

Pertemuan 9

Transformasi Digital Menuju Era Disruptif dan Revolusi Industri 4.0

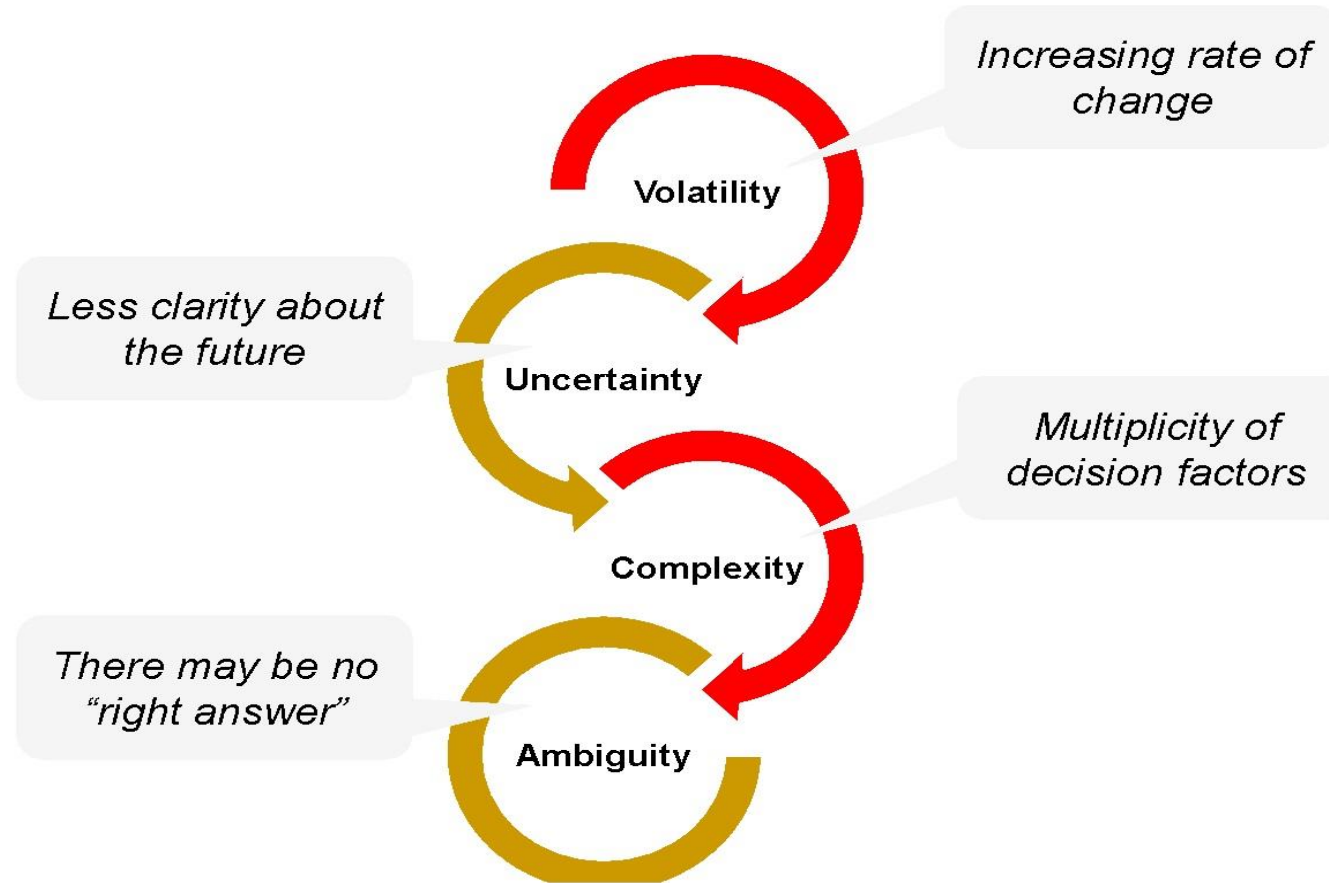
We live in a **VUCA** world

and how Leaders can navigate it



by Colin Ramsay

VUCA: Global Changes – Nature of Transformation




The New Challenges

Exponential Organization

“Our blindspot come from the fact that we lived in a **linear** world but today’s change are **exponential**”

