Avoiding Digital Darwinism
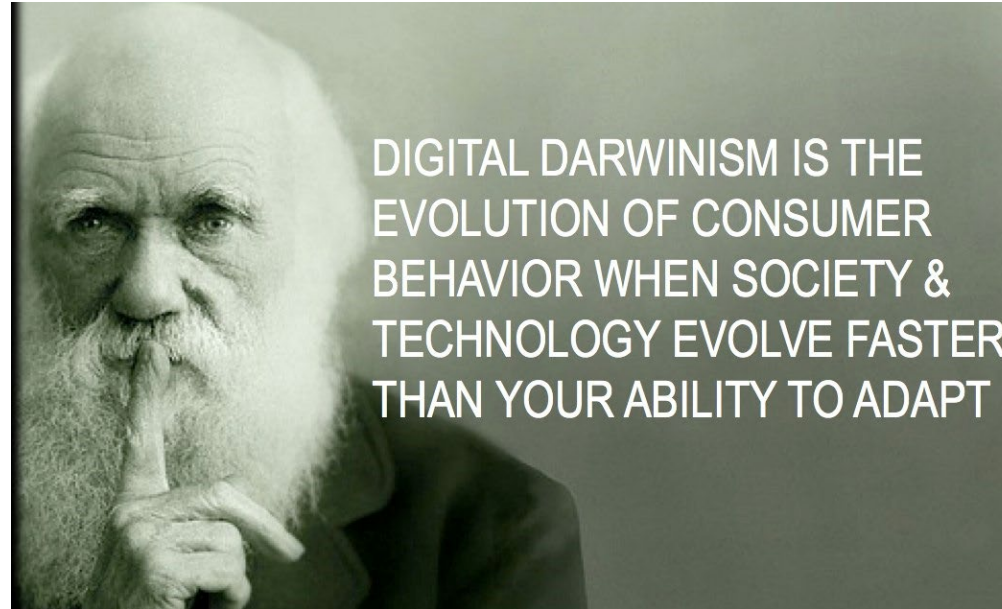
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Digital Darwinism is the No 1 Risk Organizations Face Today

DIGITAL DARWINISM IS THE EVOLUTION OF CONSUMER BEHAVIOR WHEN SOCIETY & TECHNOLOGY EVOLVE FASTER THAN YOUR ABILITY TO ADAPT

Like a jungle in the early stages of evolution, the volatile digital landscape is the reality of a disruptive digital world.

If you're using yesterday tactics/capabilities to operate, you'll wind up constantly running behind
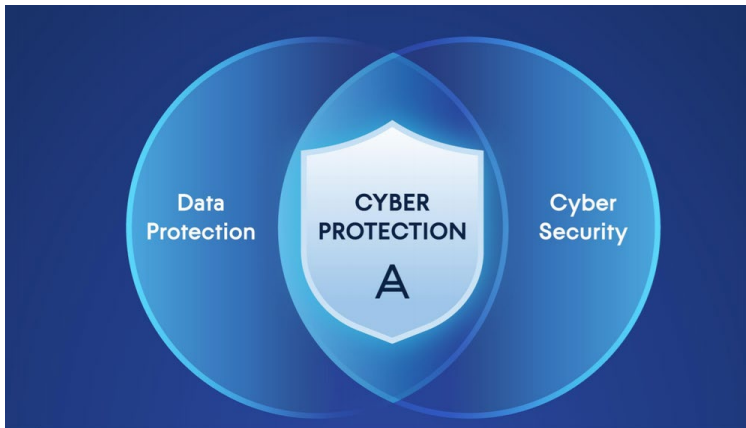
Four Key Areas Which Protect from Digital Darwinism

1. Cyber Protection

2. Applied Digital Transformation

3. Useful Innovation

4. New World of Post Covid work

With more data and devices connected to the Internet than ever before, the importance of cyber protection for any organization is escalating.

Cyber protection needs to be top of mind for everyone in your organization from the top down. All employees, especially at the executive level, must be aware of what threats exist and how to properly mitigate risk.

Cyber protection is all about managing risks such as regulatory risks, reputation risks, and financial risks.

Properly managed risks build and maintain trust with stakeholders — such as authorities, customers, shareholders, and management — by ensuring that data is ALWAYS protected.

