

”Digitalisering på liv eller død”

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(R)EVOLUTION

The image features a central, bright, multi-colored light source (yellow, green, and blue) that radiates outwards in a starburst pattern. The rays are primarily blue and green, creating a sense of energy and expansion. The background is dark, with scattered white specks resembling stars or dust particles. The text "(R)EVOLUTION" is centered horizontally and positioned in the upper half of the image, rendered in a clean, white, sans-serif font.

Steam



1764

Electricity



1870

Electronics & IT



1969

Digital



2016

Teknologiske paradigmeskifter er vanskelige å forutse

AT&T utarbeidet i 1985 en prognose for utbredelse av mobiltelefoner i år 2000

Deres (15-års) prognose var

900.000

abonnenter

Det faktiske svaret var

109 millioner

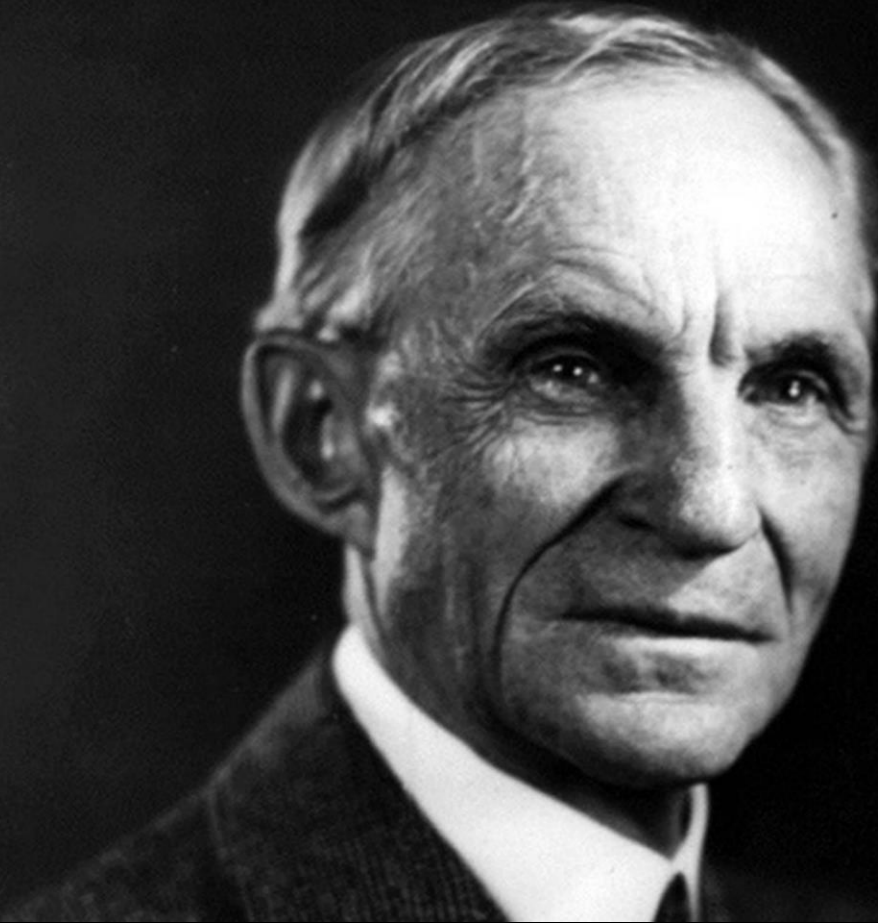
abonnenter

Dvs at de bommet
med en faktor på

120x

abonnenter





**“If I had asked people
what they wanted,
they would have said
faster horses.”**

—Henry Ford

FORTUNE

500

There are only **57** original Fortune **500** companies that have been on the list every year since 1955

In 5 years, a majority of Fortune 500 company revenues will result from products and services that don't exist today.

The image features a central text block surrounded by a variety of corporate logos. The logos are arranged in a grid-like fashion, with some overlapping. The logos include: Rockwell Automation, Goodyear, Marathon, Merck, PPG, Owens-Illinois, Whirlpool, Kellogg's, Pfizer, Li, Chevron, Hess, Hershey's, Abbott Laboratories, IBM, AS, Dana, Paccar, Colg, Mc Graw Hill, Crown, GE, Coca-Cola, Honeywell, Campbell's, Altria, Johnson & Johnson, P&G, General Dynamics, GM, Raytheon, Northrop Grumman, Weyerhaeuser, and John Deere.

Change is the only constant

✚ By 2020, your company will either lead a digital business industry vision you have created or be part of one created by someone else
... if you are still in business ...



I år 2020 kommer mer enn 50% av arbeidskraften til å være fra generasjon Y og Z, dvs de har vokst opp tilkoblet nettet og med en mobil i hånden.

- EY, Megatrends 2015

The Automation Of Knowledge Work: Rise Of The Machines



Knowledge work automation can have an impact of up to \$7 trillion on many industries.



Technological advancements, superfast processors, and more effective sensors have made it easier for computers to replace humans, even in roles where decision making or problem solving is required e.g. doctors.



According to McKinsey, the tasks performed by knowledge work automation tools and systems will equal the output of about 110-140 million full-time employees.



Productivity will improve but the distribution of resources around the world can worsen, and the wealth gap can widen.



Developed countries will benefit by investing in the technology, while underdeveloped economies will become more dependent on developed countries.

Industri 4.0

Merkel: "IKT er nå Tysklands viktigste næring - ikke fordi den er størst, men fordi den vil bringe konkurransekraft til alle andre næringer." "Die Digitalisierung der produktion muss oberste Priorität haben, wenn die deutsche Wirtschaft auch künftig international bestehen will."



The Fourth Industrial
Revolution
will affect the very essence of
our
human experience.

