



DIGITAL MINDSET

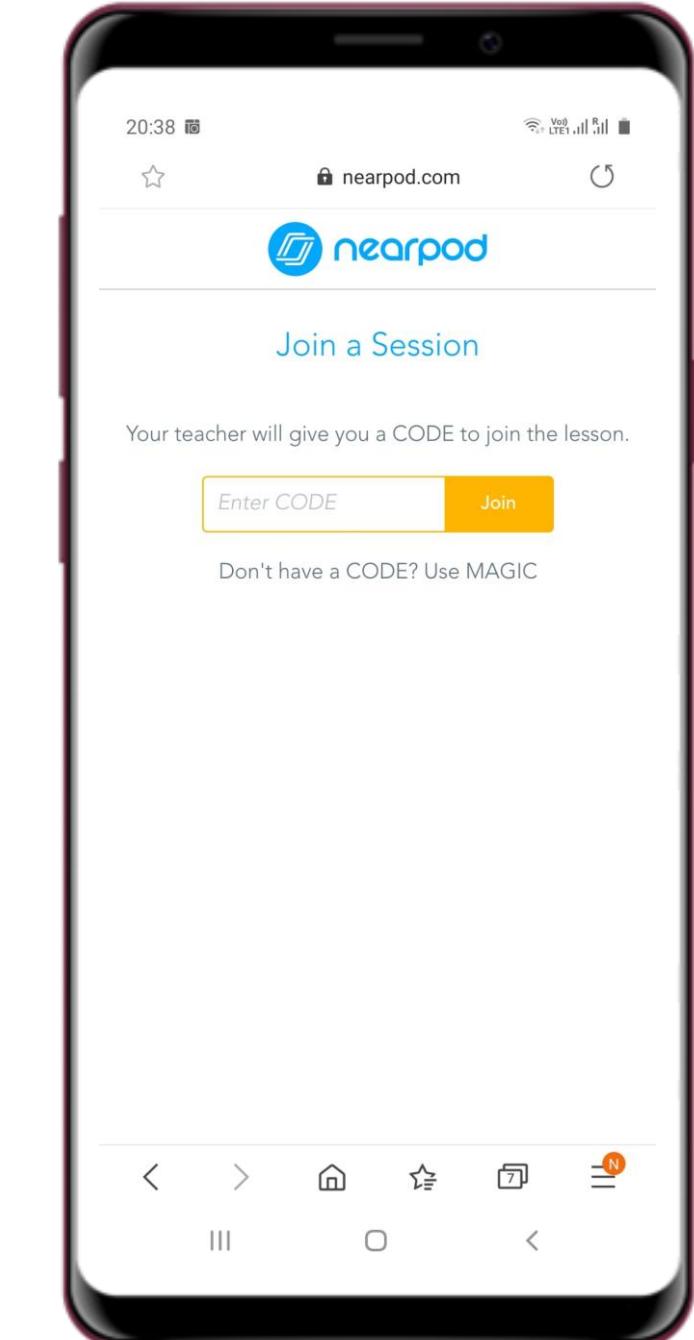
Ahmad Allam



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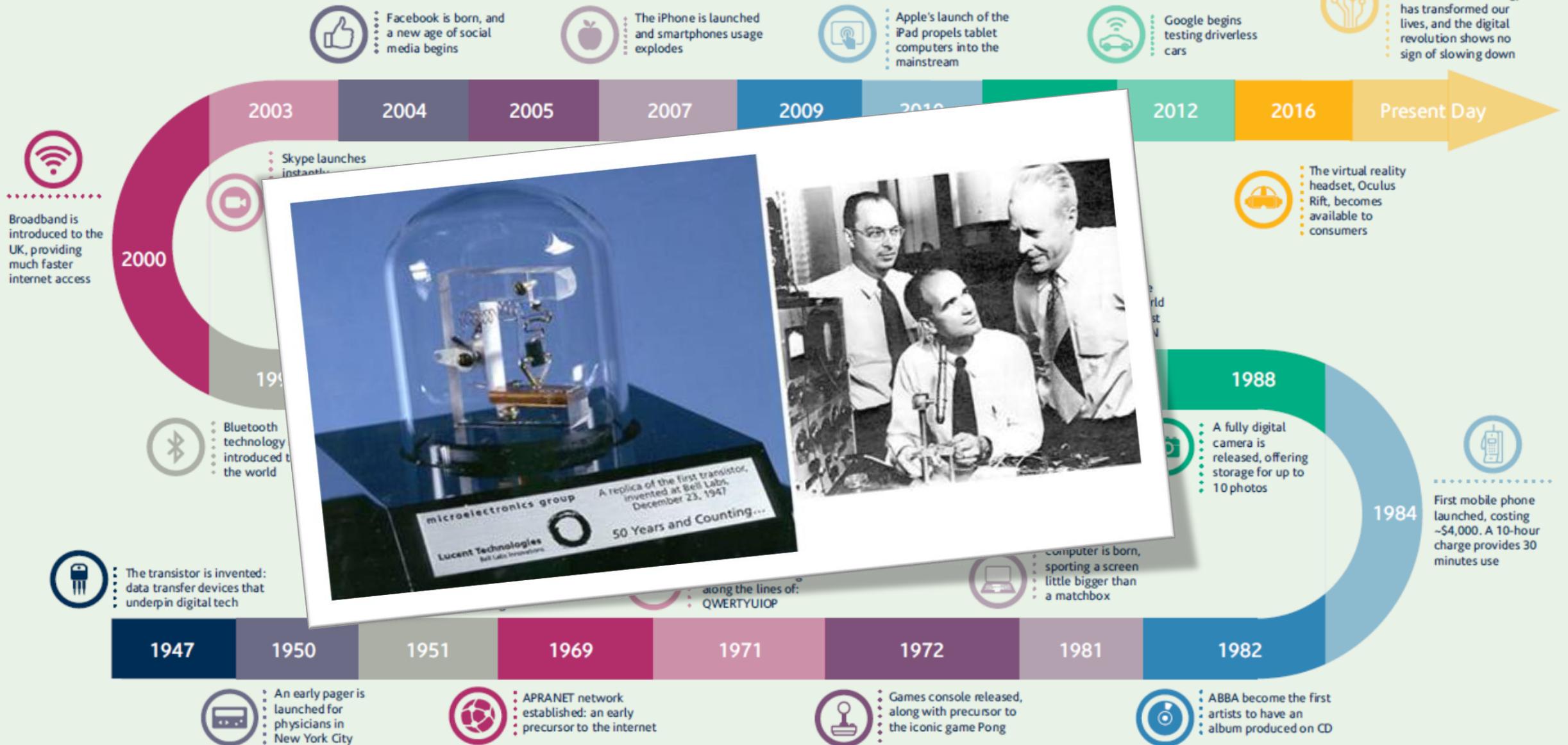


What are you looking for today?

