

## WHAT IS IT?:

**We detect and explain the next big ideas before anyone else.**

- A Spanish-language **network of innovators** to spot where companies are heading: *A new idea every day(R)*.
- A space for **sharing ideas and experiences** of innovation in organisations. It has been up and running since 1995.
- A source of ideas about where companies are heading in terms of **combining people, processes, technologies and markets**.
- A system that summarises the latest ideas that change the **best organisations** in the world.
- A space for **fostering contact** between active minds.

## OUR MISSION:

**The benchmark network of innovators. [Join now](#)**

- **To build a dynamic community** of business people, managers and professionals who think, generate ideas and share their expertise and experience about **innovation in organisations**, especially about transforming them into networked organisations.
- To lay the foundations for **a new discipline: infonomia**, intelligent information management by organisations.

## BACKGROUND:

**Thinking about where companies are heading since 1995**

- Infonomia dates back to **1995**, specifically to the digital newsletter Extra!-Net produced by Alfons Cornella, a very familiar figure to thousands of Spanish-speaking professionals in the early days of the Internet in Spain. It focused on how to manage digital information in organisations.
- In **2000**, Infonomia was launched as a digital space to promote understanding of changes in people and organisations in the knowledge economy.
- In **2003**, a network of innovators was set up with the goal of becoming the benchmark space for the most active professionals in companies to exchange ideas and experiences about innovation.
- Over this period it has won **several awards**.

## AIMED AT:

### The next big ideas for the next big people

- Active innovative professionals in Spain, regardless of the sector they work in, the job they do or the position they hold: an innovation space for the **most dynamic professionals in the world**.
- People **passionate about their work** who are constantly striving to improve their expertise.
- Professionals who see a company as an ongoing project: professionals immersed in the culture of projects and **innovation**.
- A network of innovative people who project their **active ideas** onto our network.

## HOW:

### The power ideas that are already transforming companies

- Our **internal team** and group of observers and readers read, talk, investigate, detect and write about the innovation strategies employed by Spanish and international companies.
- We consult a wide range of sources to select the **best ideas and experiences**.
- And what we detect and discover we explain **simply and concisely** ("on a single page")
- The information is grouped around **four key principles**: power ideas, power companies, power people and power tools.
- We make use of the most suitable means for each particular case: website, blog, printed magazine, lectures, meetings, books, radio, TV, etc.

## WHEN:

### The information diet that works best for you

- The information input keeps pace with the reader's interest: updated every day on the website and blog, every week in the digital newsletter Bits, every month in the printed magazine *if* and at our lectures and meetings, and every year at our annual event.

## ***What do we talk about in Infonomia?***

### **POWER IDEAS:**

#### **The next big ideas**

- The key ideas that will be talked about in the coming months, before other media, summarised "on a single page", so you can see where we are heading. Illustrated ideas, often with original information graphics. Produced by the **top minds** in our network of innovators, making use of their ideas and experience.

### **POWER PEOPLE:**

#### **The next big people**

- People passionate about their work who are transforming organisations. People who make risk an intelligence multiplier. Both in Spain and abroad. People you don't know, and who might not be famous gurus, but who will end up surprising you.

### **POWER ORGANISATIONS:**

#### **Organisations that will interest you**

- Companies, institutions, groups, etc. which have asked themselves how they should transform themselves and then put their energy into achieving it. In different sectors of different sizes. Organisations we can learn from.

### **POWER TOOLS:**

#### **Productivity tools to achieve greater efficiency through difference**

- Hardware, software, instruments, machinery, etc., which act as levers to make the most of your organisation's expertise, experience and passion. Explained neutrally with no commercial pressure.

## What do we do in Infonomia?

### OUR NETWORK



- Join our network of innovators: a community of professionals who think, act and share their ideas, expertise and experience of innovation in organisations. Belonging has its **advantages**.

### WEBSITE



- **A digital space about innovation in organisations, updated daily**, in which our team of observers and network of readers play an active role.

### IF MAGAZINE



- **The best monthly publication** about company innovation delivered exclusively to members registered on our website, structured around power ideas, power companies, power people and power tools.
- With contributions from innovation experts from Spain and abroad.

### LECTURES



- Every month, an **intensive five-hour seminar** to find out the latest about a cutting-edge professional subject (e.g. innovation, digital metrics, practical communities, innovation and marketing, etc.) and to share and debate emerging ideas and tools, and the real experience of companies who have used them.
- Every year, a new edition of our **academic programme** on the subject of infonomia, within the framework of the Institute of Continuing Education (IDEC) at the Pompeu Fabra University. Since 2004.

### ACTS



- Every month, a **themed meeting** to share ideas and experiences with professionals in the same area of expertise.
- The meetings are designed to raise awareness of new ideas and serve as social events for network members.
- An annual "rebirth" centred on creativity and the most daring ideas (**Next, since 1995**).

## **BOOKS**



Our collection of [titles on infonomia](#), both printed publications and in digital format under a Creative Commons licence.

- In addition, we recommend the best [books](#) on the market about the subjects we cover in Infonomia.

## **PROJECTS**



We design and direct [projects](#) for optimising information management in organisations, stimulating innovation in organisations, and on knowledge management in general.