Klaus Schwab
Founder & Executive Chairman,
World Economic Forum

WORLD
ECONOMIC
FORUM

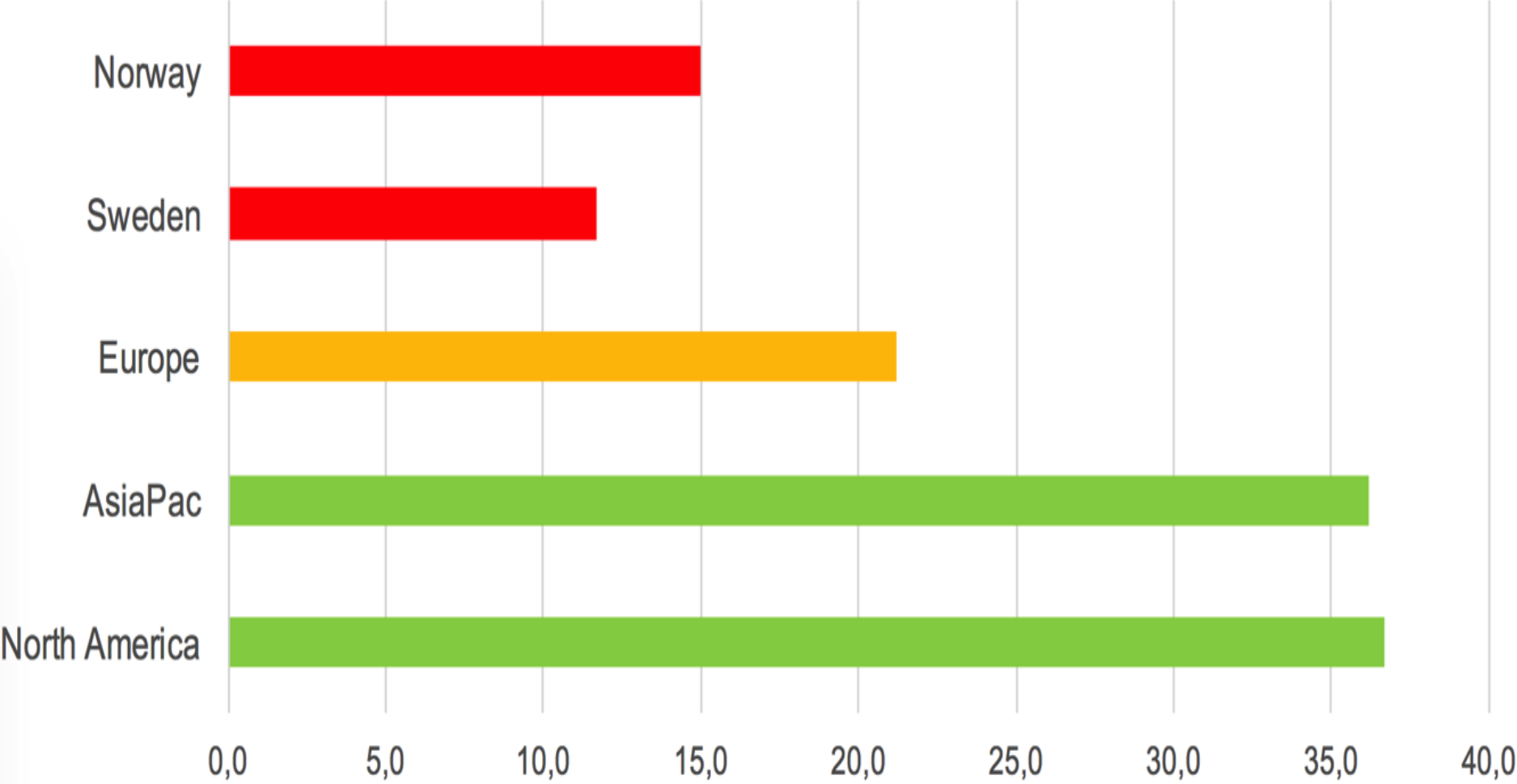


- **Hvem blir sittende fast i gjørma?**

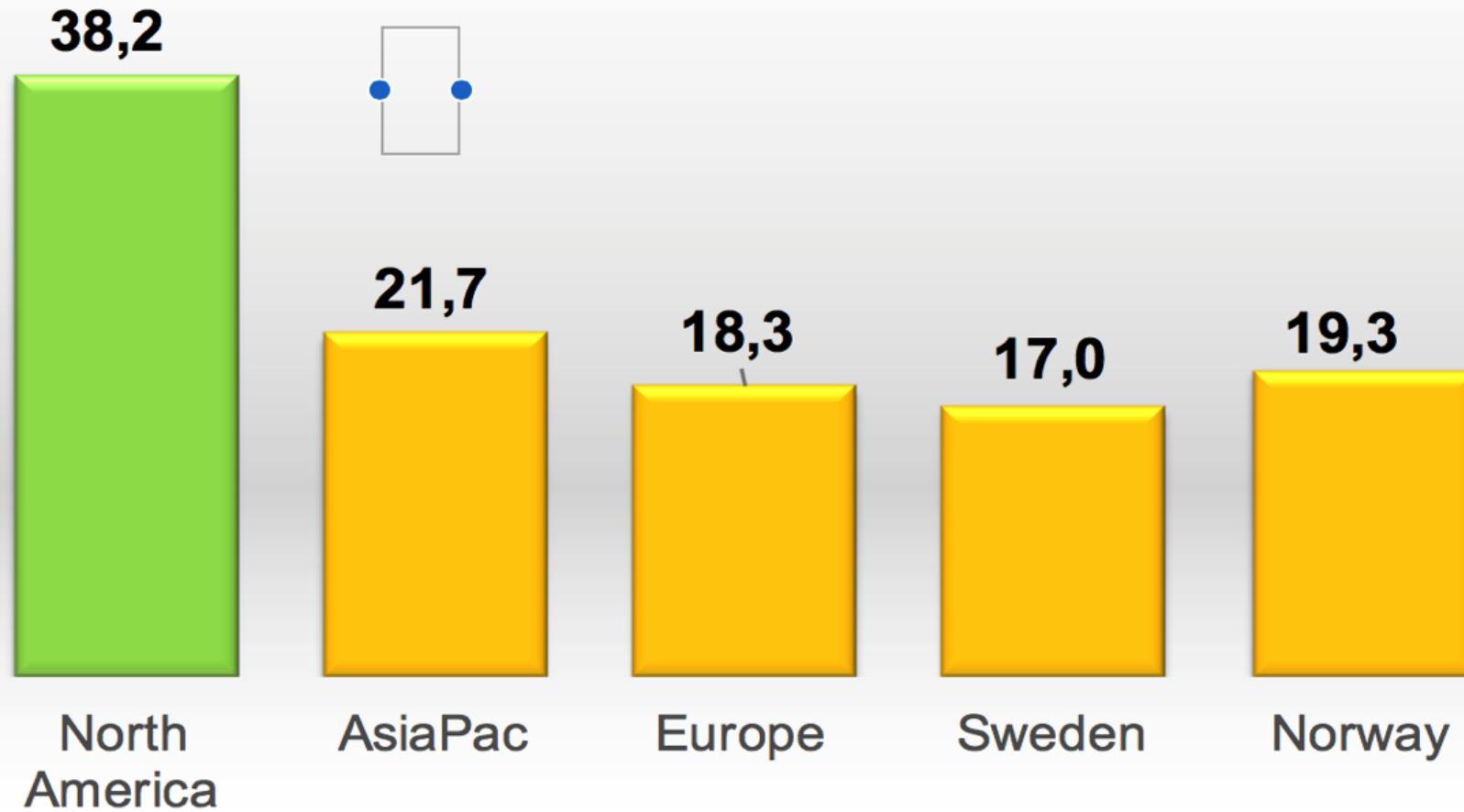
Endringsledelse blir fremtidens viktigste egenskap og både bedrifter