Are we living a lucky or a doomed ERA?



We're all living in the information age. From health care to education, technology has transformed our lives, and the digital revolution shows no sign of slowing down



Science **FICTION** is now science **FACTS**

1997

IBM's Blue
A.I. beats Harry
Kasper in chess

2002

NOKIA 3310
A.I. beats Harry
Kasper in chess

2013

Facebook launches
May AI and shut it down
after 16 hours

2016

Facebook shutdown A.I.
Elon Musk's Neuralink
wires people's
neurons to chips

5 Feb 2020

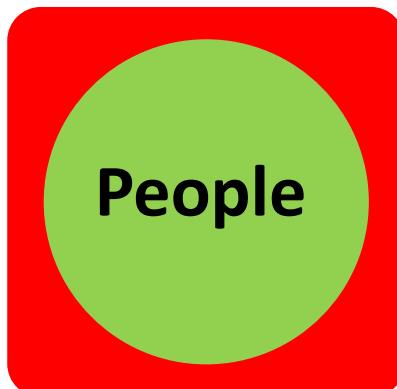
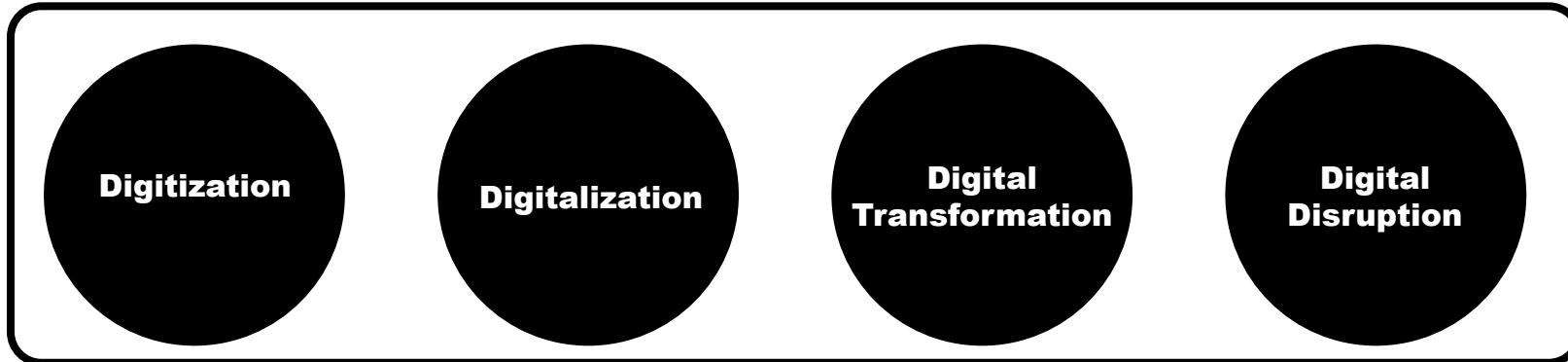
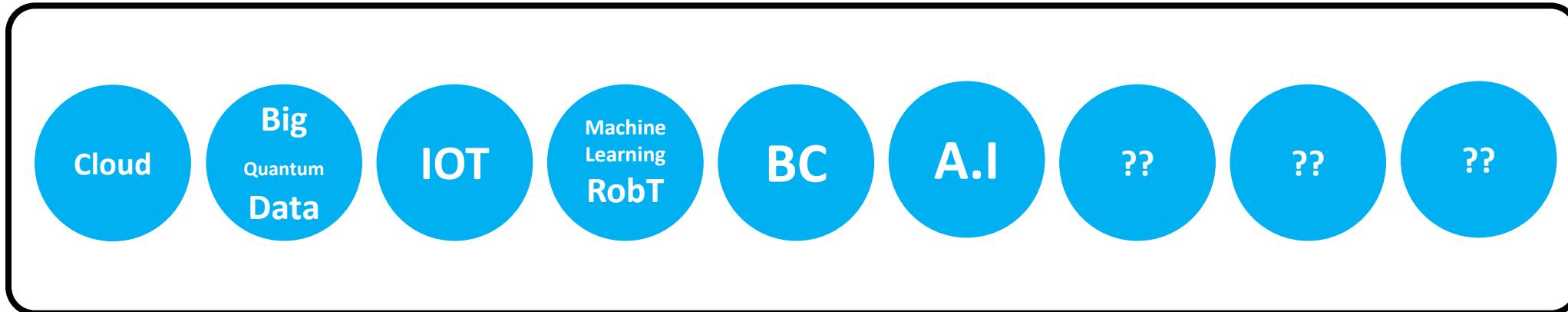
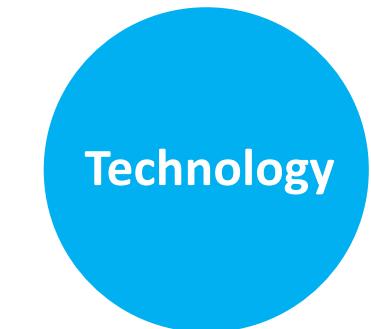
MUSK'S NEURALINK BRAIN CHIP
Elon Musk plans to
wire people's
neurons to chips
Neuralink revealed plans to
use lasers to shoot
holes in skulls to feed
threads of electrodes into the
human brain

“The future--which used to be a destination that we marched toward--has arrived!

Douglas Rushkoff

Digital.....So, what's what?

Digital Elements



Digitization

Conversion of analog or physical information to a digital format.



Digitalization

Use of digital technologies and digitally-enabled approaches to enable or improve business models and processes

Exploiting digital opportunities.



Digital Transformation

Coordinated digitalization change efforts at scale, diffused through the operating model and all aspects of the business, including people, processes, technologies, and metrics.