Each Organization Must Have a "Resident Expert" Responsible for Cyber Protection...

Best Practices to Protect from Cyber Threats

- Create an Insider Threat Program
- Train Employees
- Maintain Compliance
- Build a Cyber Incident Response Plan
- Update Systems and Software
- Backup Data
- Initiate Phishing Simulations
- Secure Site with HTTPS

StealthLabs

.... As an example, I am a resident expert in cyber protection for 3 organizations

What does the Resident Expert do ?

1. Carry out a threat and risk assessment to identify what's essential to the organization's survival and how to protect it.

2. Set aside a separate budget for Cyber protection. Management should recommend to the board the annual set aside.

3. Deploy a cyber protection plan based on threat and risk assessment.
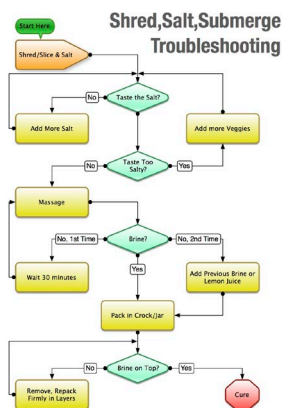
UNPREPARED

☑ PLAN
☑ PREPARE
☑ PERFORM

TRIGGERS

TRAPS

TRICKS

Digital Transformation is like Making Sauerkraut from Cabbage
"many unseen things happen over time"

Inputs + Recipe

Complex Transformation

Useful Outcomes

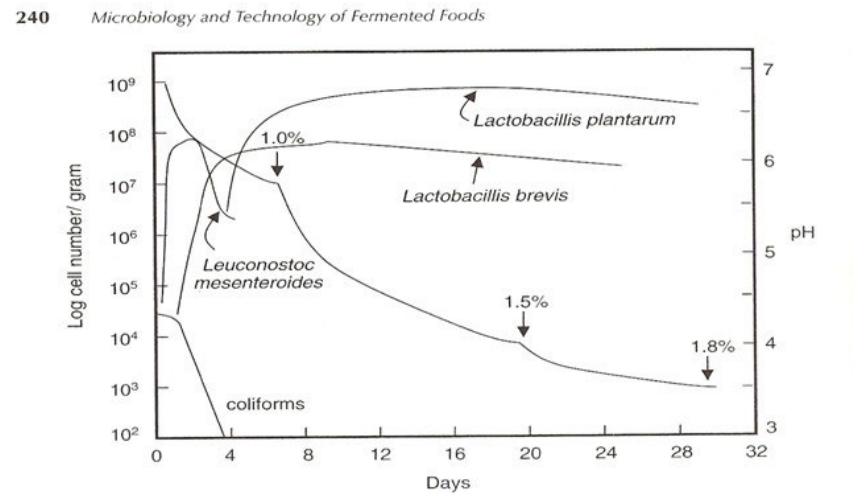240   Microbiology and Technology of Fermented Foods

Figure 7–2. Fermentation succession. Idealized model for successive growth of lactic acid bacteria during the sauerkraut fermentation. The approximate acidities (as lactic) at varying pHs are indicated. Adapted from multiple sources.

Applied digital transformation?

If the idea of **digital transformation** was ambiguous for most executives a couple of years ago, as of 2021 it was a **center part of their strategies**.

A deeper **digital transformation** is only possible if a thorough **reflection is done prior to the change.**

Digital transformation is about the evolution of the current business model and value chain while relying on an innovation process and recent technologies.

Gains come from targeting **"higher than obvious solutions"** and increase the forward-looking potential of the products and business model.

There are three essential components of a digital transformation:

The overhaul of processes.

The overhaul of operations

The overhaul of relationships with customers.

Digital 2.0 Imperative

"The Big 6 On Thriving in Highly Disruptive Times"

1. Elevate the Focus on Customer Experience

       - actionable data insights

       - sustain customer loyalty (relevance of offerings/brand)

       - transform processes/products/services to align with market developments & new business realities

2. Build Trust With Employees

3. Foster An Inclusive/Innovative Culture

       - design thinking/innovation as a foundation for renewal/reinvention

       - getting the best from collaborative teams

       - effective use of Third Party advisors/experts

4. Increase Preparedness for the Unexpected

- evaluate response plan against extreme but plausible scenarios

- disruptive change has become the norm, effective resilience is a "must have"

5. Connect the Dots on Business/Digital Strategy

- map the business strategy with digital playbook

Digital Transformation 2.0 Focus Areas

6. Advance Digital Capabilities

Flexibility, Adaptability & Proactive Transformation

Does Design Thinking Help?

