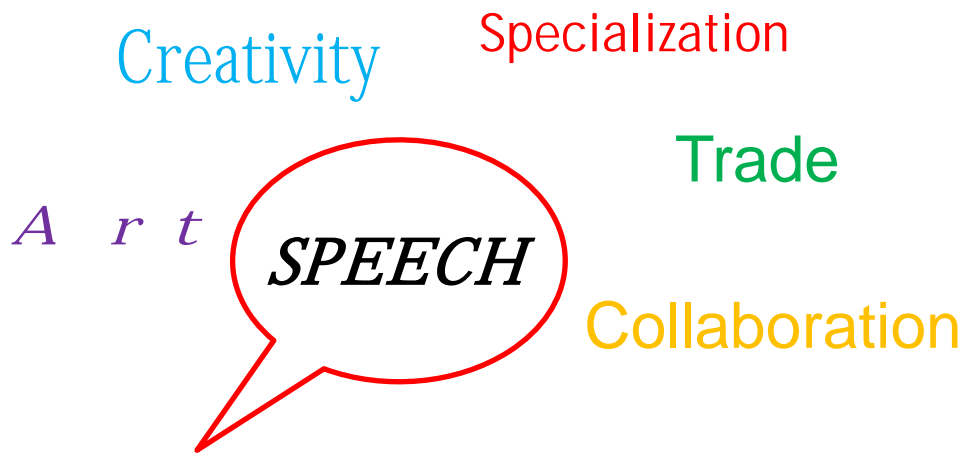
Suddenly older people become important for the community. They have the memory of a large number of seasons. They have a lot of value for the tribe. They are being cared for. Life expectancy jumps.

The First Revolution: how Speech created Humankind



The Revolution of Speech created the humanity in us. It created the community of humans: Humankind.

It did so because it created a **collective cognitive capability**. Instead of the intelligence of the single individual, the cognitive capability of a group could be mobilized. Groups could be coordinated. Interactions and knowledge transmittal could happen.



The invention of Speech was a momentous event in humankind history.

We are today at the onset of a similar ground-breaking change: the Fourth Revolution.

Transmitting knowledge

The Fourth Revolution manifesto – part I

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The Second Revolution

**How writing
created
Civilization**

The Second Revolution

How writing created Civilization



Writing appeared 6,000 years ago. It was first just a crude record of quantities but soon allowed to record words and sentences in all their complexity.

Writing allows to record knowledge, stories and thoughts much more precisely and faithfully than when they are just spoken.

Writing allows to transmit exact knowledge over time and space.



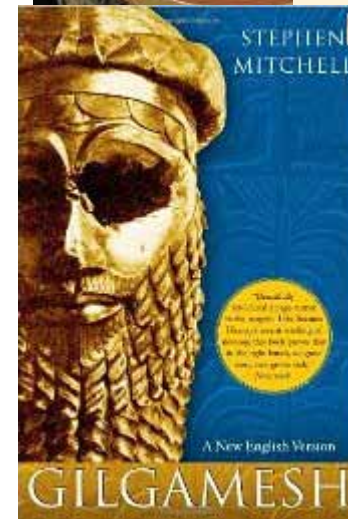
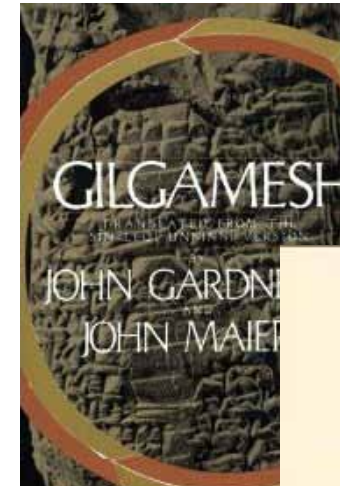
The Second Revolution

How writing created Civilization

A good example of the permanence that writing allowed is the fact that we can still read books written ages ago. Have you read the epic of Gilgamesh, the king of Uruk? There are many new editions of this story written down... 4,500 years ago.

Similarly many of us still refer to texts written 2,000 to 3,000 years ago for spiritual guidance.

Writing is really a Revolution in knowledge capture and transmittal.



The Second Revolution

How writing created Civilization



Writing is the foundation of empires. Written material is the only way to ensure the transmittal of central decisions to the entire empire.