Amazon's Supply Chain Simplified

Standard Shipping



Same Day



Prime Now



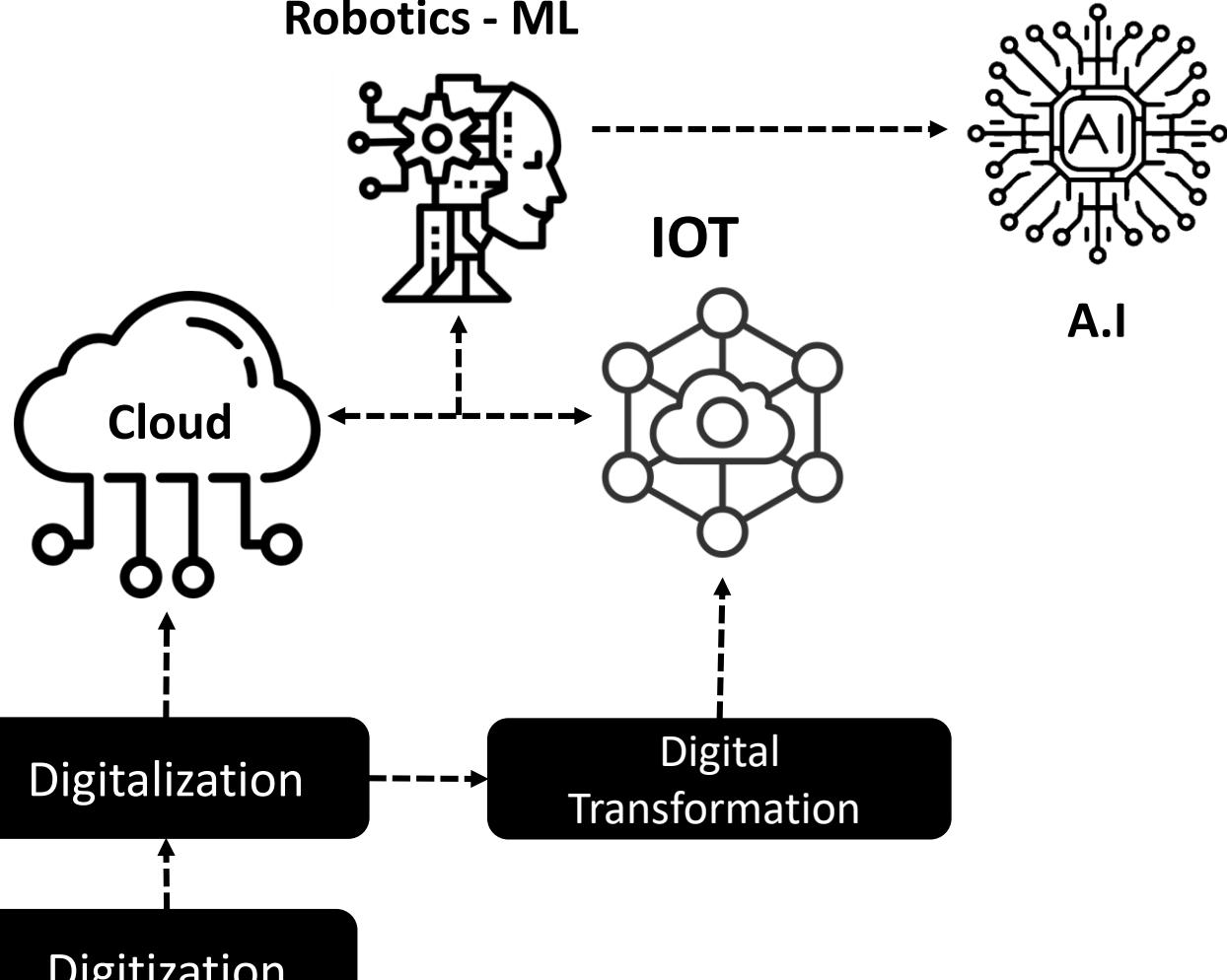
Digital Disruption

A continuous effect that changes the fundamental expectations and behaviors in a culture, market, industry or process that is caused by, or expressed through, digital capabilities, channels or assets



Technology Utilization

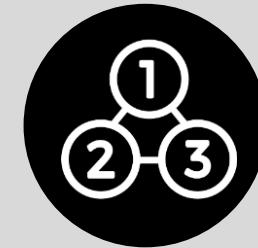
Robotics - ML



Digital Disruption



**People
Dexterity**

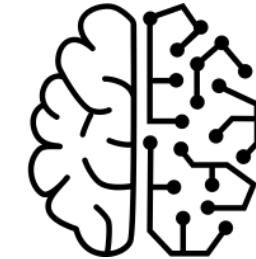


**Process
Agile**



**Technology
Integration**

Technology Introduction



Digitally Active

Digitally Engaged

Digitally Competitive

Digitally Mature

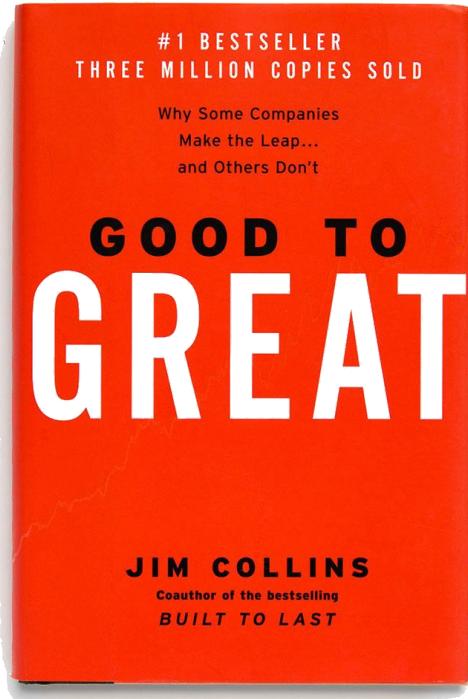
Digitally Native

Match the Digital Term!

Where's the GAP?



1980 - 1984 – 1990 – 2001 - 2009



In roughly 20 years, the former leader in the retail industry,
Circuit City, went from good, to great, to gone.