Members, employees, suppliers and partners should be acknowledged so the proposed solution is aligned with their needs.

If you want to to implement an effective digital transformation, key stakeholder needs must be considered, listened to and understood.

Job 1 is immersion in the member's world, it helps identify problems/opportunities with ease. We can then define a solution that best suits their needs.

By interrogating the business ecosystem and observing the members in real situations, we obtain objective data. Objective data is part of the playbook

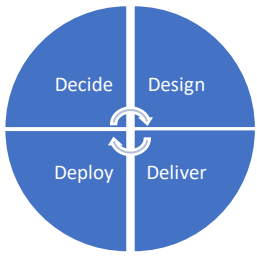# 4D CHANGE MODEL - Baseline for the Digital Transformation Playbook
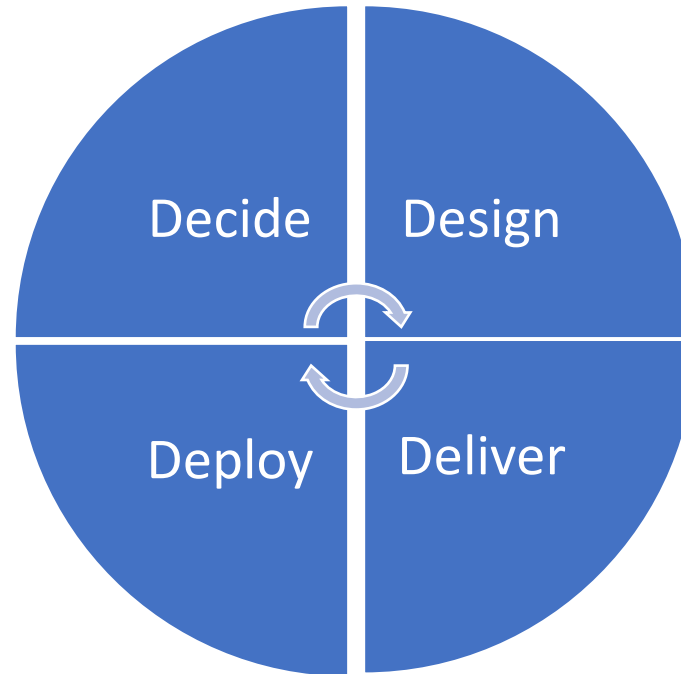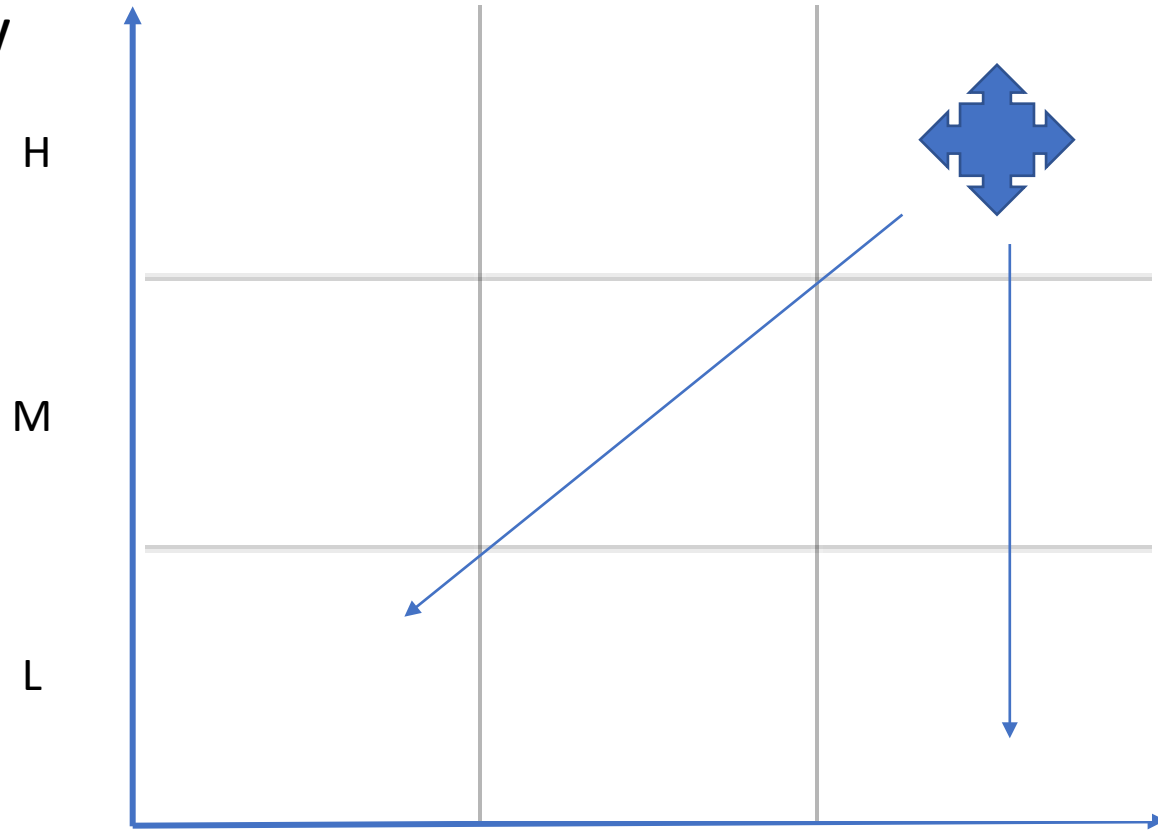