- Gerd Leonhard -



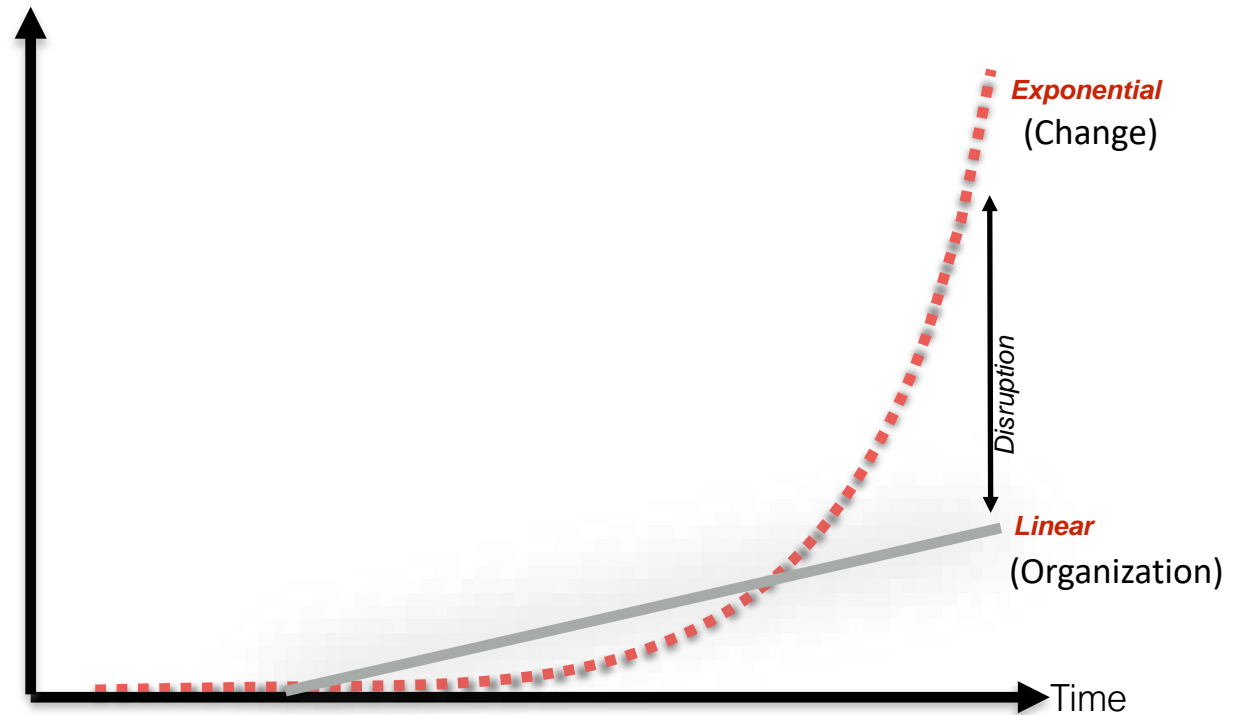
Problem ➔ **Dilemmas**
Fragile ➔ **Agile**
Simple, Complicated ➔ **Complex, Chaotic**

SALIM ISMAIL | Executive Director, Singularity University & Co-Author of "Exponential Organizations"