The pace of change of the digital revolution is

The average Fortune 500 business takes roughly

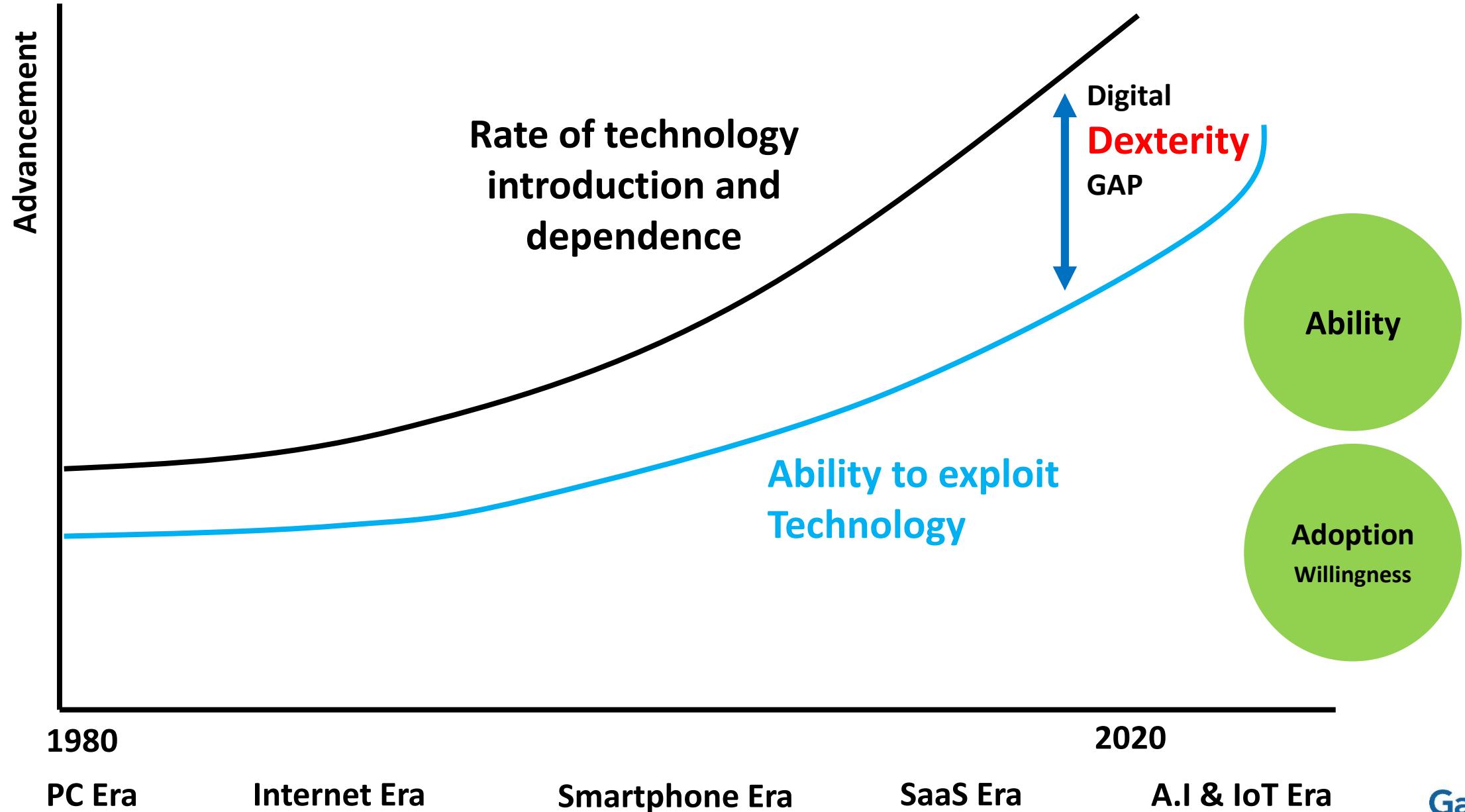
20 years to reach a billion dollar evaluation.

