
The Match is the Message

*Seven ideas about learning and working in the future
and their consequences for public policy*

Helsinki, Grasping the Future

Marc Vermeulen Oct.01 2008



To Life!

THE AMERICAN PEOPLE'S CHOICE COMPANY
presents
A NORMAN JEWISON FILM
"FIDDLER ON THE ROOF"

starring
TOPOI

NORMA LARINE

EDWARD FROEY

MULLY PEECON

FRIL MANS

Produced and Directed by
NORMAN JEWISON

Screenplay by
JOSEPH STEIN

Music by Elmer Bernstein
JERRY BOCK

Costume Designer
SHELDON HARNICK

Production Designer
HAROLD PRINCE

Executive Producer
JEROME ROBBINS

Based on the stage play "Fiddler on the Roof" by
Joseph Stein. Directed by Elmer Bernstein.

© 1971 American People's Choice Company, Inc.

Produced and Directed by
NORMAN JEWISON

Screenplay by
JOSEPH STEIN

Music by Elmer Bernstein
JERRY BOCK

Costume Designer
SHELDON HARNICK

Production Designer
HAROLD PRINCE

Executive Producer
JEROME ROBBINS

Based on the stage play "Fiddler on the Roof" by
Joseph Stein. Directed by Elmer Bernstein.

© 1971 American People's Choice Company, Inc.

Produced and Directed by
NORMAN JEWISON

Screenplay by
JOSEPH STEIN

Music by Elmer Bernstein
JERRY BOCK

Costume Designer
SHELDON HARNICK

Production Designer
HAROLD PRINCE

Executive Producer
JEROME ROBBINS

Based on the stage play "Fiddler on the Roof" by
Joseph Stein. Directed by Elmer Bernstein.

© 1971 American People's Choice Company, Inc.

"Fiddler on the Roof"

on the screen

De Matchmaker Yenta

Matchmaker, matchmaker, make me a match.

Find me a find, catch me a catch.

Matchmaker, matchmaker, look through your book.

And make me a perfect match.

7 trends in working, living and learning

- 1. *Multiple-choice biographies***
- 2. *From visible to invisible competences***
- 3. *Working will become maintaining knowledge-producing relationships***
- 4. *Dissolution of collective arrangements***
- 5. *Work environments are becoming increasingly complex and more capital intensive***
- 6. *Organisations are becoming less hierarchic or are falling apart***
- 7. *Aging causes problems for the Werstern economy.***

Changeable

Importance

high

lower

Skills
Knowledge

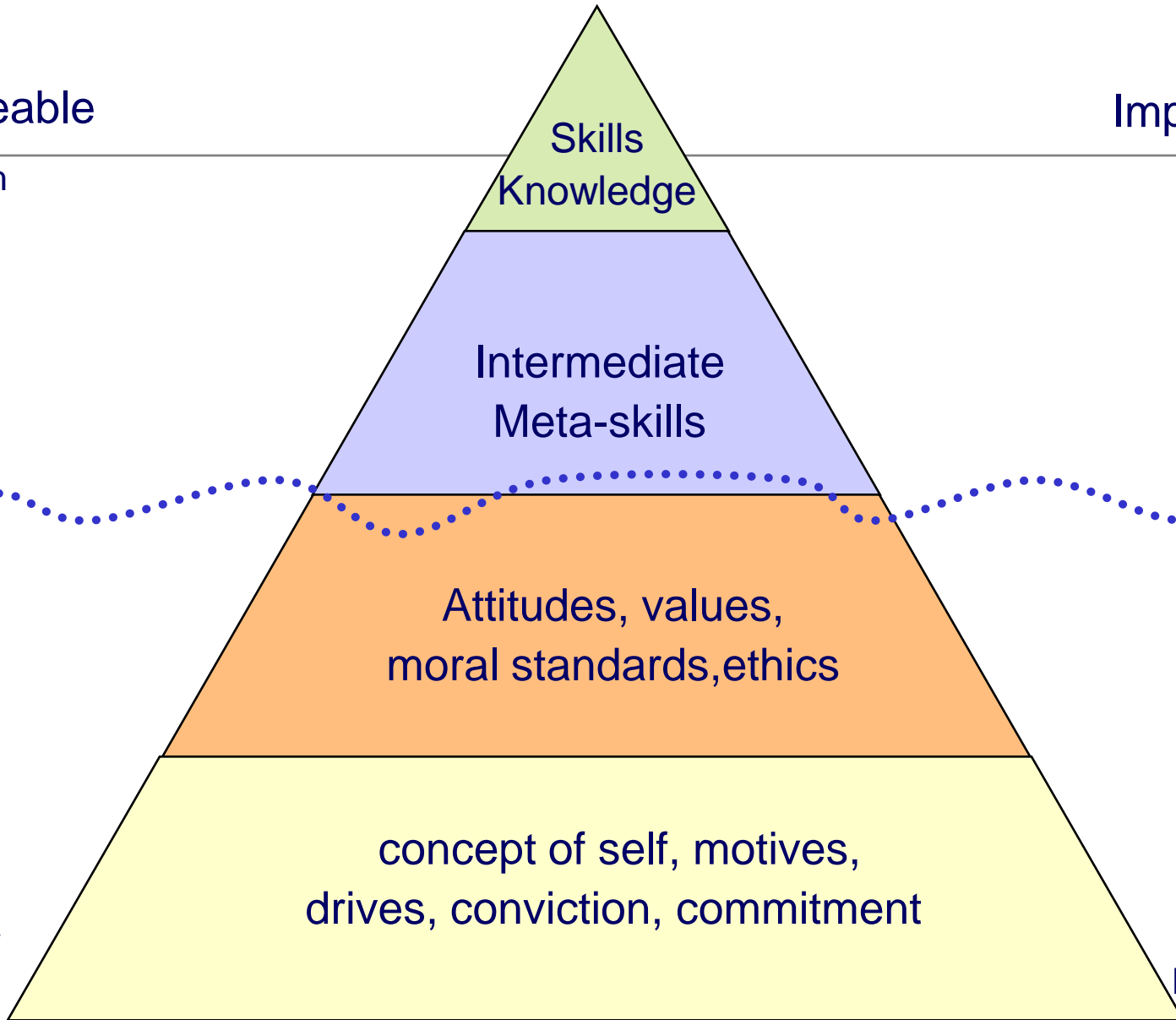
Intermediate
Meta-skills

Attitudes, values,
moral standards, ethics

concept of self, motives,
drives, conviction, commitment

low

Higher



Consequences

- Reputation and trust are crucial but also easy to lose
- Changeability of crucial competences may be problematic: a determinist view on education?
- The strength of weak ties
- Forget
 - Freak-onomics
 - Wiki-nomics
- The added value of the future is in smart matchmaking
- So: Let's talk: Yenta-nomics

Yenta

NEVER STOP ASKING