Moving Toward Our Digital Future

Cassio Dreyfuss
Research VP, Country Leader, Brasil

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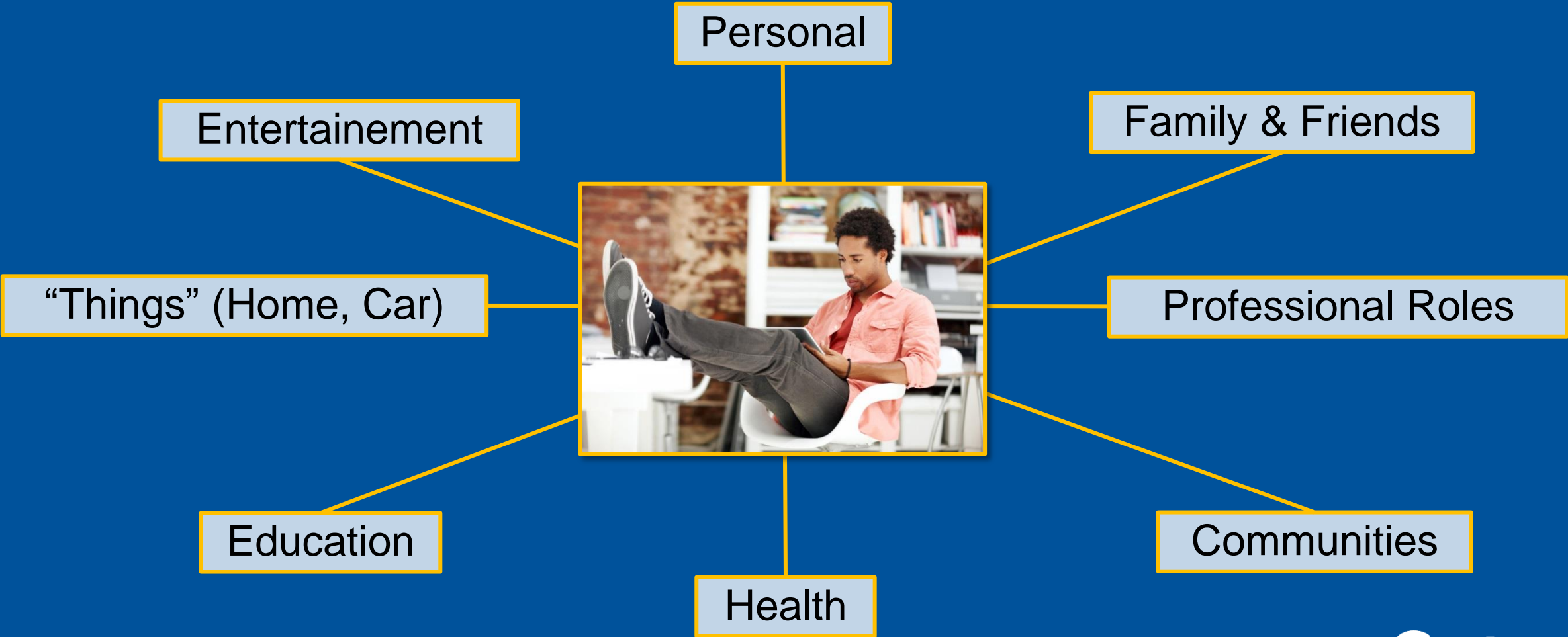What is "Digital Transformation"

The Special Role of Information

Creating a Digital Work Environment

Engaging People in this journey

The Image of Our Digital Future –
People Digitally Connected to All Their Domains

Personal

Family & Friends

Entertainement

Professional Roles

"Things" (Home, Car)

