



LEAN DIGITAL TRANSFORMATION:

Beethoven dancing
Despacito



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Learning by **doing**



Cielo

 **RENAULT**

Azul 


KONICA MINOLTA

NETSHOES

Coca-Cola

Johnson & Johnson


SulAmérica


alelo

Google


iHeartMEDIA



BLACKROCK


ABInBev

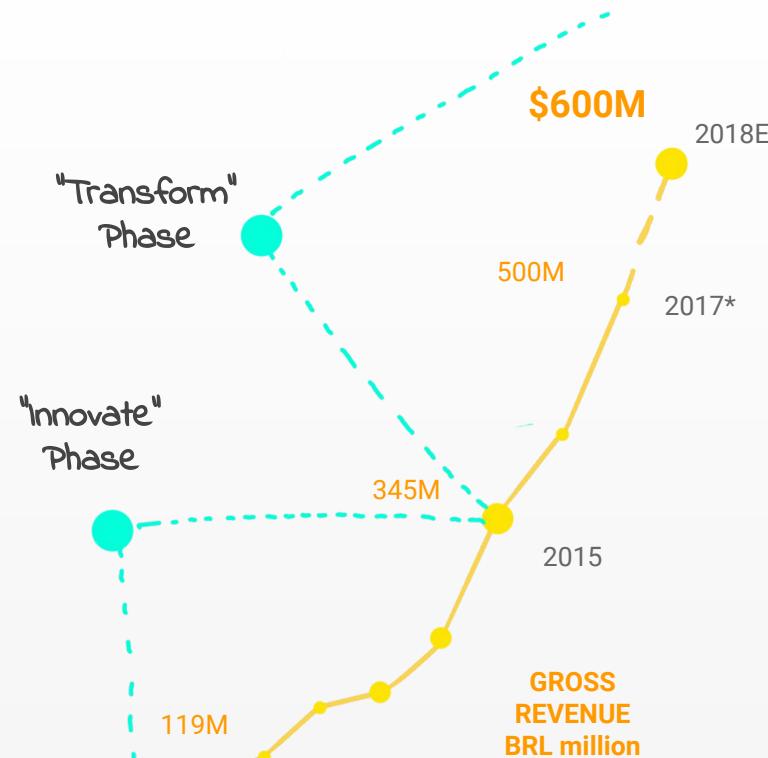
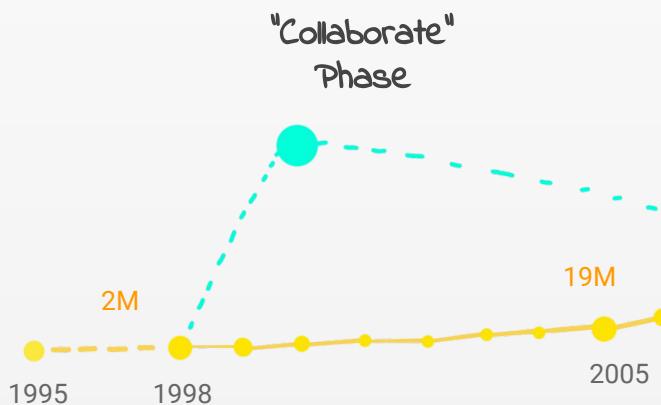


Global presence - 2500 *strong*

Strategists, designers and developers helping organizations rapidly deliver experiences people love



Our unfinished journey of *Learning & Value*





Collaborate. Innovate. Transform.

“Stay hungry. You
can always be
better.”



1995

Consultoria em Informática & Telecomunicações



1997



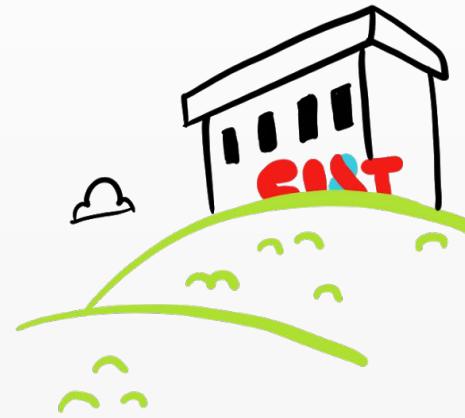
2001



Today



Since Jan 2017, **74 CEOs** reached out to CI&T in Brazil



Why?
Why **now**?