og styrever må ha nye egenskaper. **Endring blir normalen!!!!**



Andel tid brukt på digitalisering i ledergruppen



Andel omsetning truet av digital disrupsjon om 5 år



n=177

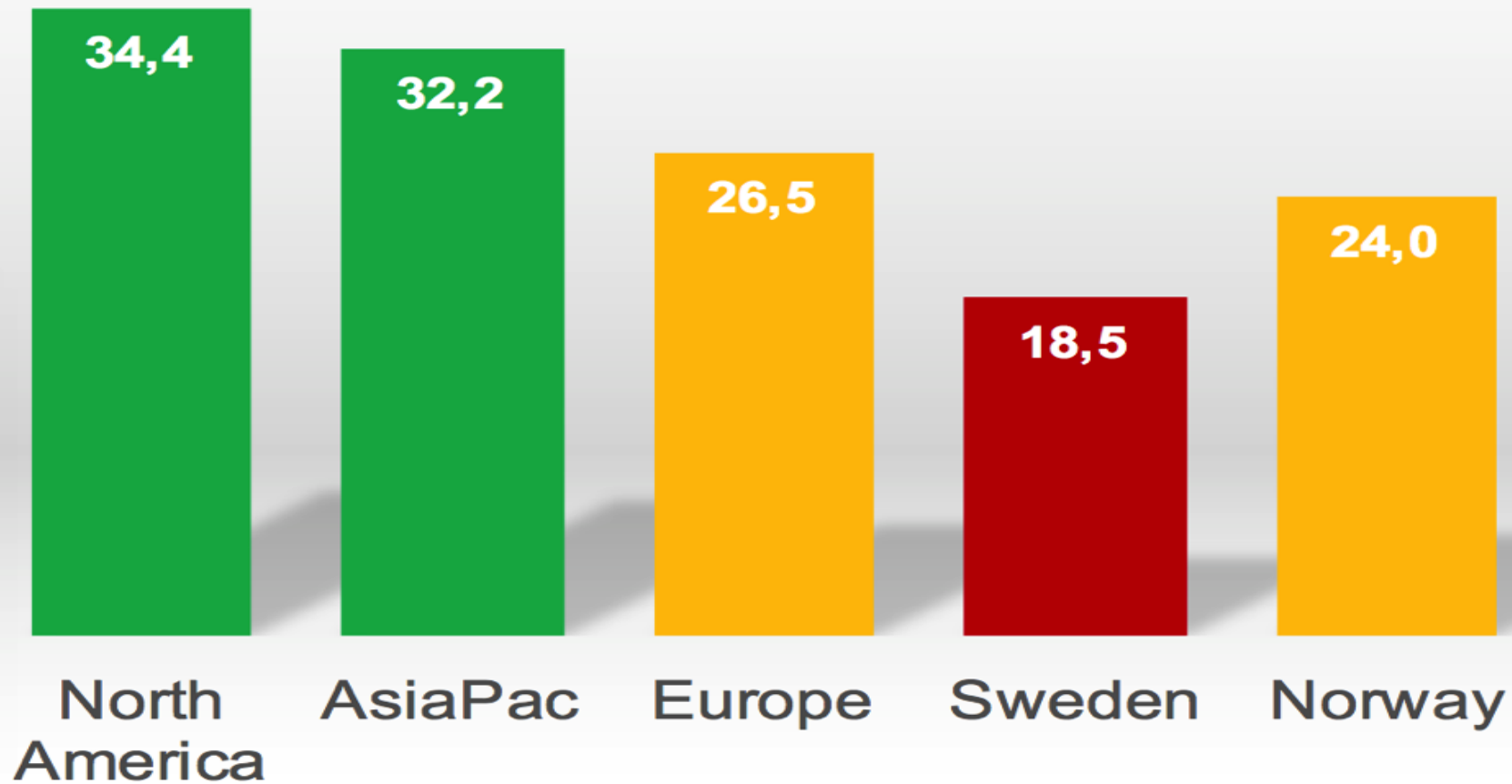
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n=49