Writing is the foundation of all legal systems. The law could be written down, referred to, and enacted over the entire Empire, like the 12 tables of the Roman law (illustration on the right).

In Antiquity, civilization is defined by a legal system, common knowledge, a government... Barbarians were those that cannot benefit from the fruits of writing.



Writing is the foundation of Civilization

The Second Revolution

How writing created Civilization



Civilization meant centralized political power. Civilization meant that agriculture was a viable option, because agriculture requires coordination to achieve the necessary production.



With Agriculture, the value produced increased by orders of magnitudes. The population that could be sustained also.

With Agriculture, the elite became sedentary.



The Second Revolution

How writing created Civilization



Civilization and writing increased **specialization** in society. The value production system produced a significant surplus. More people could now be full time specialists – nobility, priests, warriors, artisans.

They exchanged their work against food.

Because artisans worked full-time on their specialty, they reached level of skills never before attained. First bronze, and soon iron was dominated.

Technologies unheard of were developed and established.

The Second Revolution

How writing created Civilization



Writing enhances significantly the collective cognitive capability of humankind, because scholars could now refer to the works of other scholars distant in space and time.

They could rely on libraries full of the thoughts, worldviews and inventions of other people.

They could exchange correspondence with contemporary scholars.



The Second Revolution

How writing created Civilization



Writing is a key communication technology. It ignited the Second Revolution.

It transformed the world from a world of hunter-gatherer nomads living in small tribes to a world of sedentary farmers living in empires spread over thousands of kilometers.

It transformed the creativity capability and allowed the invention of unprecedented technologies.



The invention of Writing created Civilization.

We are today at the onset of a similar ground-breaking change: the Fourth Revolution.

The Third Revolution

**How Broadcasting
created
Industry**



The Third Revolution

How broadcasting created Industry



The Third Revolution was created by Broadcasting.

Broadcasting is the capability to reproduce cheaply an original and to diffuse it over a large part of territory.

The first broadcasting technology is the mobile-font printing press, which is being used from around 1450 onwards in Europe.

Other broadcasting technologies will appear in the 19th and 20th century. They don't change the fundamental: broadcasting sends out the information without possibility of interaction.



The Third Revolution

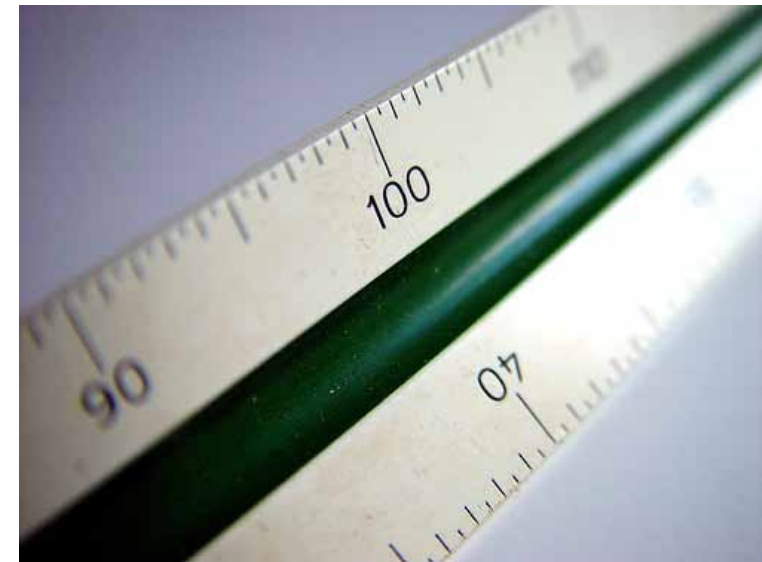
How broadcasting created Industry



The Third Revolution is about another transformation of the collective cognitive capability of humankind and of the value production system.