Education

Communities

Health

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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
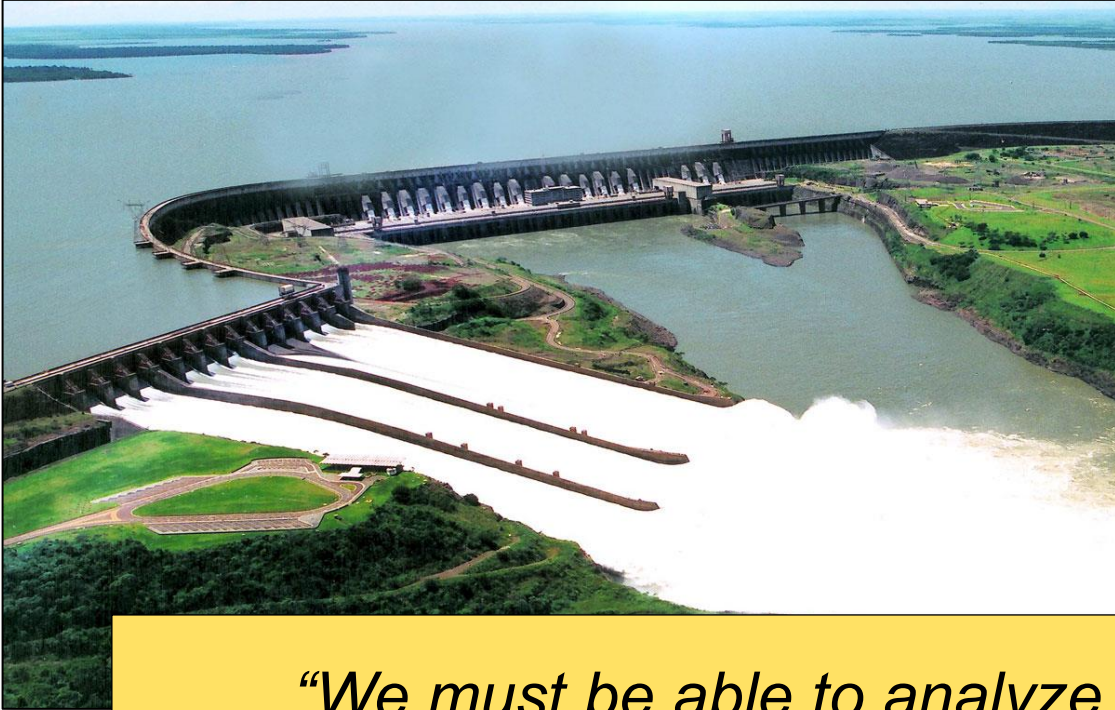 - Facilitate learning

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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?

Everything! Scale and Speed for Business Intelligence

"We must be able to analyze enough client purchase data before we issue the next production order."

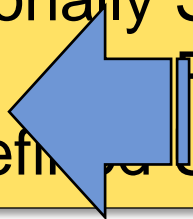"Give me the best information you can get until tomorrow afternoon, no matter the costs to get it."

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We Need New "Digital" Information Intelligence Practices

Clear Attributes
Managed
Transformed, Filtered
...onally Secured
...Portable
...efined Usability

Predictability,
Clear Scenario
& Objectives,
Formal Roadmap

Unclear Attributes
Unmanaged
Original, Raw
Passively Sec...
Not Porta...e
Uncer...sa...

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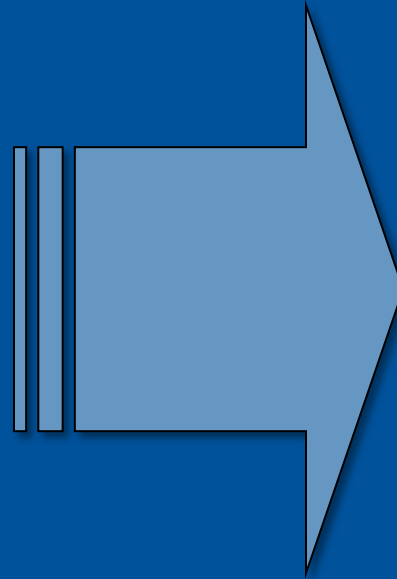Perceived
Opportunities,
Trial & Error
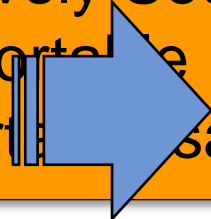
Digital Era Completely Changes Work Patterns...

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

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… and Transforms the Way We Work…

Digital Work Patterns:

- Environment: Virtual and changeable, 24X7

- Organization: Multiple, variable roles

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- Rules: Flexible governance and inspiring leaders

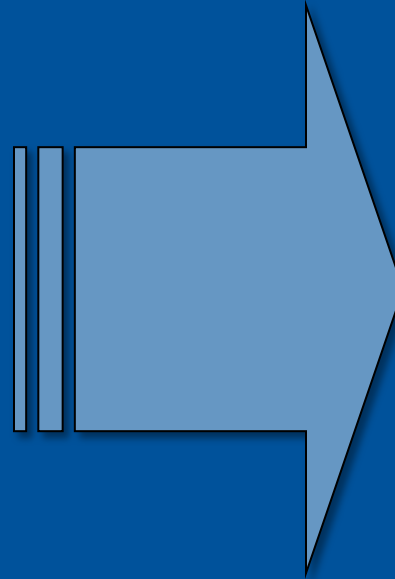- Relationships: Constructive, spontaneous, inside-out