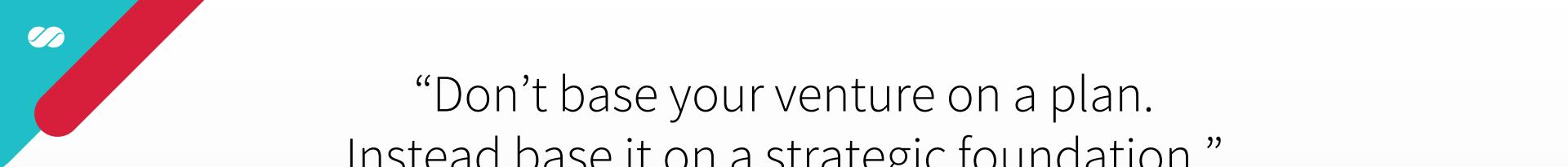


Consumer is
the new center
of our universe

What's your *speed*
of delivery and learning?

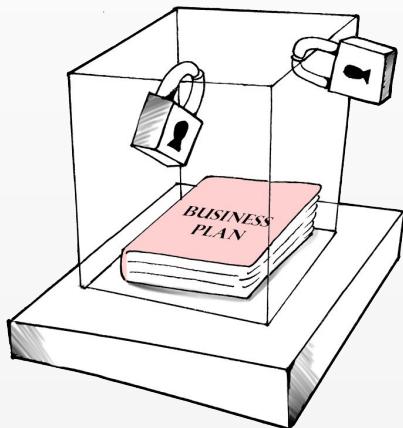


BY DESIGN



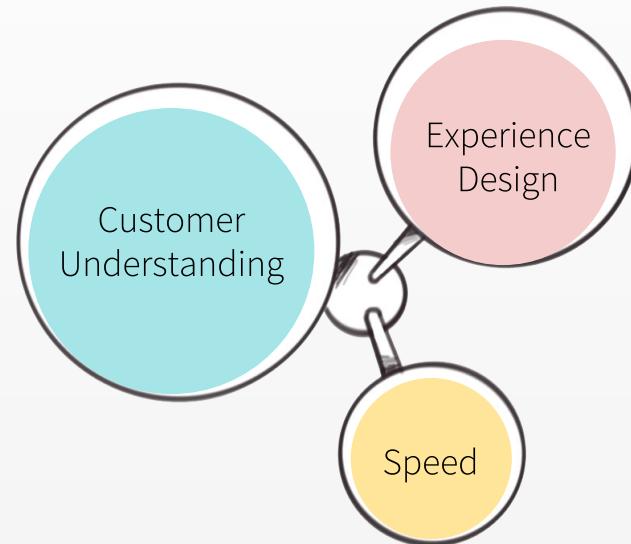
“Don’t base your venture on a plan.
Instead base it on a strategic foundation.”