Uber, WhatsApp,
Snapchat, Oculus Rift

took less than. **4**

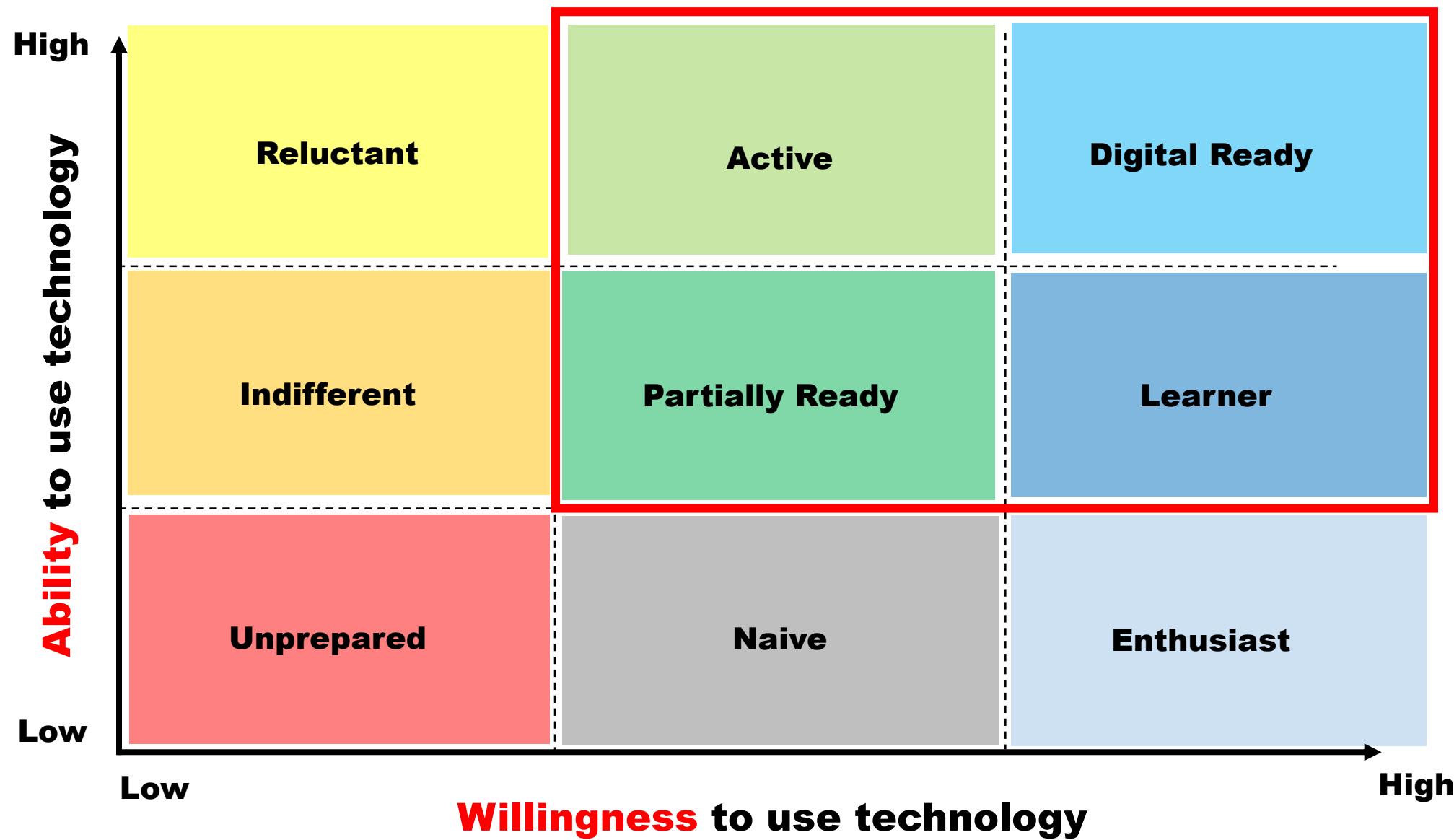
Exponential

Digital Dexterity Gap



People Digital Readiness

Digitally Healthy



Adapted from Mercer Mettl's Digital Readiness 9 Box Model



Where are you on the Digital Grid?

Where's the challenge?



Which are the most significant challenges to meeting digital priorities?
% of respondents

■ Cultural barrier ■ Other barriers

Cultural and behavioral challenges

Lack of understanding of digital trends

Lack of talent for digital

Lack of IT infrastructure

Organizational structure not aligned

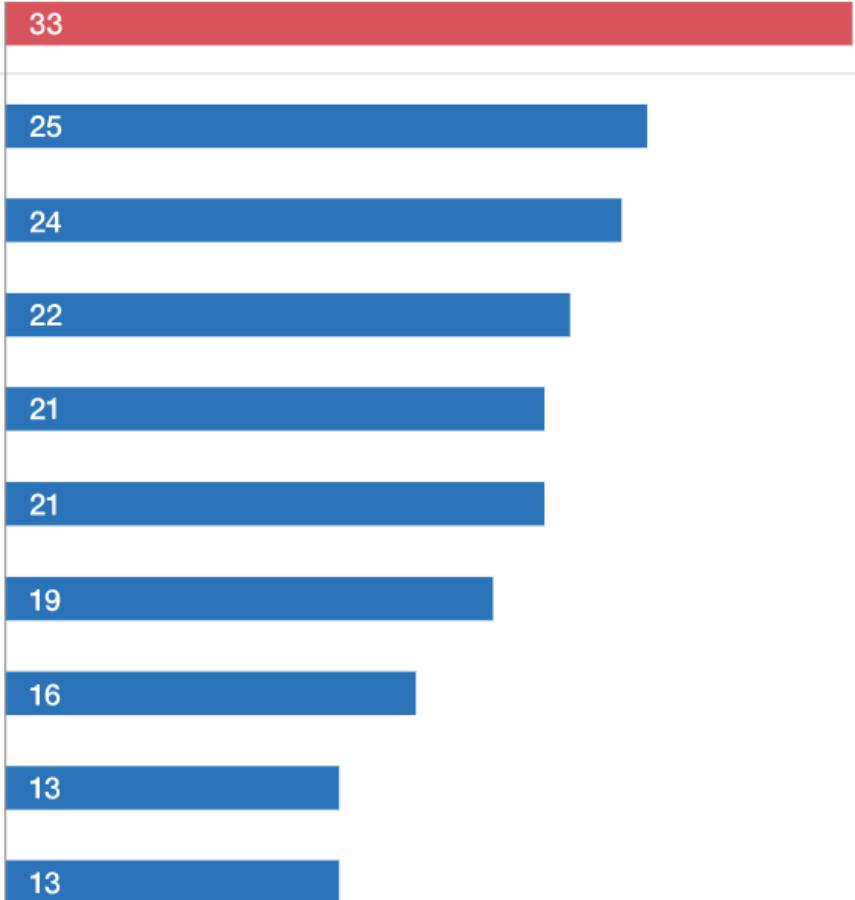
Lack of dedicated funding

Lack of internal alignment (digital vs traditional business)