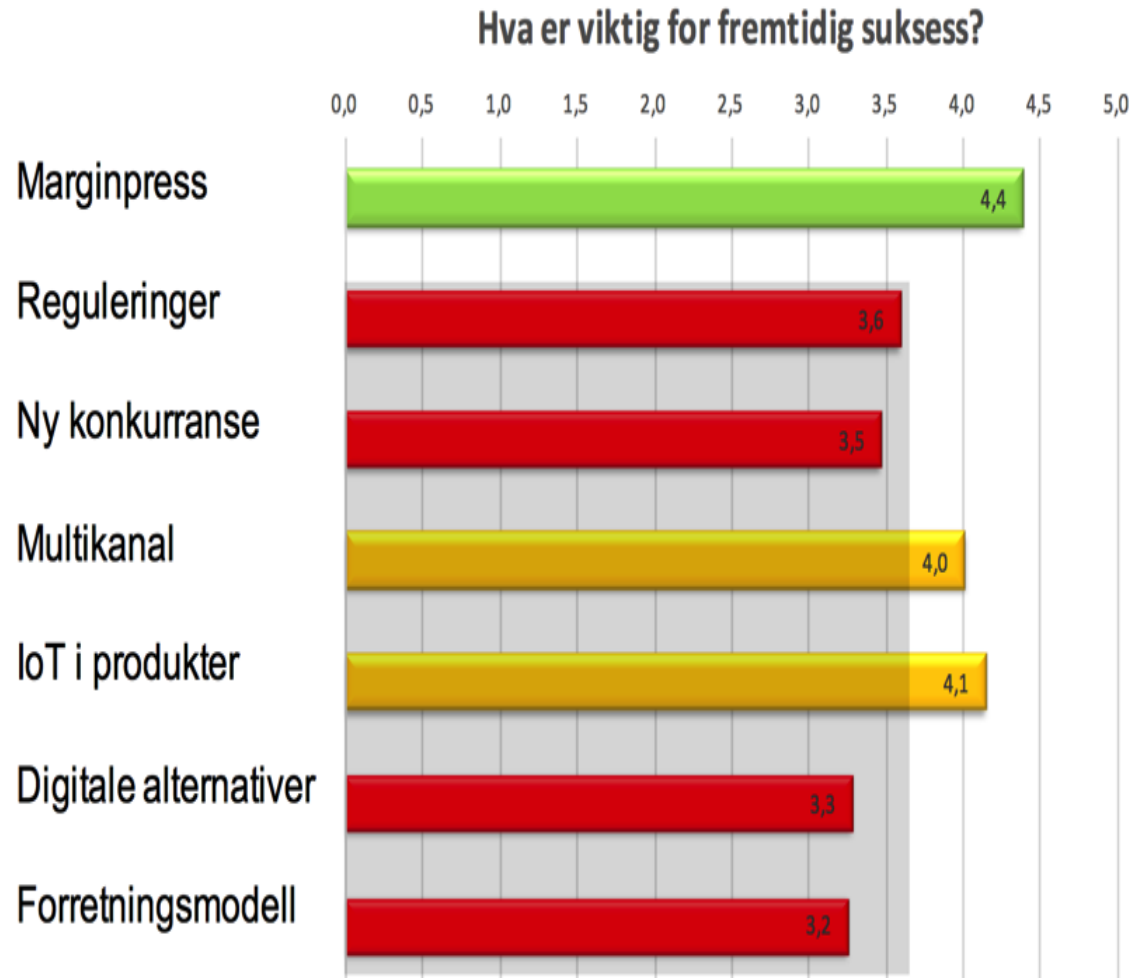
n=33

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Andel omsetning fra nye produkter og tjenester



Digitalisering er ikke viktig for fremtidig suksess?