Because the Third Revolution is well documented - it happened in historical times - we are able to estimate the changes in orders of magnitude in a number of areas:

- Diffusion of knowledge and ideas
- Productivity of the new value production system
- Population
- Transportation cost and time
- etc



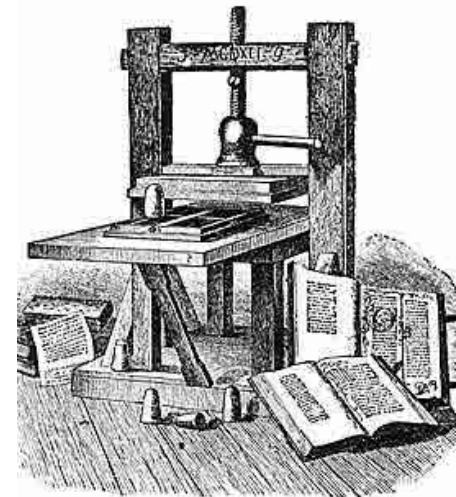
The Third Revolution

How broadcasting created Industry



Broadcasting significantly decreased the cost of access to knowledge, while making knowledge abundant like never before.

- The cost of a book was divided by more than **100** in 1500 compared to a manuscript produced 50 years before.
- The number of books printed in the 16th century was more than **100** times the number of books produced since 1,000 years
- The number of new titles per inhabitant jumped by **100** times from 1450 to 1600 in Europe



The Third Revolution

How broadcasting created Industry



Isaac Newton

Broadcasting – the availability of books – slowly raised the literacy rates in Europe. More and more people had access to knowledge. More and more brains were able to contribute to the world.

A new class of contributors arose. The great inventors of the Industrial Revolution were not monks or noblemen. They were members of a new rising elite, the bourgeoisie, the merchants. Not always wealthy in money, they were wealthy in knowledge.

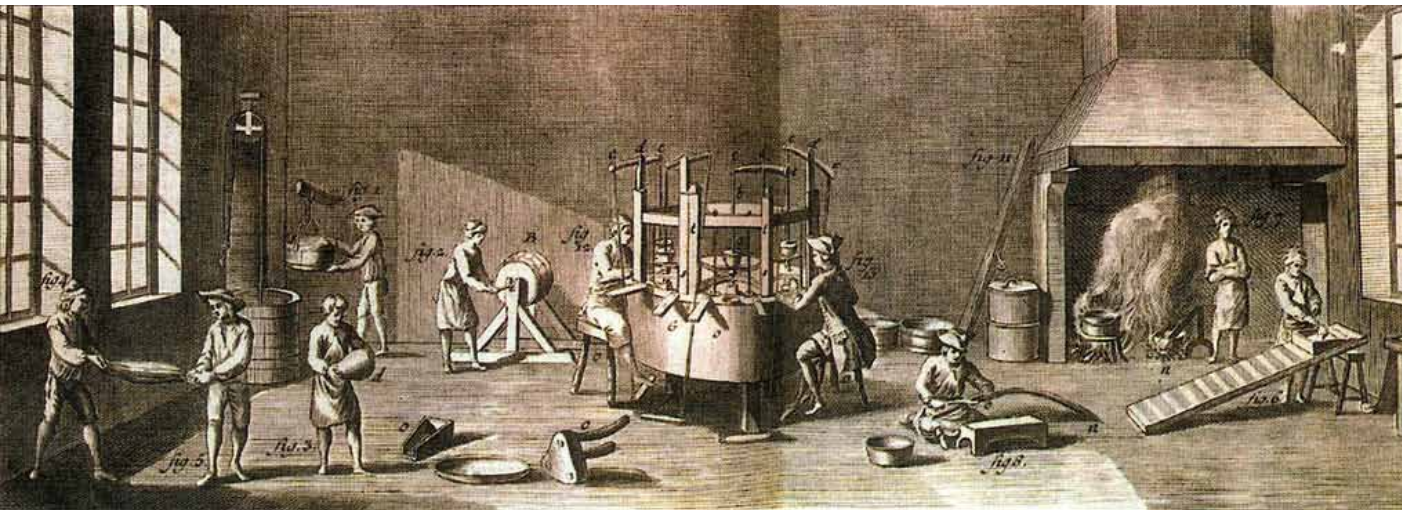
The Third Revolution

How broadcasting created Industry



Focusing on the mass production of commodities, Industry was born. Mass production dwarfed artisanal production in terms of value created.

The famous example of needle production by Adam Smith shows a productivity **increase by more than 100** times: where a skilled artisan could painfully produce 20 needles a day, a mass production system employing 10 people and based on the division of labor could produce 48,000 a day...



The Third Revolution

How broadcasting created Industry



Transportation durations decreased steeply, while its reliability increased sharply.