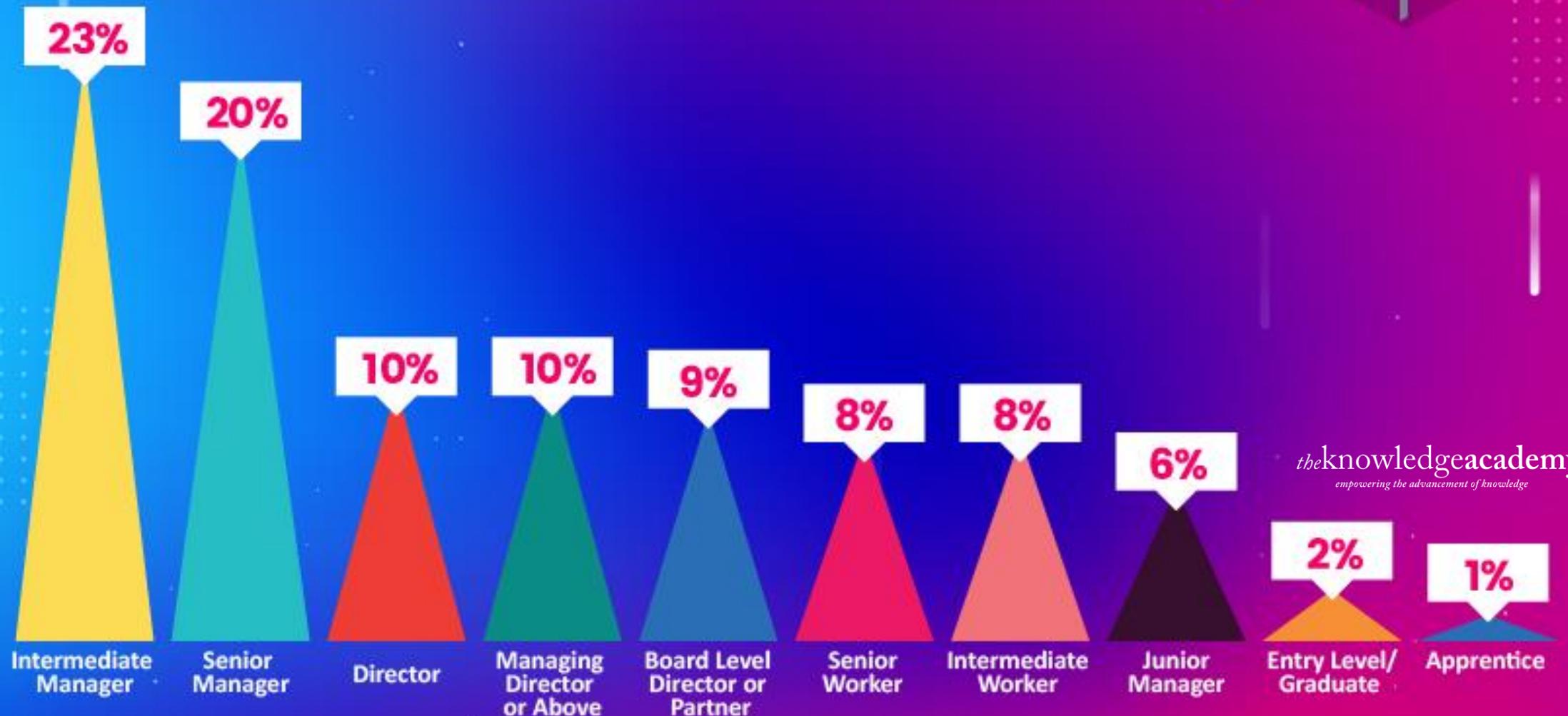
Business process too rigid

Lack of data

Lack of senior support



THE POSITIONS IN UK ORGANISATIONS WHERE DIGITAL SKILLS SHORTAGES ARE MOST PROBLEMATIC

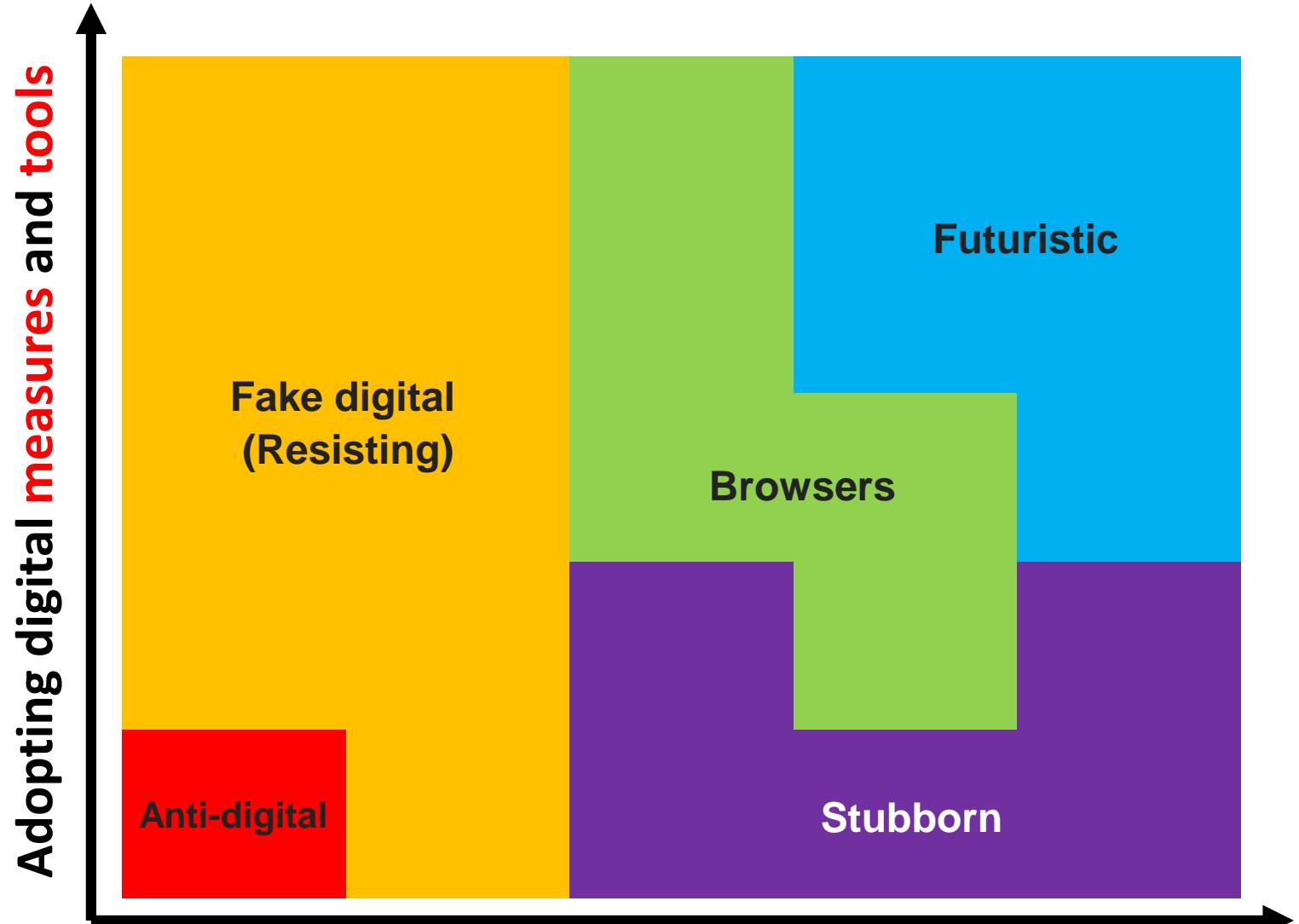


Digital Culture

Brain
Monologue



- Early adopting and trials of technology and re-designing business processes
- Investing more in recent trends, add-ons and more tools
- Investing in infrastructure platforms, applications and tools
- Simple things that worked long time ago
- Traditional tools



No need for digital
Please give me
what I already
know

Show me,
mmmm, I
don't like it!

Let us
try what
we like
only

We can make
use of this,
let's learn

Let's
change the
way we do
things

What's next?
We can
continuously
improve

Let's
learn and
invent

I Think my organizational digital culture is...

What is “Digital Mindset”?