Eric Schmidt • Google

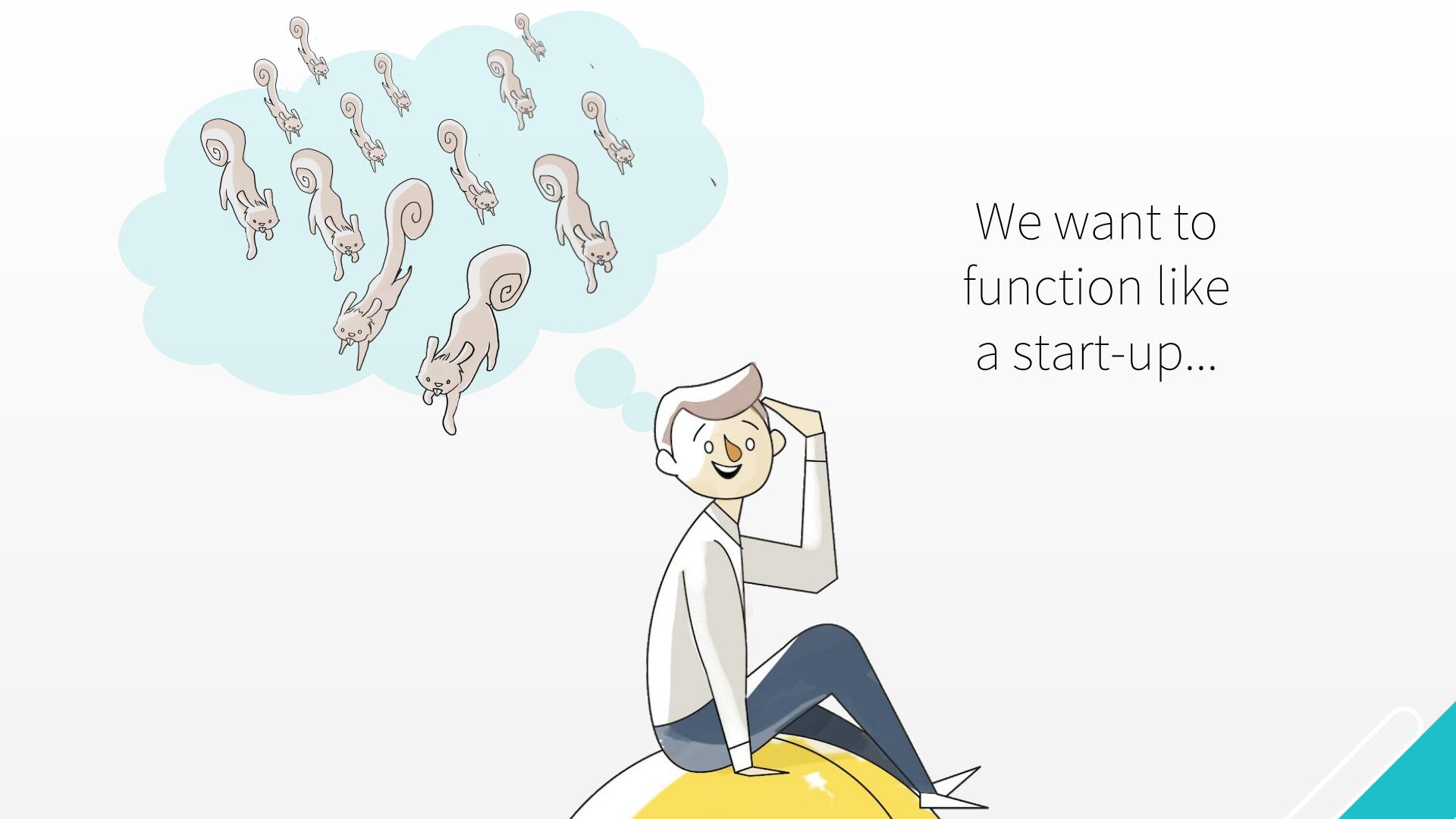


Business Plan

VS



Strategic Foundation

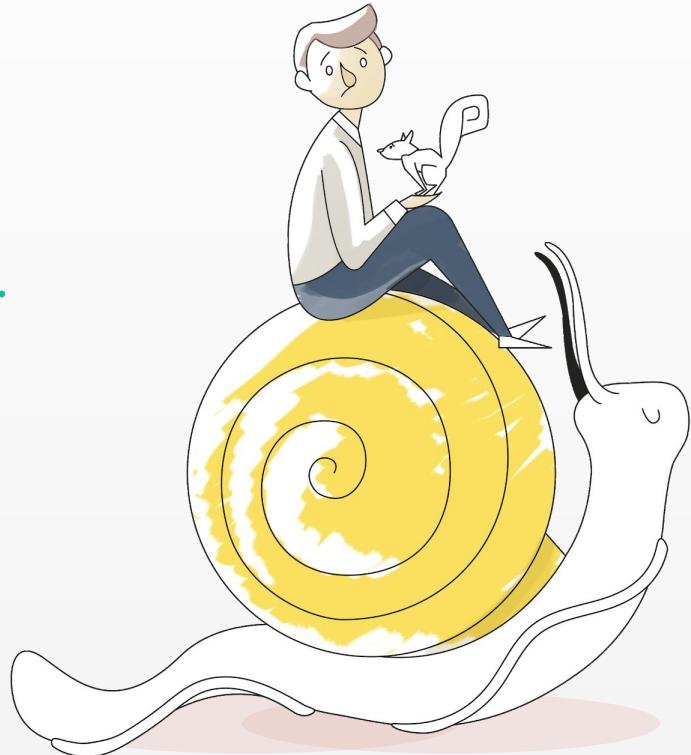


We want to
function like
a start-up...

... and we did great
agile pilots!



But...