For example, for the trip between Paris and Marseille on the Mediterranean coast – a trip of 800km involving some rough terrain for part of the distance, the durations decreased from 10 days minimum in 1830, 16h in 1867, 12h30 in 1900... and 3h by high speed train today! In less than two centuries, the time needed has been divided by 100; in the 19th century alone it had already been **divided by 20**. And what comfort and safety in the train compared to the antique horse carriages!



The Third Revolution

How broadcasting created Industry

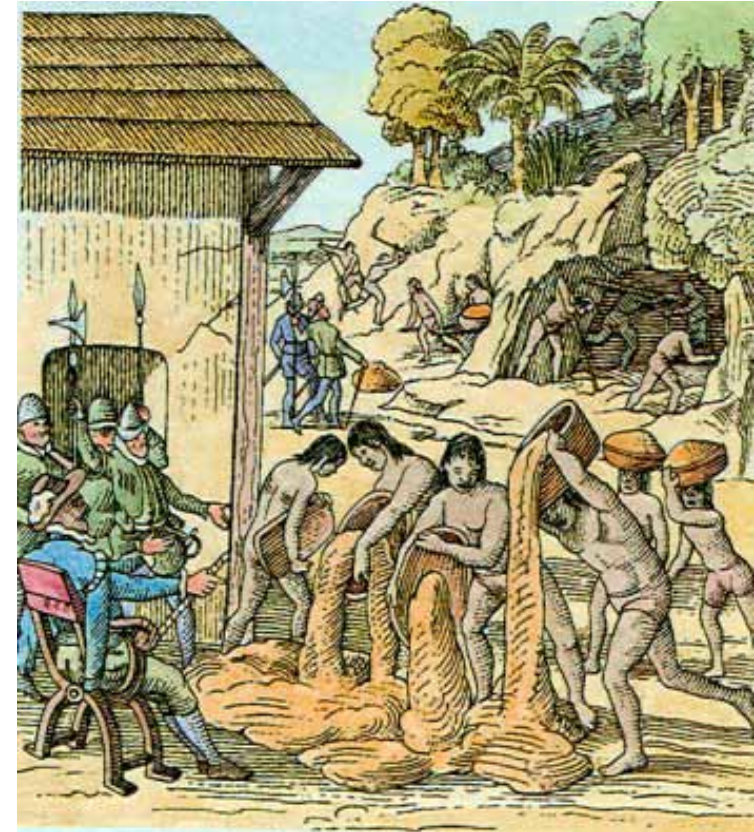


Specialization increased sharply during the Industrial Age.

Not only between individuals, who became more specialized in their skills and knowledge.

Also between territories.

Colonies are the direct consequence of increased specialization in value production. They produce agricultural and raw materials for the industrial territories.



The Third Revolution

How broadcasting created Industry



Broadcasting is the key communication technology which ultimately ignited the Industrial Age.

By making knowledge available to the masses, it mobilized the cognitive capability of more people than ever before. Invention increased sharply. Mass production resulted in an unprecedented value production capability which increased tremendously the well-being of humankind.



The invention of Broadcasting led to Industry – mass production.

We are today at the onset of a similar ground-breaking change: the Fourth Revolution.



Conclusion

**The Fourth Revolution
is inevitable**

The Fourth Revolution is inevitable



The first Three Revolutions were ground shaking changes in cognitive capabilities, society, values, mindsets, value production system.

Each Revolution modified significantly humans perception of themselves and the world around them.

Each Revolution transformed how people related to one another.

Each Revolution created a new World.

Today, we are the edge of such a world-shaking transformation. A new Revolution is looming. It will transform our World in a way we cannot imagine.

We need to understand what happens to be able to thrive through this transformation of our world. This is the objective of this manifesto and the Fourth Revolution movement.



The Fourth Revolution is inevitable



Today, a new technology is available which increases in an unprecedented manner the collective cognitive capability of humankind:

**Cheap long distance
interactive communication**

**The Fourth Revolution is
inevitable.**



The Fourth Revolution is inevitable



In part II of the Manifesto we will investigate long distance interactive communication.

We will show that its ubiquity and low cost is very new.

We will show how it creates a new, unprecedented collective cognitive capability for Humankind.

We will show why the Fourth Revolution is inevitable.

**Read part II of the Manifesto:
Cheap long distance interactive communication is NEW**





To be
continued...

**Manifesto part II:
Cheap long distance
interactive
communication is
NEW**