Digital mindset' is a set of **attitudes** and **behaviors** that enable people and organizations to foresee **possibilities** to incorporate and extract **value** from **technology** in work



**What is stopping you from adopting
a Digital Mindset?**



How to develop a “Digital Mindset”?

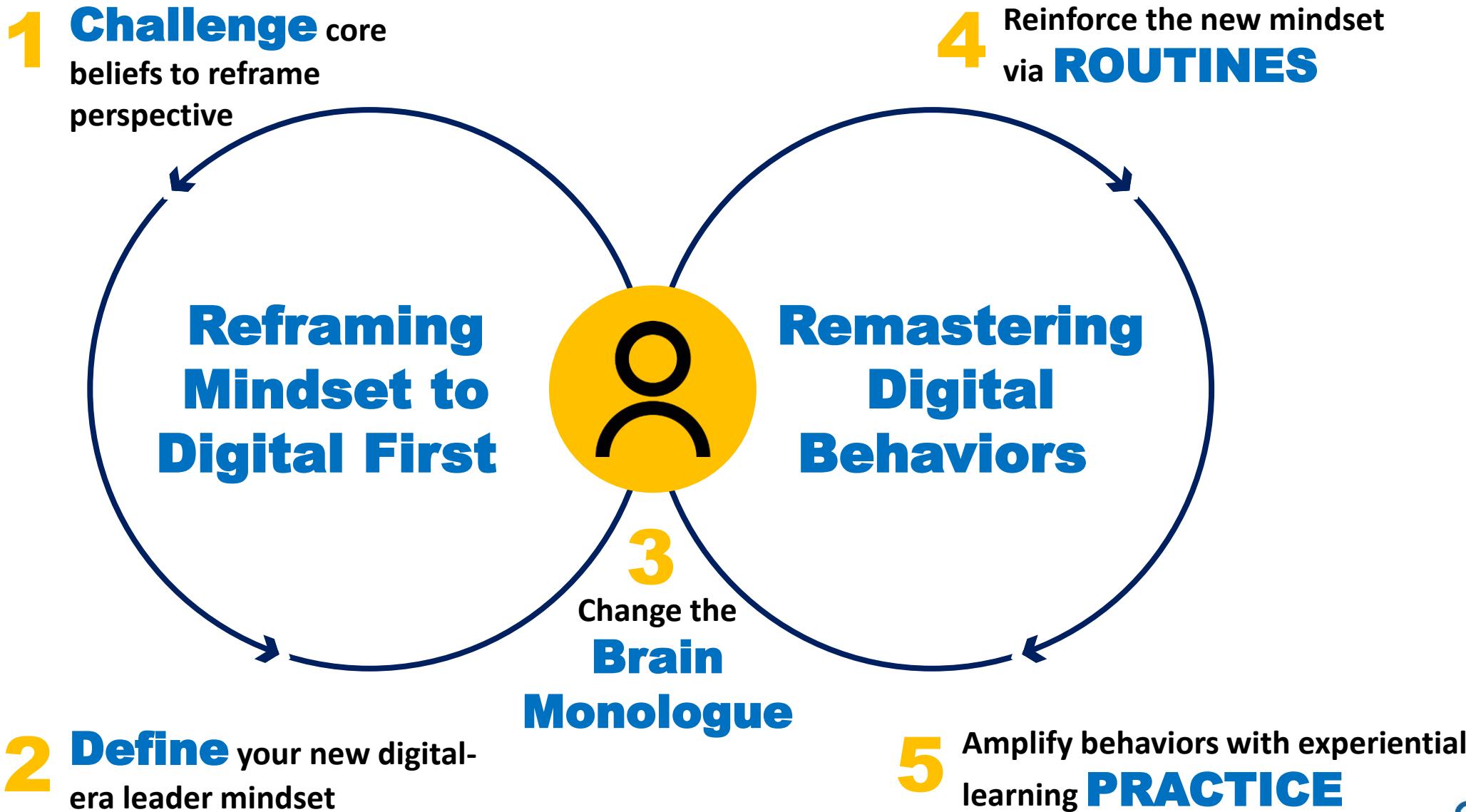
1

Reframing Mindset
to Digital First

2

Remastering Digital
Behaviors

Five phases to cultivate digital mindset



1 Challenge core beliefs to reframe perspective



!

SPOT YOURSELF

To figure out which core beliefs can be modified or dropped.

Identify How and When



“Challenge What You Know”



Check against Digital Role model

2 Define your new digital-era mindset

Successful digital people have six traits:

- Thrive despite uncertainty
- Quest for breakthrough business outcomes
- Exploit new digital-era competitive levers
- Start, experiment, learn and iterate
- Cultivate creativity and a culture of innovation
- Attract top-notch digital dexterity talent

Rate the traits on a scale of 1-5

(1 as irrelevant skill for you and 5 as a core mindset for you)

Focus on the skills you ranked as 2 or 4.

3 Change your digital **Brain Monologue**

“Let me/us study and try it and wait until we are certain/capable of using it.””

“This is not how we do it! We need to do what we are used to but in a better way””

OR

“Let me/us try that despite uncertainty, and then assess and decide based on what I/we learn.””

“Where is the opportunity to disrupt what we are doing?””



Schedule 15 minutes daily or weekly on your calendar to assess your digital Brain Monologue

Take the time to really think and acknowledge choices to avoid reverting back, and ask trusted colleagues to help keep you on track.

4 Reinforce the new mindset via **Routine**

Learning **Routine 1**

Community **Routine 2**

Rapid Application **Routine 3**

5 Amplify behaviors with experiential learning **PRACTICE**

McKinsey
Digital

! Set a daily achievable-small digital goal
(Mindset or behavioral) and keep increasing it

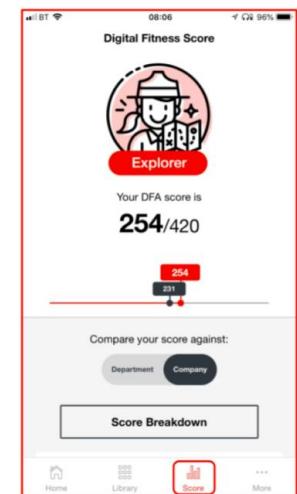
Mindset: “quest for breakthrough business outcome,”