THE FUTURE OF WORK PODCAST ARE YOU READY? EPISODE 22

TheFutureOrganization.com

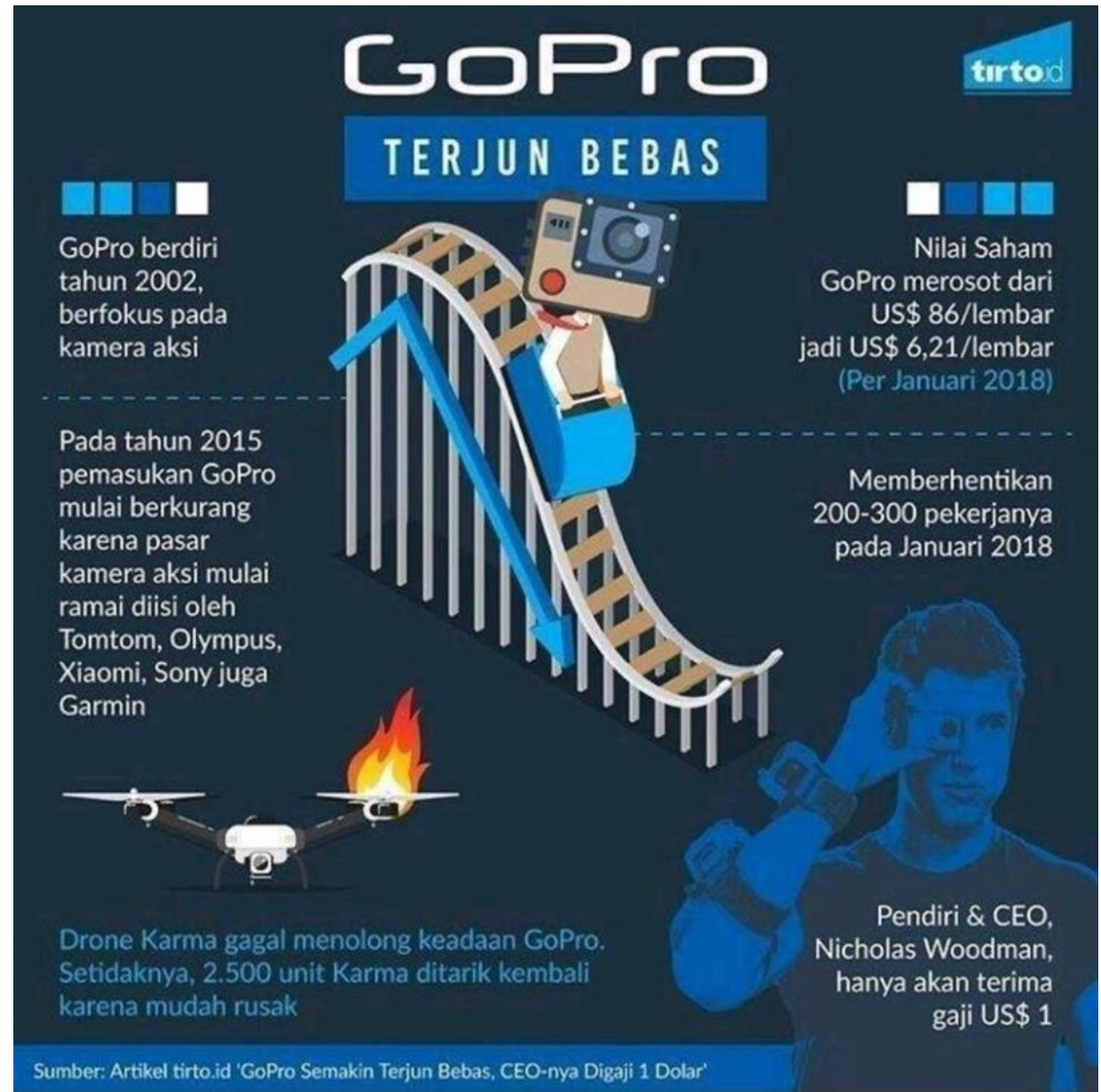
Growth





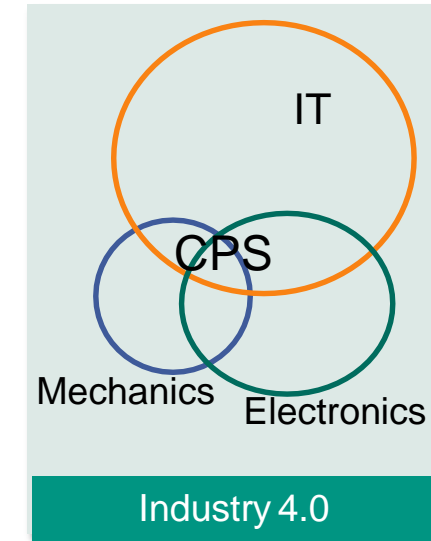
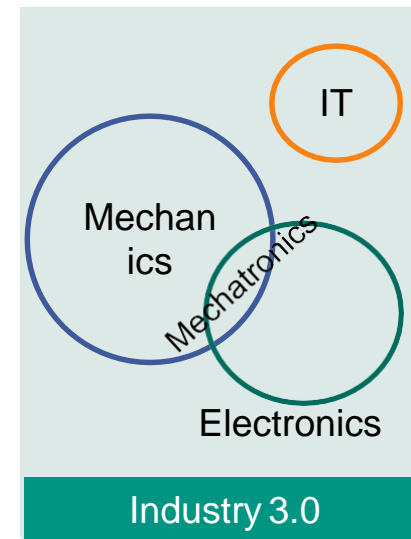
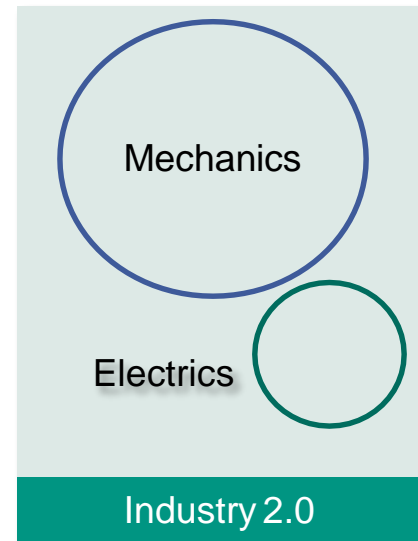
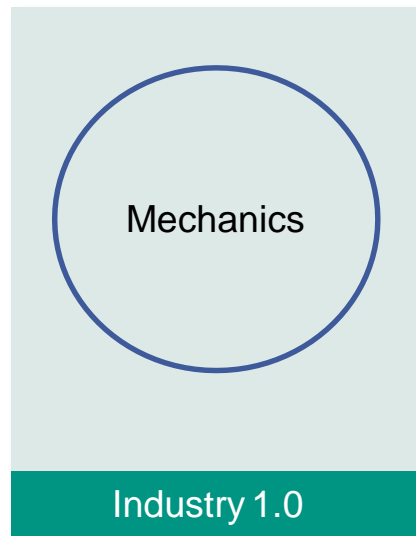
Nokia CEO ended his speech saying this
“we didn’t do anything wrong, but somehow we lost”