Variants in use at:

1. Bell Canada (3D)
2. Opentext (ACE)
3. Canadian Tire (SMART)
4. Metrolinx (4D)

The 4D Change Model (4-Dimensional Change Model) was first developed at Bell Canada (3D Da Vinci Method) based on principles developed by Ford Motors and was designed to simplify the complexity of leading change initiatives.

The four core processes within the model help to create a de-risked/high value approach to navigating change on the path from successful to significant.

Playbook Objective: Solving for the Top 5 issues/opportunities that matter to your stakeholders

1.

2.

3.

4.

5.

Playbook Objective: What are the next 5 most significant issues/opportunities that matter

6.

7.

8.

9.

10.

Key Next Steps

1. Next 3 months

2. Next 3-6 months

3. Next 6-9 months

4. Next 9-12 months

Where Does Your Leadership Team Need Help? This is a very difficult question to answer
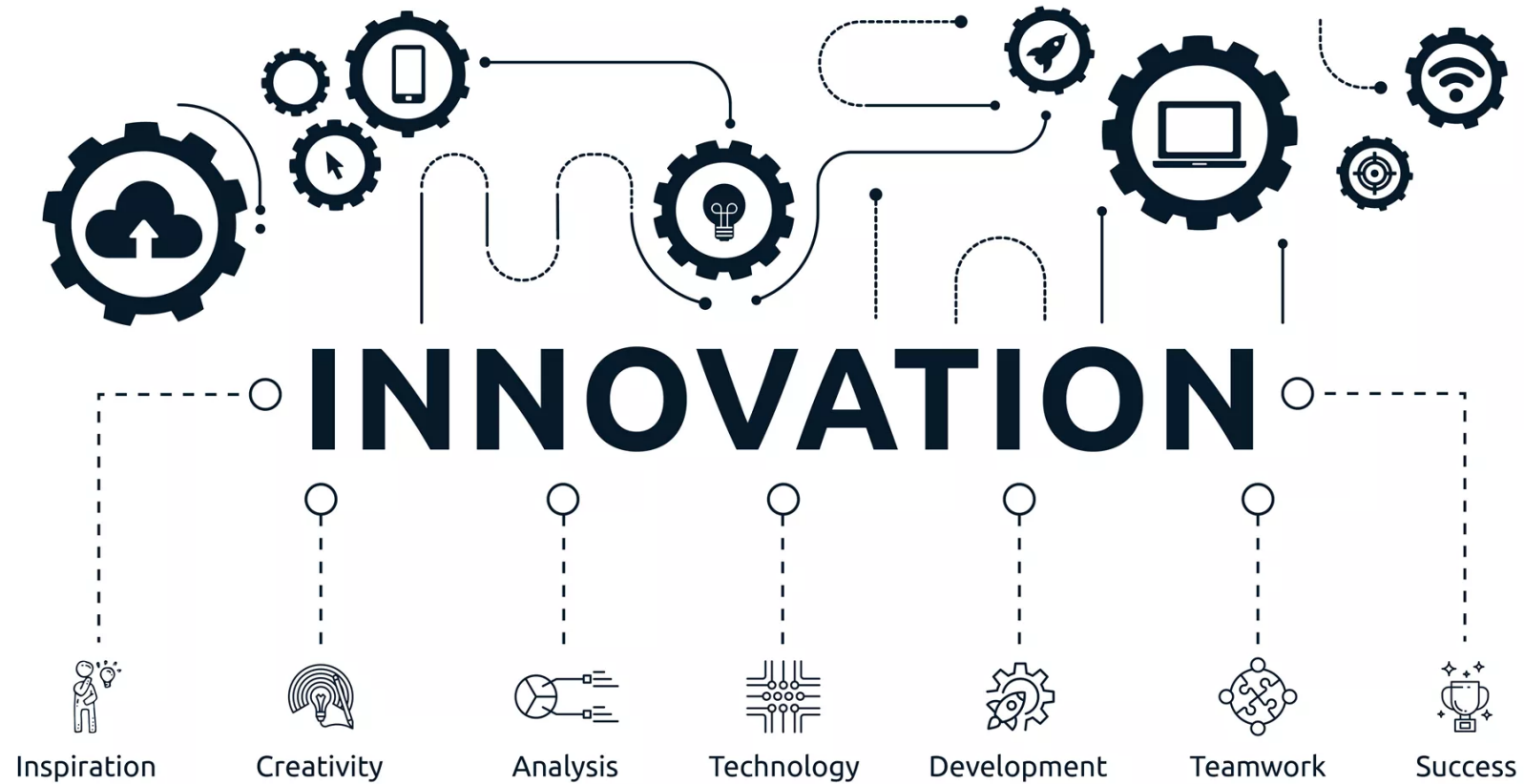
1.

2.

3.

4.

5.

Useful Innovation ?

INNOVATION IS USEFUL

Must solve a problem

Identify a pain point

Solve from the user point of view

Less is more
- do not try to solve everything with the one solution

EPAM CONTINUUM

It's no secret: **innovation is difficult for well-established organizations**. By and large, they are better executors than innovators, and most succeed less through game-changing creativity than by optimizing their existing businesses

A process that results in:

A. The creation and use of a new or significantly improved product or service; production or operating process;

B. A way of attracting customers/clients by enhancing their experience;