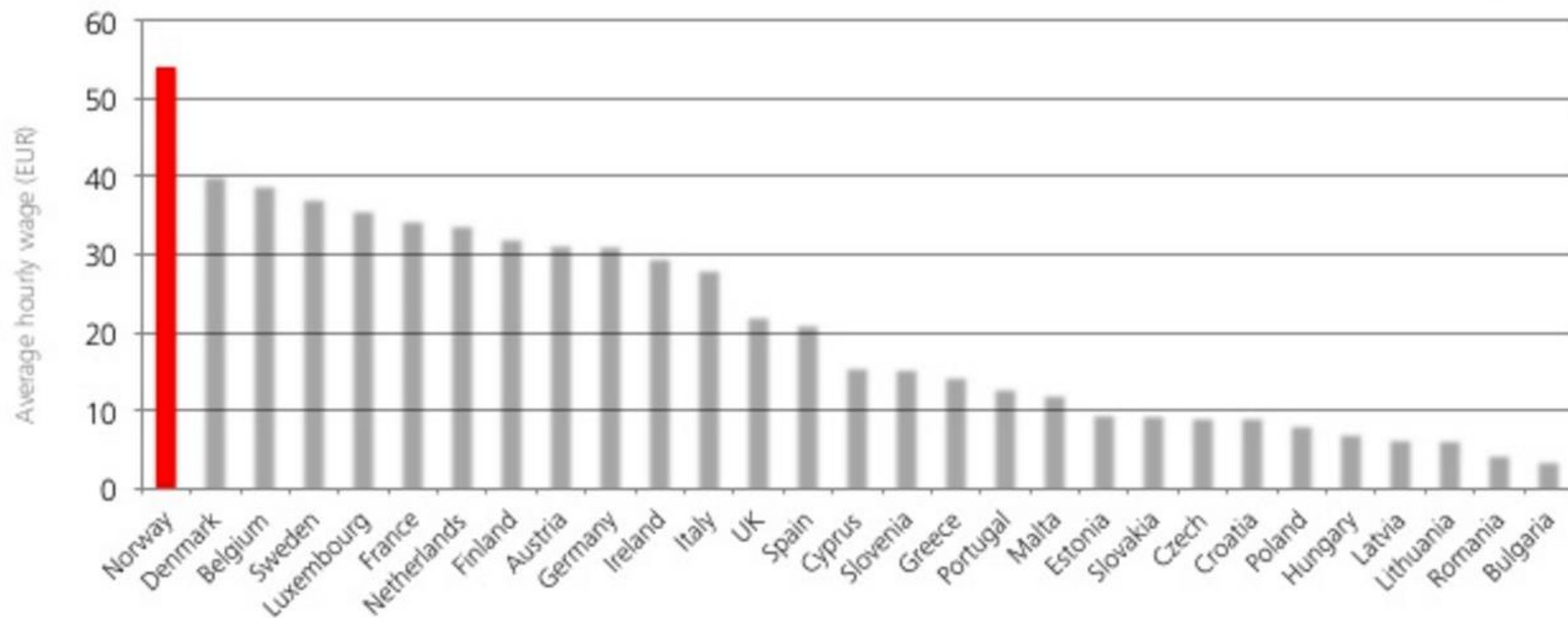


- ✚ Tradisjonelt konkurransebilde
- ✚ Vi kan bli mer digitale!
- ✚ Ingen store trusler fra andre
- ✚ Sverige og Norge ganske likt
- ✚ Asia-Pac og Nord-Amerika: 4,0-4,5
- ✚ Europa forøvrig midt i mellom

Be the first to clip this slide



There are problems to solve, particularly related to cost of labour...



Source: Statistics Bureau of the European Union, September 2015

Digitalisering øker konkurransekraften i et høykostland

Raskere innovasjon



Kortere tid fra idé
til ferdig produkt

Økt effektivitet



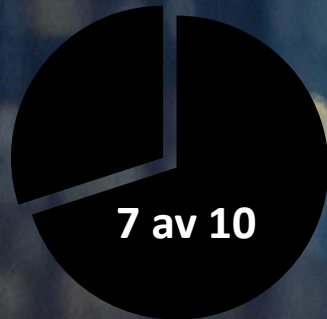
Mer ut av de samme
ressursene

Økt fleksibilitet

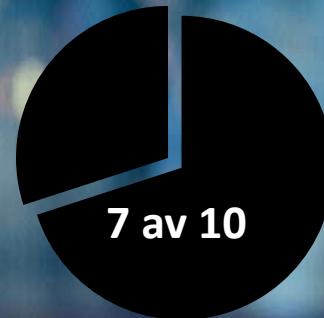


Masseprodusert
skreddersøm

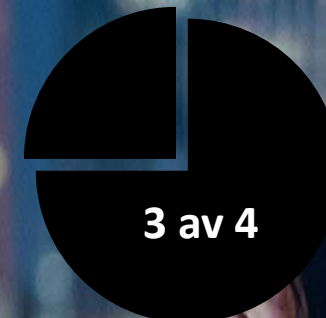
Digitalisering avgjørende, men vi har ikke gode strategier