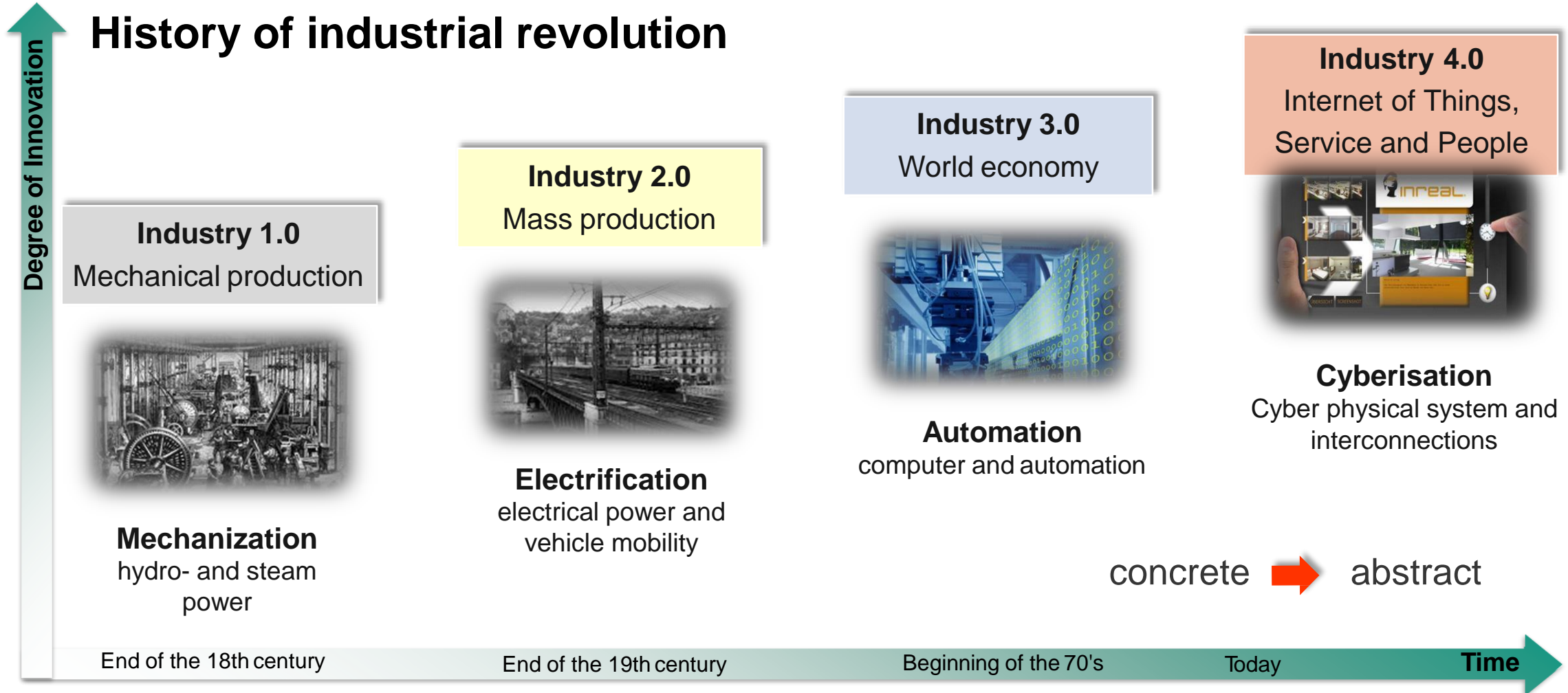
Jika berhenti berinovasi dan menciptakan keunggulan baru (disruption), bahkan juara yang awalnya pencipta sejarah bisa jadi hanya tinggal sejarah.