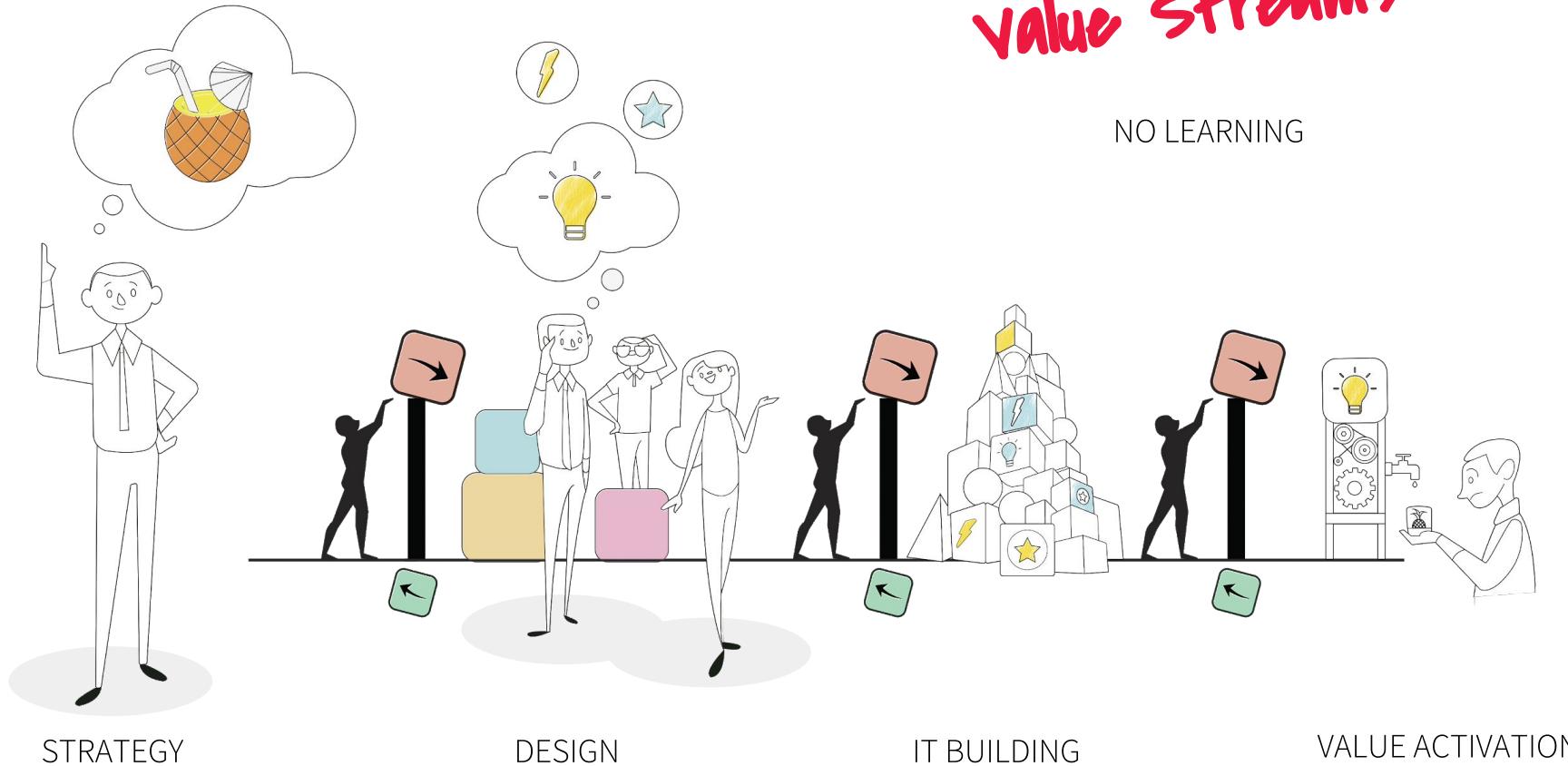


"Those who learn to lead agile's extension into a broader range of business activities will accelerate profitable growth"

Harvard Business Review
Embracing Agile - May 2016

Why it is not working?

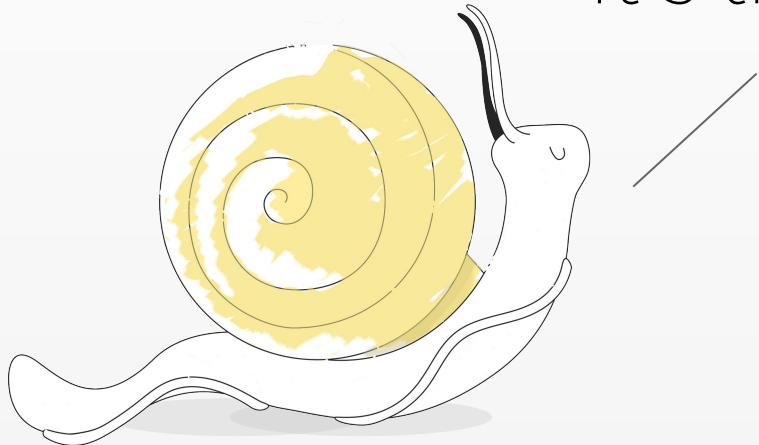
value streams





Zooming out...

“It's the **culture**, stupid”





**"We have to run[...]
Our biggest challenge is
culture"**

Roberto Setubal, CEO - jun/16

The Innovation illusion

"We want to function
like a start-up..."