Mener digitalisering er avgjørende for konkurransekraften

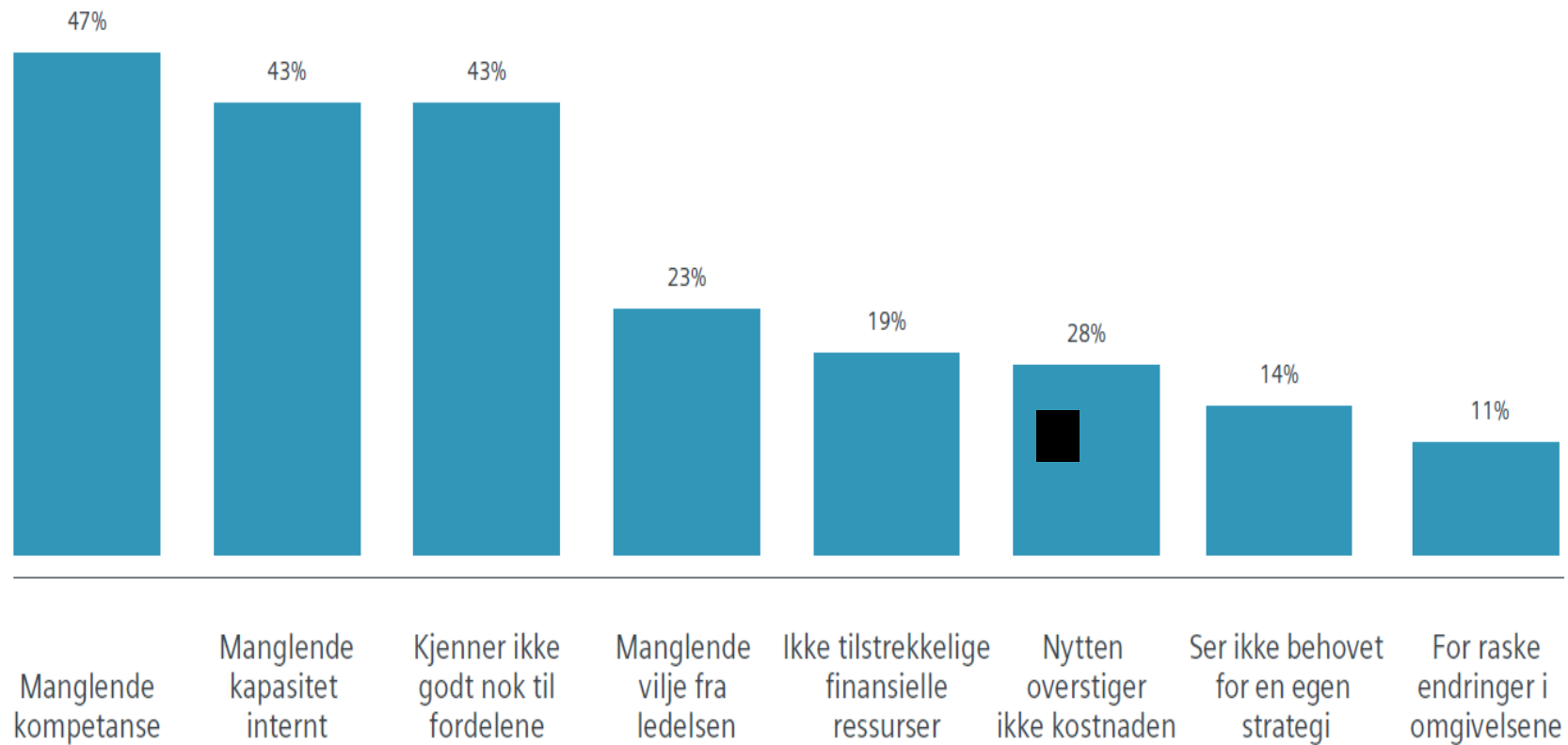


Har ikke gode nok strategier