INDUSTRY REVOLUTION 4.0

Enabling technologies over industrial revolutions

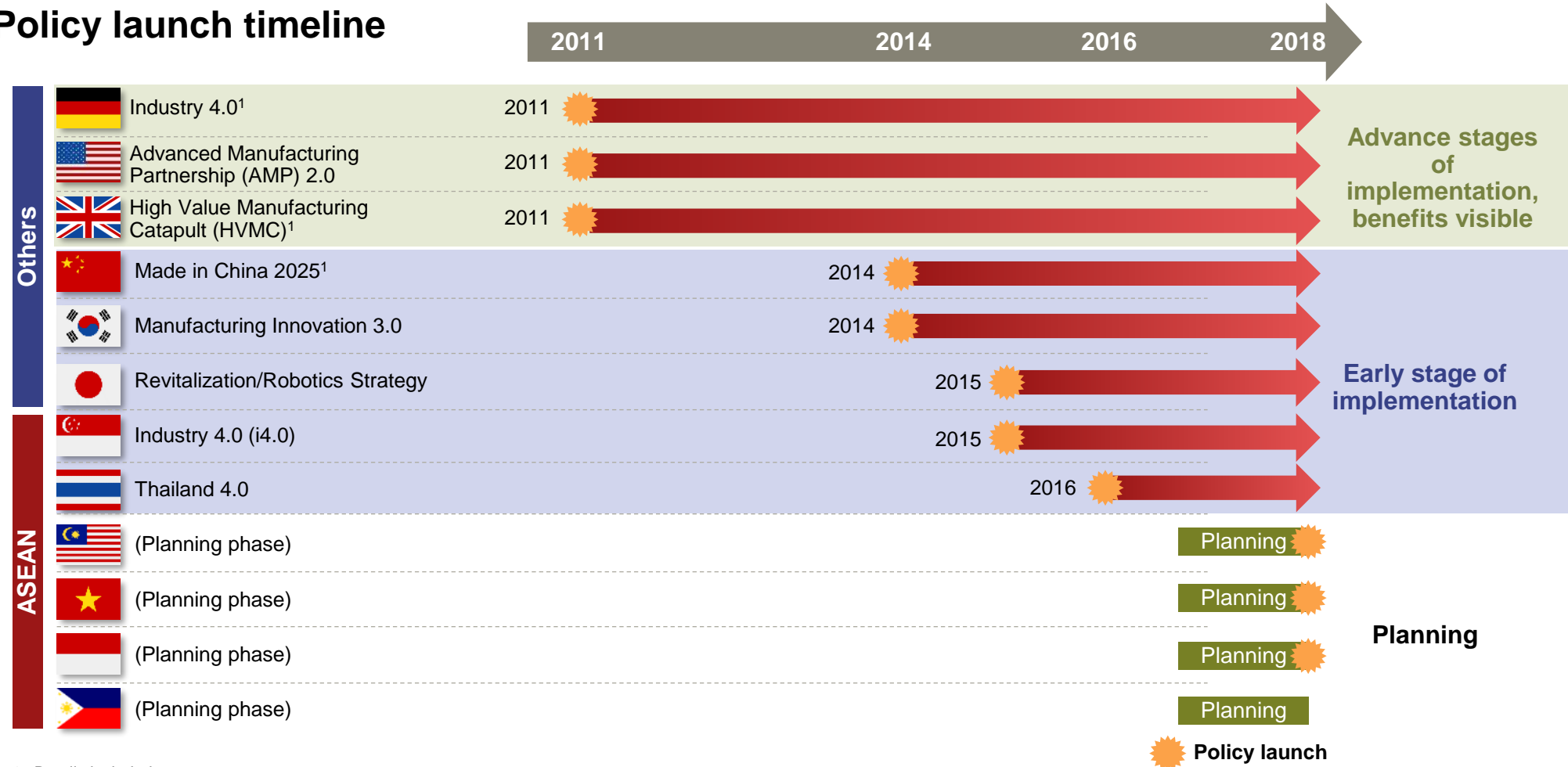




Dr.-Ing. Hendro Wicaksono

