Moving Toward Our Digital Future

Cassio Dreyfuss
Research VP, Country Leader, Brasil
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The Image of Our Digital Future – People Digitally Connected to All Their Domains

- Personal
- Entertainment
- "Things" (Home, Car)
- Education
- Health
- Family & Friends
- Professional Roles
- Communities
Digital Future: It is Not “More of the Same”. It Is Different

A simple example: Transforming education

- Customized educational technologies:
  - Personal focus
  - Level of knowledge
  - Learning style
  - Speed
- Connected to broad education network
- Remote educators:
  - Monitor dashboards
  - Interact individually or in groups
  - Facilitate learning
At the end of the day, digital business is all about information – where it is, how it flows, what you do with it – and the technology tools you will use to do that.

What has really changed with Digital Transformation?
“We must be able to analyze enough client purchase data before we issue the next production order.”

“Give me the best information you can get until tomorrow afternoon, no matter the costs to get it.”
We Need New “Digital” Information Intelligence Practices

Clear Attributes
- Managed
- Transformed, Filtered
- Intentionally Secured
- Portable
- Defined Usability

Unclear Attributes
- Unmanaged
- Original, Raw
- Passively Secured
- Not Portable
- Uncertain Usability

Predictability,
- Clear Scenario
- & Objectives,
- Formal Roadmap

Uncertainty,
- Perceived
- Opportunities,
- Trial & Error
Digital Era Completely Changes Work Patterns…

**Industrial Era:**
- Environment: Physical and fixed, 8X5
- Organization: Fixed hierarchical positions
- Work: Homogeneous, individual positions
- Rules: Procedures manuals and control managers
- Relationships: Transactional, predefined, outside-in

**Digital Era:**
- Environment: Virtual and changeable, 24X7
- Organization: Multiple, variable roles
- Work: Multitalent, collaborative groups
- Rules: Flexible governance and inspiring leaders
- Relationships: Constructive, spontaneous, inside-out
... and Transforms the Way We Work...

Digital Work Patterns:
- Environment: Virtual and changeable, 24X7
- Organization: Multiple, variable roles
- Work: Multitalent, collaborative groups
- Rules: Flexible governance and inspiring leaders
- Relationships: Constructive, spontaneous, inside-out

Digital Work Characteristics:
- Mission assignment: Journey collaboratively developed
- Flexible work plan: Constant situation awareness & sync
- Multitalent team: Different backgrounds, culture
- Situational leadership: Limited authority; inspiration & coaching
- Diverse metrics: Individual & shared, productivity & outcomes
All Technology Is Already There. Why Aren't We There Yet?

"Culture eats strategy for breakfast"
— Peter Drucker

"There's no such a thing as a free lunch"
— Milton Friedman

"To make an omelette you have to break a few eggs"
— CIO, Brazilian Client
Bring the Right People Together – and Rethink Their Roles

- Develop Trust
- Share Purpose
- Engage People
- Get People to Commit
- Develop Collaboration
- Reward Outcomes
Develop Your Digital Leadership

How do you recognize a true leader?

It is not about her; it is all about them.

It is when you see total trust and engagement in the people that follow her.
Digital Future Is a Journey

- Leverage technology, create a new business model
- Develop your people, harness external talent
- Change work patterns, change the organization
- Engage people, change their mindset
Enjoy your journey!
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