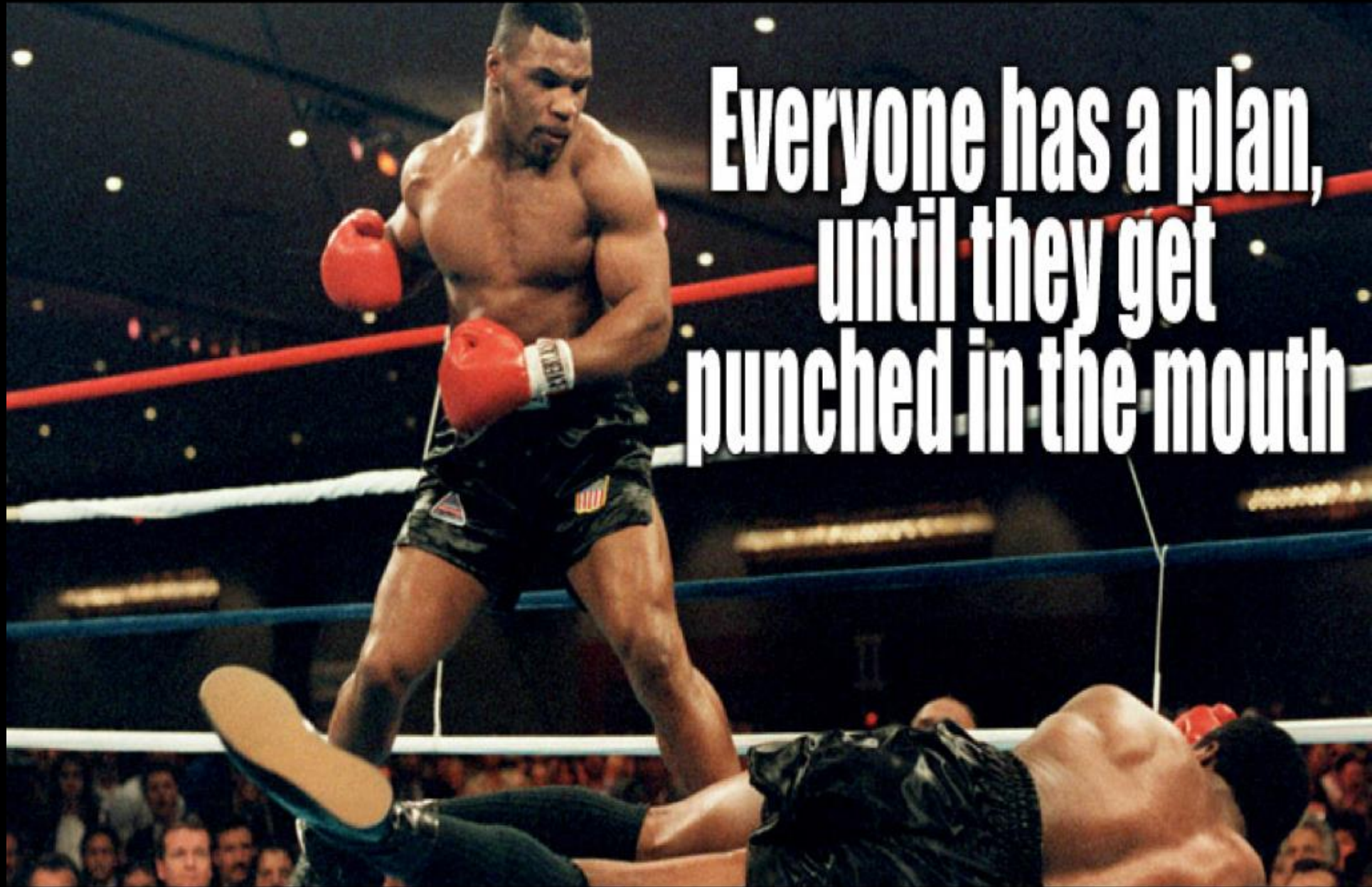


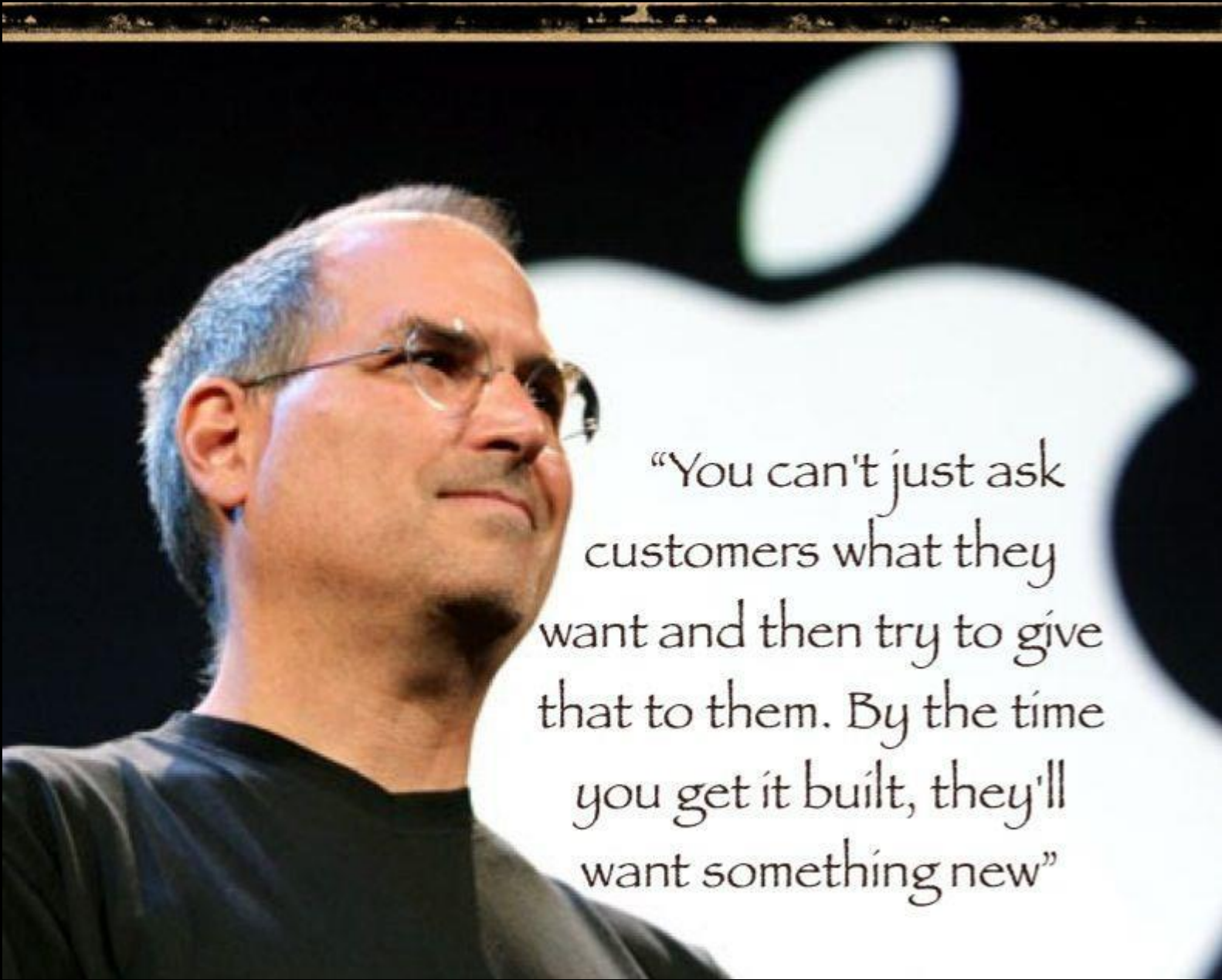
Skal øke investeringene på digitalisering de neste tre årene