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

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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"

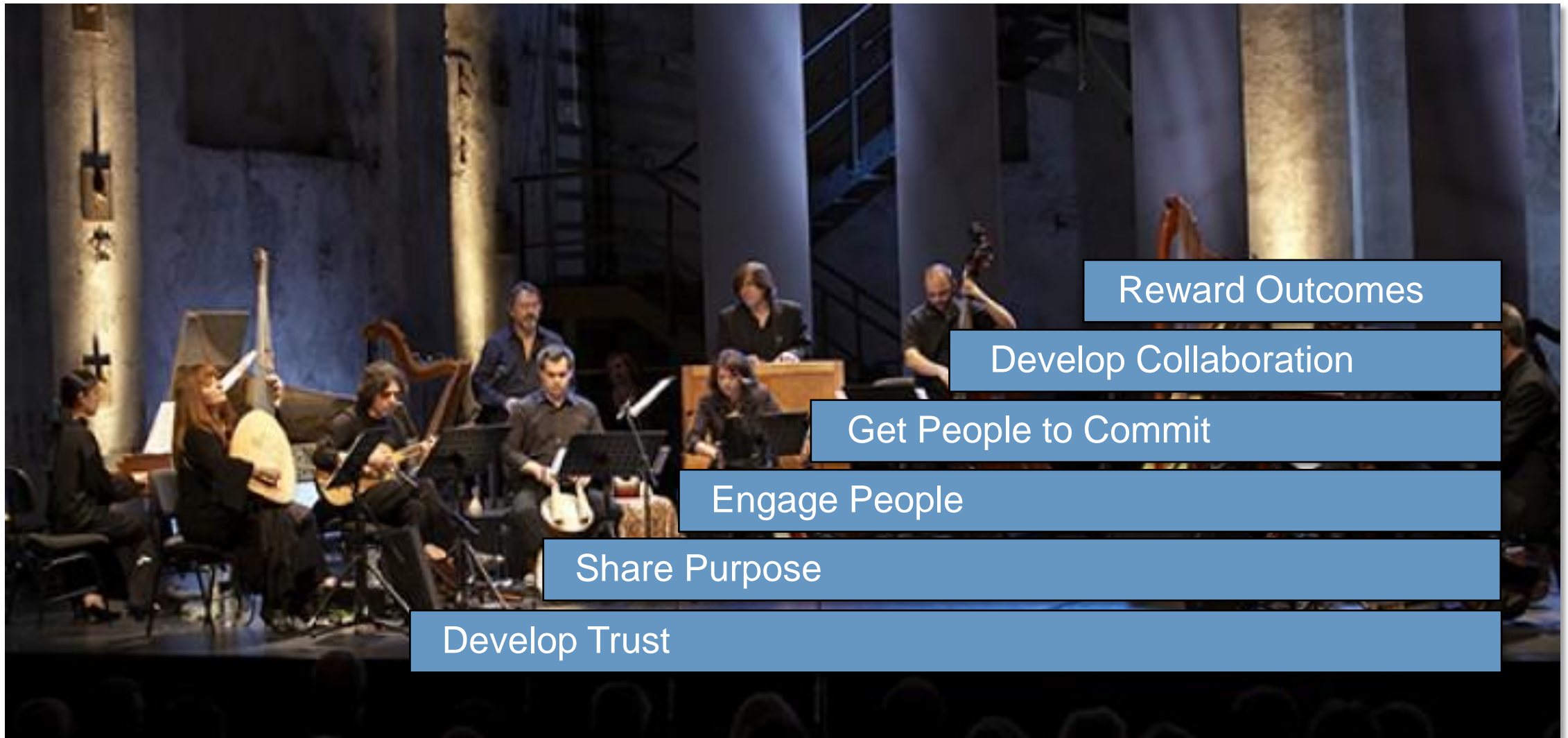— Milton Friedman

"To make an omelette you have to break a few eggs"

— CIO, Brazilian Client

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Bring the Right People Together – and Rethink Their Roles

Reward Outcomes

Develop Collaboration

Get People to Commit

Engage People

Share Purpose

Develop Trust

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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.

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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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