Common items of a
“Digital Transformation Playbook”:

- ✓ Take a tour to Silicon Valley;
- ✓ Train teams in Design Thinking and Agile;
- ✓ Revamp office coolness;
- ✓ Consider acquiring a start-up;
- ✓ Run innovation challenges;
- ✓ Partner with start-ups or accelerators;
- ✓ Consider building your own accelerator;
- ✓ Start a Silicon Valley lab!



New United Motor Manufacturing Inc., a joint venture between General Motors and Toyota, gave GM a chance to learn about the Toyota production system and to change the culture of a notoriously dysfunctional plant.

MIT Sloan Management Review

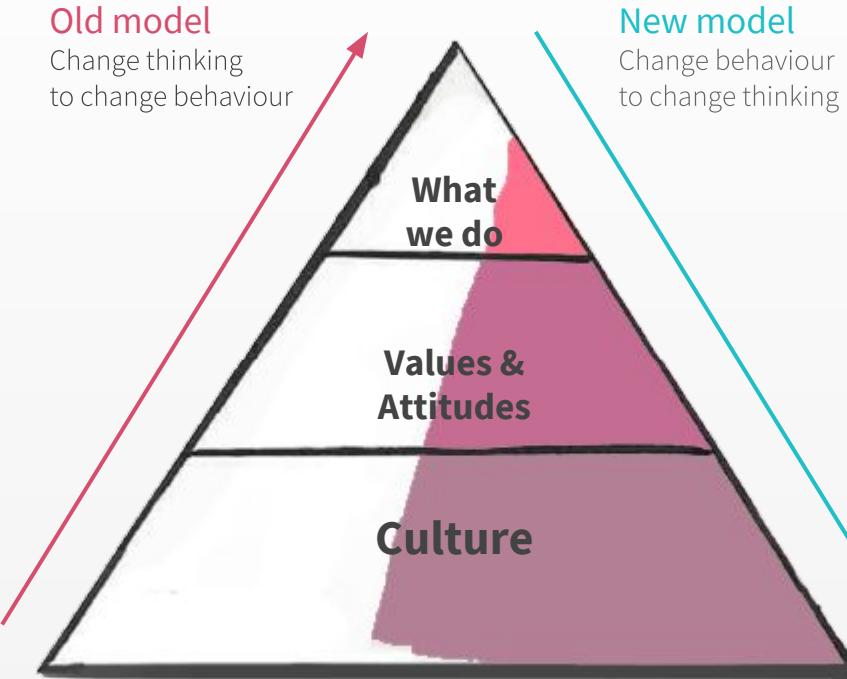
How to Change a Culture: Lessons From NUMMI

GM and Toyota launched their joint auto plant where GM's work force had been at its worst. Here's what happened next. And why.

BY JOHN SHOOK



Why Lean?



*Shook's Change model, based on Schein's organizational culture model

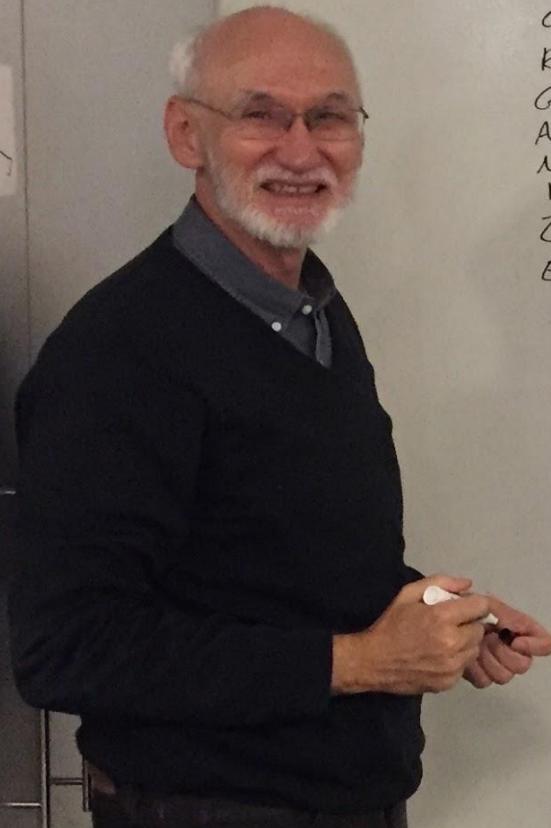
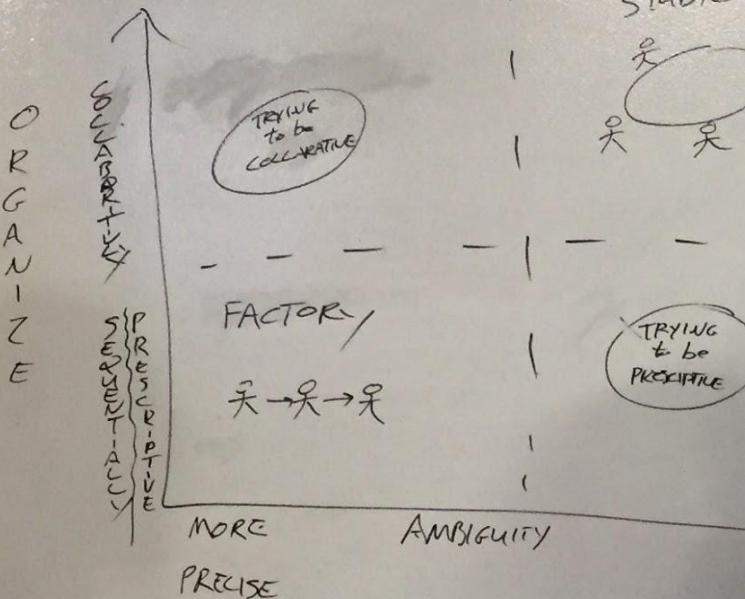