C. Organizational practice, work design, human capital competency, or use of resources that creates value.

Free Advice: JUST START INNOVATING….

1. Appoint/Recruit a CIO (Chief Innovation Officer)

2. Agree on outcomes/timelines etc etc etc

3. Treat it like a startup

But Eugene we are too small an organization to do this!   Then combine forces…

1 + 1 = X

Brave New World of Post Covid Work

1. **Going digital in a hybrid working model**

2. **Augmenting Humans with AI and Technology**

3. **Facilitating New Ways Of Working With Low Code Apps**

4. **Leveraging workforce data to assess key employee metrics**

Digital collaboration is Key

Because employees expect to work from home more, they want to be able to collaborate with colleagues, bosses and customers seamlessly, the Gartner Future of Work Trends Post COVID-19 report found. They hope for the tools and technology to get it done **ALMOST** as well as they did on-site.

Are you prepared for the future workplace?

The Post-COVID Future of Work and Its Impact

Millions of people around the globe have become participants in the biggest remote work experiment in history.

The Evolution of the Virtual Workforce

The Future for HR and Learning Professionals

Remote Work Models

Workplace Architecture

Organizations choose from a range of work models — centralized and remote — to meet the needs of their employees, clients. Remote learning and videoconferencing will enable them to train a more

liquid workforce....

Make sure a senior leader is tasked with working thru the details, learnings, changes needed

I can always be reached at eroman@designai.ca for any followup