Behavior: Practice a new non essential software for 15min every day



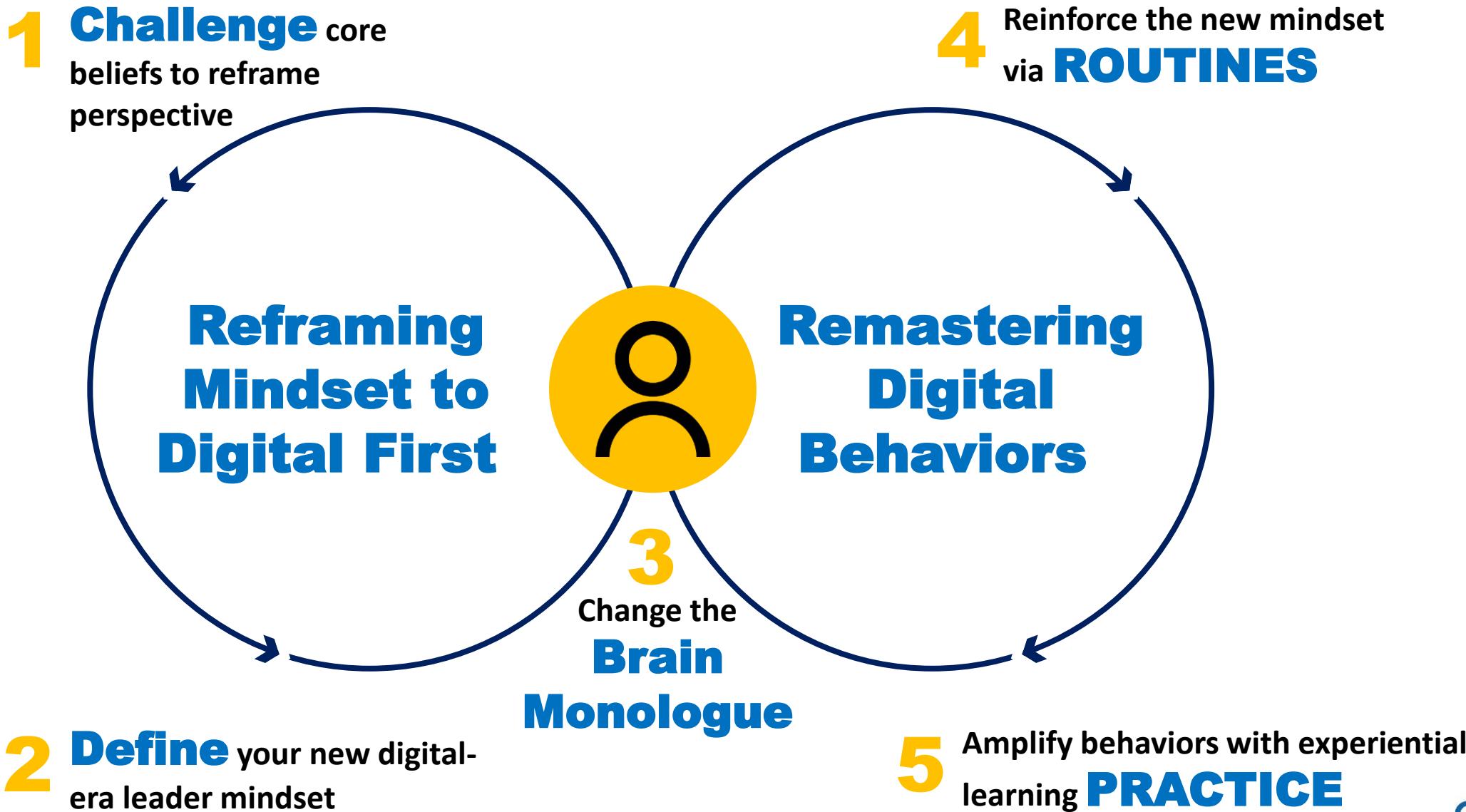
! Create a daily/Weekly digital practice hour/day

Set aside 30 minutes each week to review the week outcomes and practice learned features



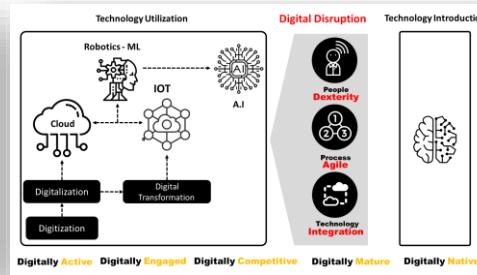
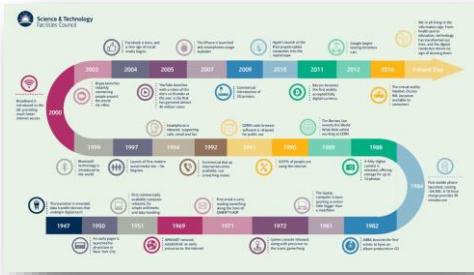
! Share, Assess and Update the goal monthly with a digital competitor

Five phases to cultivate digital mindset





The future is here, were you ready, will you be?

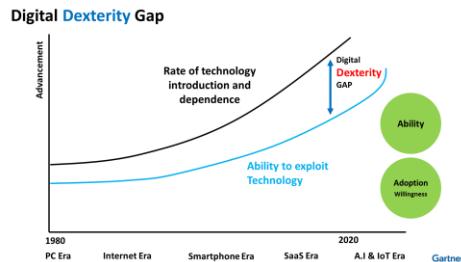


What is a digital mindset and why is it important?

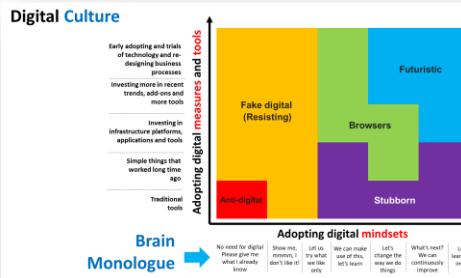
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- 2 Remastering Digital Behaviors

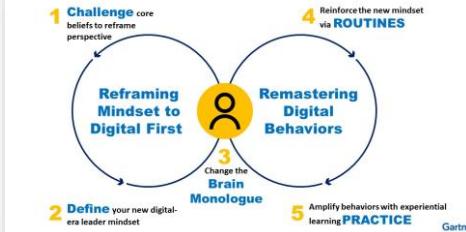


Difference between digital measures and digital mindsets?



How to Develop a Digital Mindset

Five phases to cultivate digital mindset



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Forbes

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McKinsey Digital