What is Lean Digital Transformation?



A translation of **Lean thinking** into the **digital** context, driven by **design**, and having as its endpoint the creation of a **culture focused on learning**.

NELSON REPPENING



Massa de Dados
block

ad Valoreg A Titular

Ah. 1.500

Cta. 05200-2

ad Valoreg 2 titulares

Ah. 1.500

Cta. 05400-1

ad Personalista

Ah. 3.723

Cta. 05400-2

aposta

Rodrigo Mello

ad Valoreg 1 Titular

Ah. 1.500

Cta. 05200-2

ad Valoreg 2 titulares

Ah. 1.500

Cta. 05400-1

ad Personalista

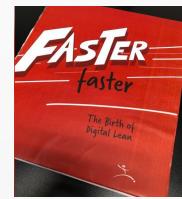
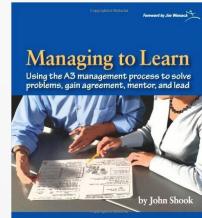
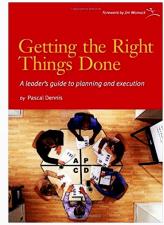
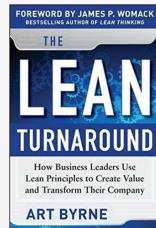
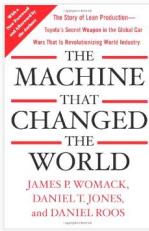
Ah. 3.723

Cta. 05400-2

→ Fluxo Pagamento

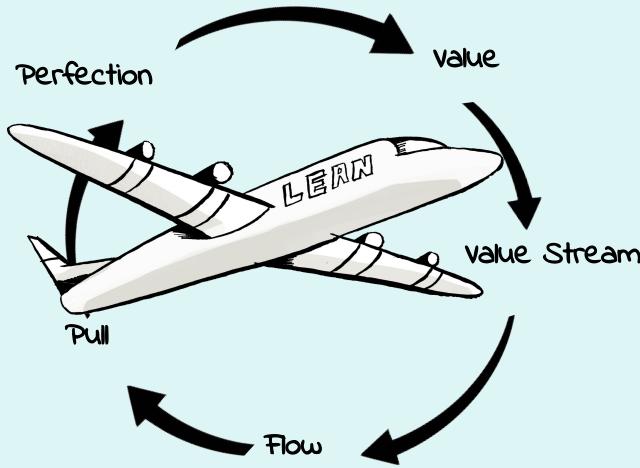


Recommended books



* Available Soon!