Vil digitalisere, men mangler kunnskap og kapasitet



**Everyone has a plan,
until they get
punched in the mouth**



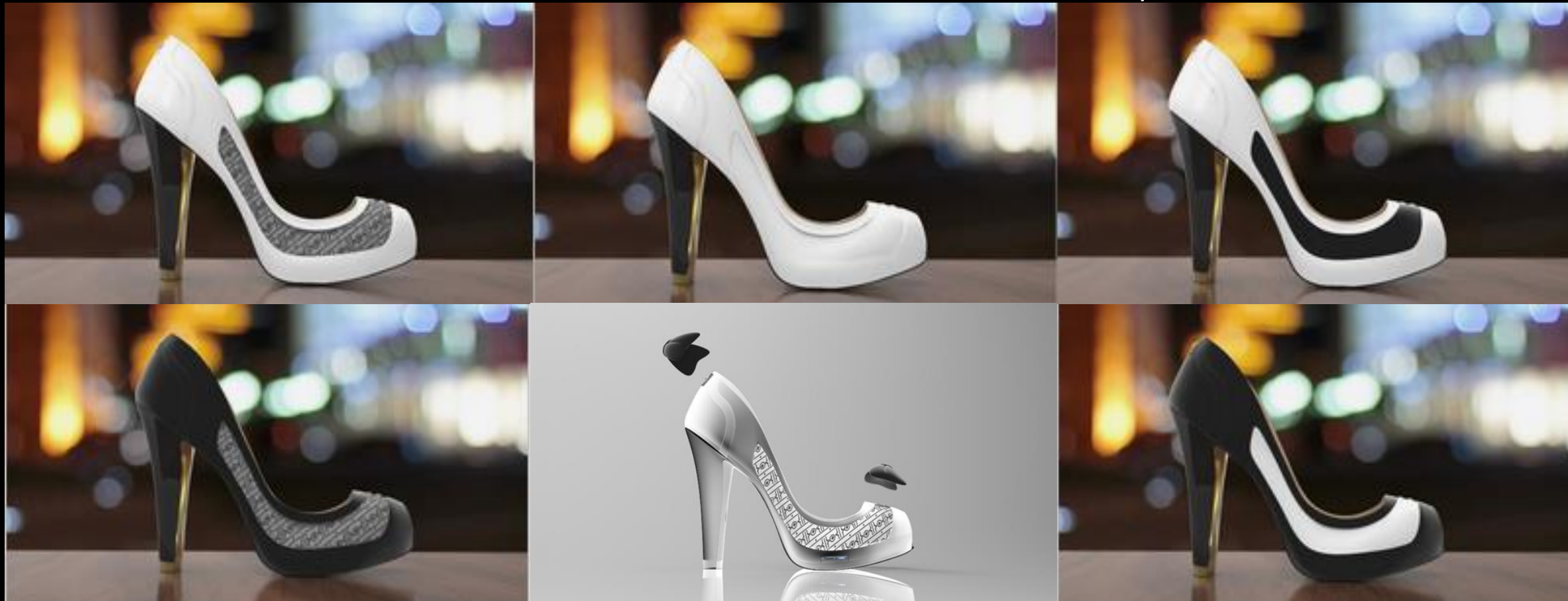


“You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new”

Morgendagens kundeforventninger



Volvorii Smart Shoe — Customizable via a Smartphone



<https://www.indiegogo.com/projects/volvorii-timeless>

Sjekklisten

- Hva er selskapets unike «IP» og hvor lenge?
- Hva er sannsynligheten for å lykkes i neste fase?
- Er digitalisering av dagens leveranse av verdi for kundene?
- Hvordan vil konkurrentene våre agere i morgen?





How are the services and offerings from the company consumed in 3/5/10 years?



Please stop waiting for a map. We
reward those who draw maps, not
those who follow them.

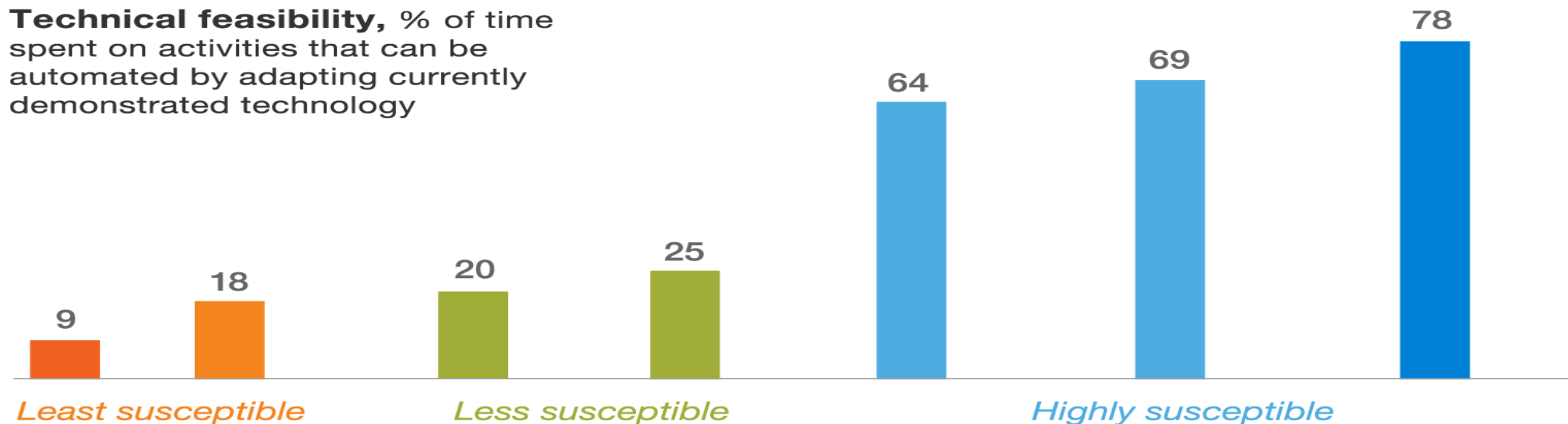
— *Seth Godin* —

AZ QUOTES



Analyzing work activities rather than occupations is the most accurate way to examine the technical feasibility of automation.

Technical feasibility, % of time spent on activities that can be automated by adapting currently demonstrated technology




Time spent in all US occupations, %





GOALS 

TEAMWORK

SUCCESS 

VISION 

SKILLS 



“Innovative people do not need to be told to do it, they need to be allowed to do it.”

Eric Schmidt, How Google Works





Promoters are more than “not angry” customers

The Check list

- What is the USP/«**unique IP**»? and for how long?
- What is the **probability for success** in the next phase?
- Is automation/digitalization of **today's services** what the customers want **tomorrow - to become promoters**?
- How will the **competition** appear going forward?
- How to ensure the **right organisation** and mind set?



- **Kontinuerlig transformasjon** eiere, styre og ledergruppe/nøkkelansatte
- Attraktivt **brand**, kanal til kundene og et økosystem
- **Forståelse** av marked, konkurrenter/co-opetitors og økosystem
- Kundens **behov og betalingsvillighet** i dag og i morgen
- **Innovasjon i alle ledd** må forventes og forlanges

Digital is 10% tech and 90% human.
Organizations talk about digital as if it is 90% tech
and 10% human.

(Lucia Adams)

“Klassisk” endringsledelse.

An iceberg floating in the ocean under a cloudy sky. The visible tip of the iceberg is above the water line, while the much larger, submerged part is below. The image is used as a metaphor for change management, where the visible part represents what is said and the submerged part represents what is felt.

Lederen
sier:

Vi må endre oss, implementere ny teknologi,
være konkurransedyktige, effektive og produktive.
Digitalisering, digitalisering, digitalisering!

Ord

Ansatte tenker:

Hva betyr dette for meg?
Hva skal jeg nå gjøre?
Kommer jeg fortsatt ha en jobb?
Dette er skummelt, jeg er redd,
jeg vil ikke.

Følelser





**Orsak, men er det
dykkardrakt?**

Nei, eg har lånt ho.