The 80's



Production
Obsession



21st Century



Technology
10X
Lean

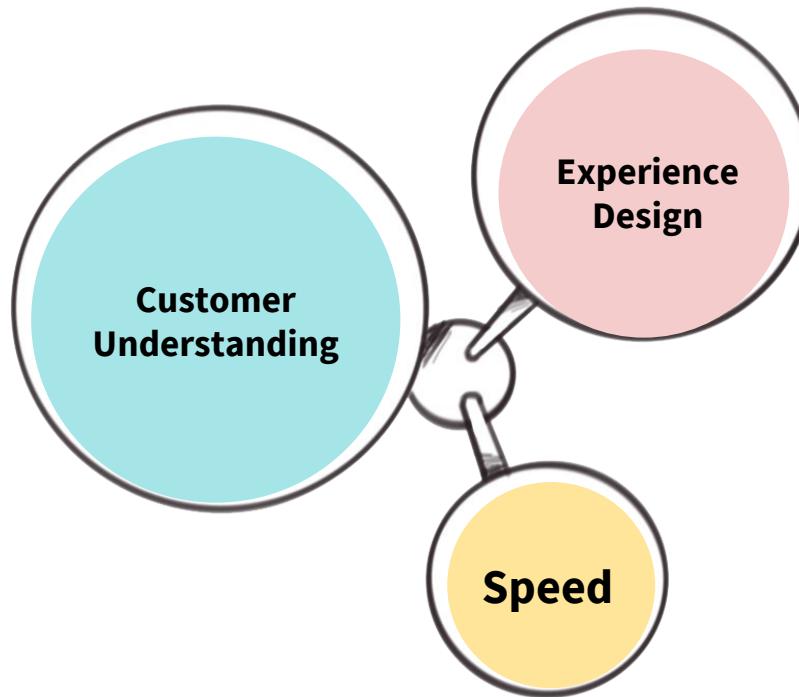
Customer
Obsession



Customer Obsession

What do you know about your customer?

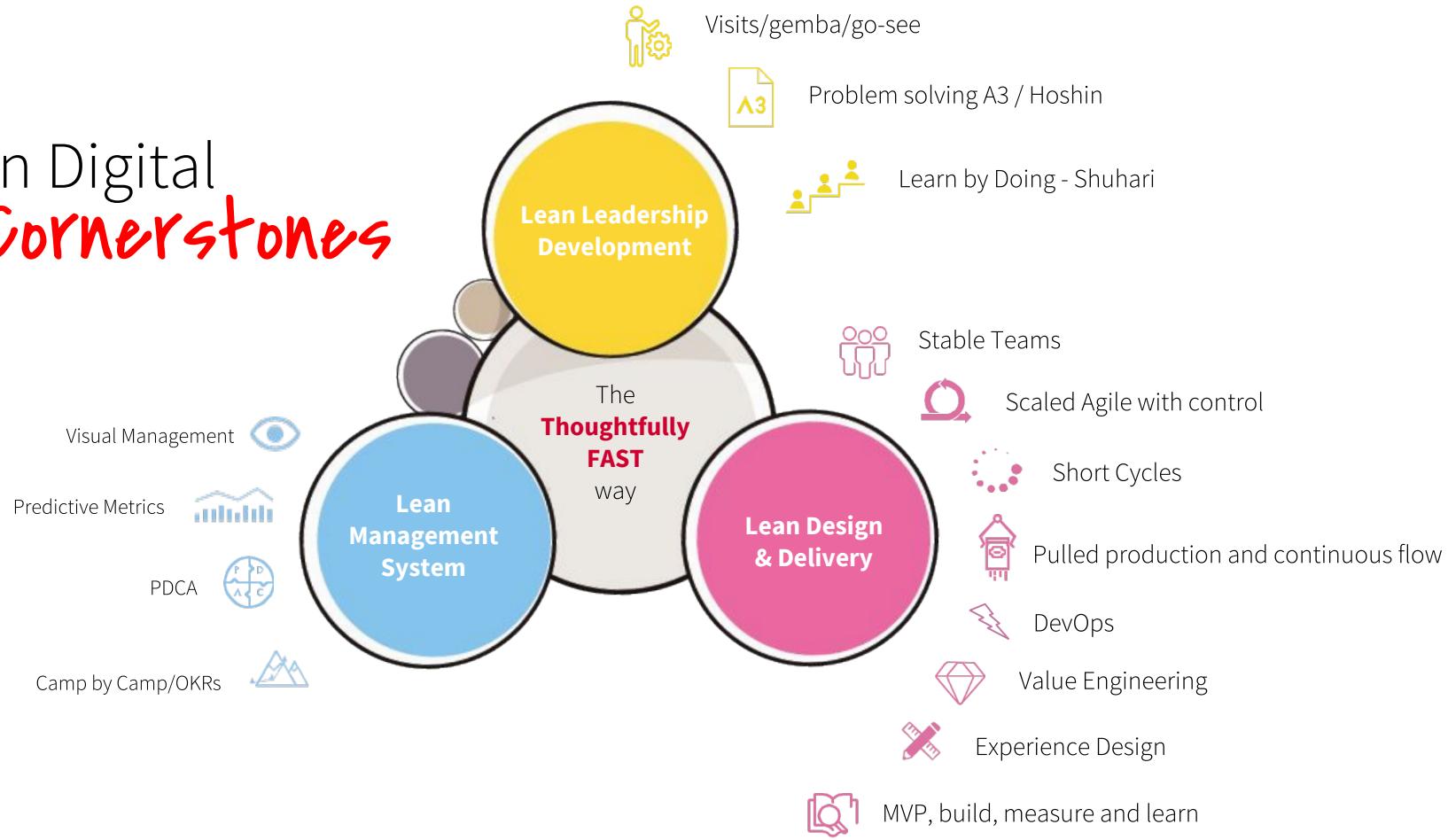
What are the customer's "job to be done"?



What's the experience of your customer on the engagement and execution journey?

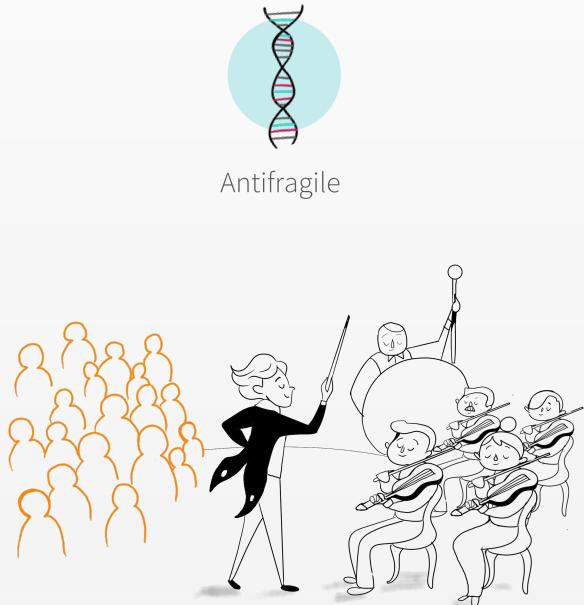
How to create peak moments along the journey?

Lean Digital *Cornerstones*

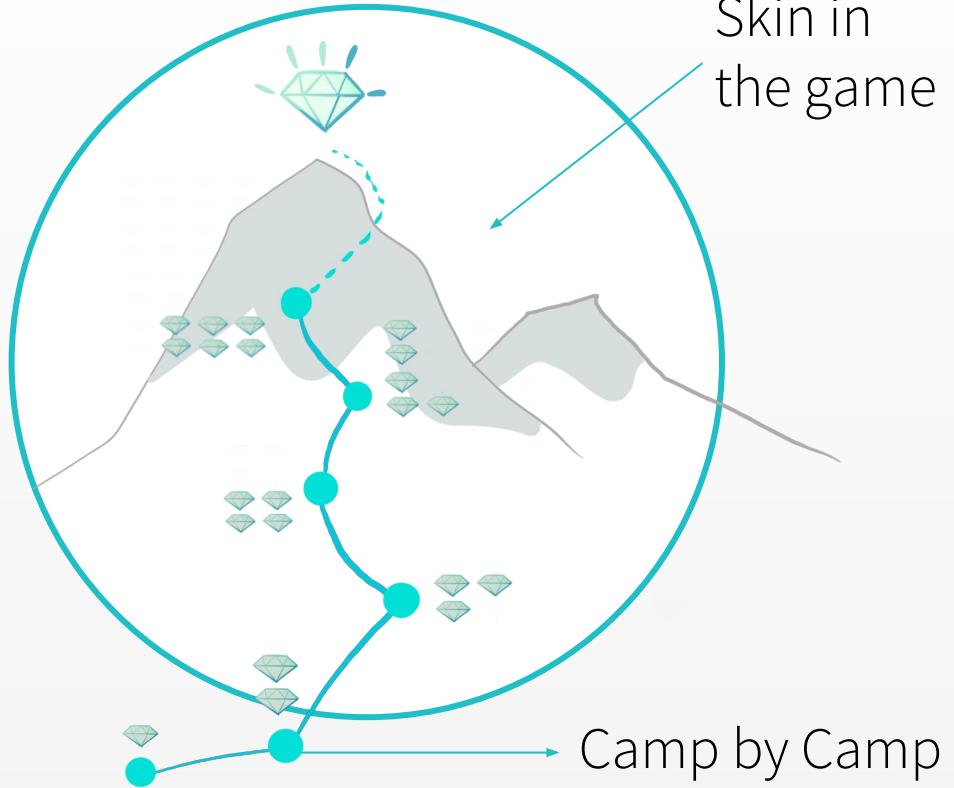


Shock and Awe

Versus Slow and Grow



Antifragile



Skin in
the game

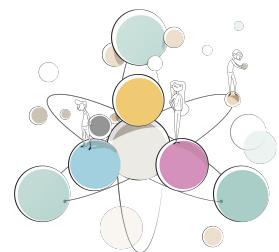
Camp by Camp



LEAN + DIGITAL:
Beethoven dancing
Despacito

10x

better



Thank you!