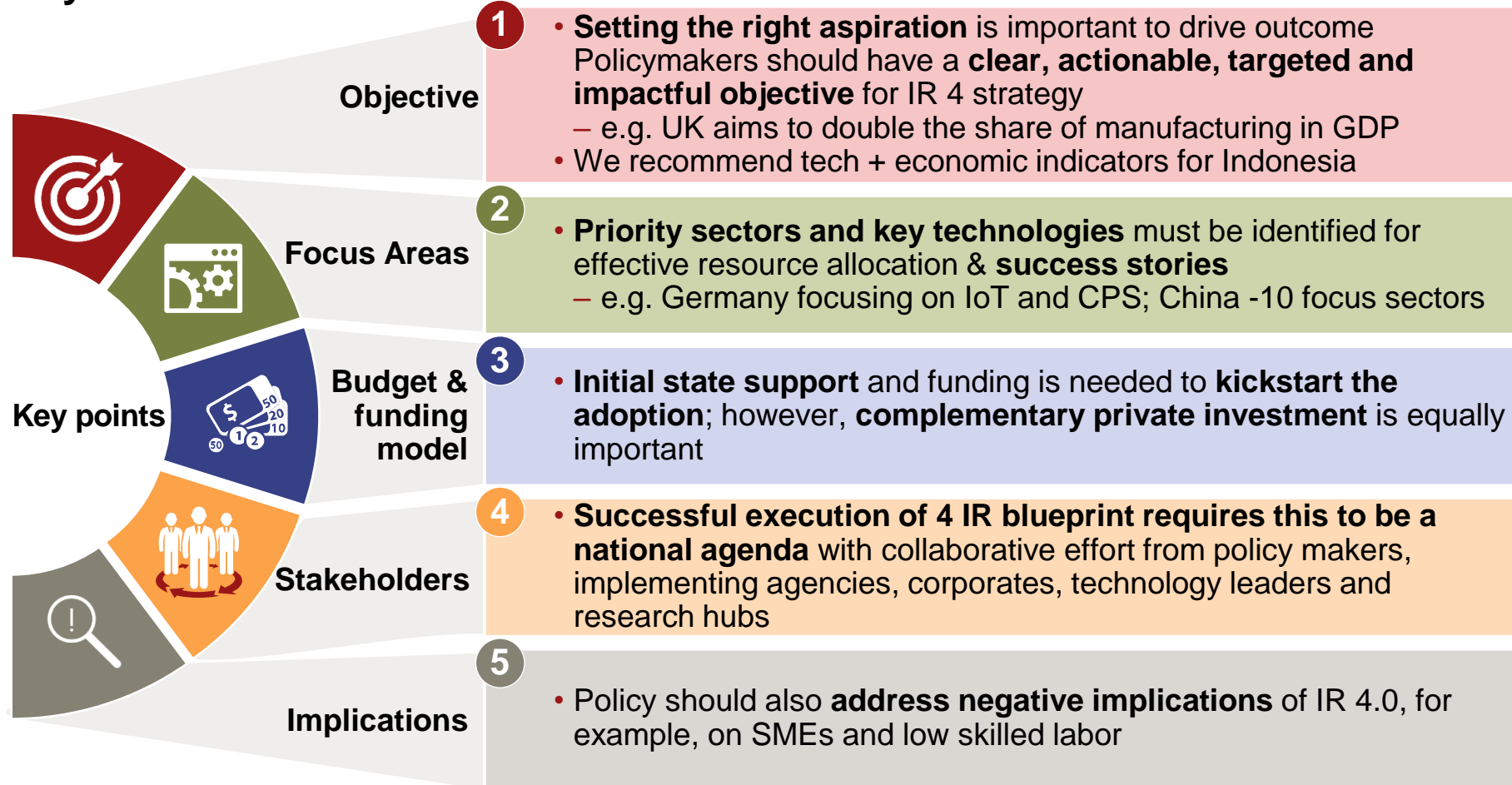
Countries, who have launched IR 4.0 related initiatives

Policy launch timeline



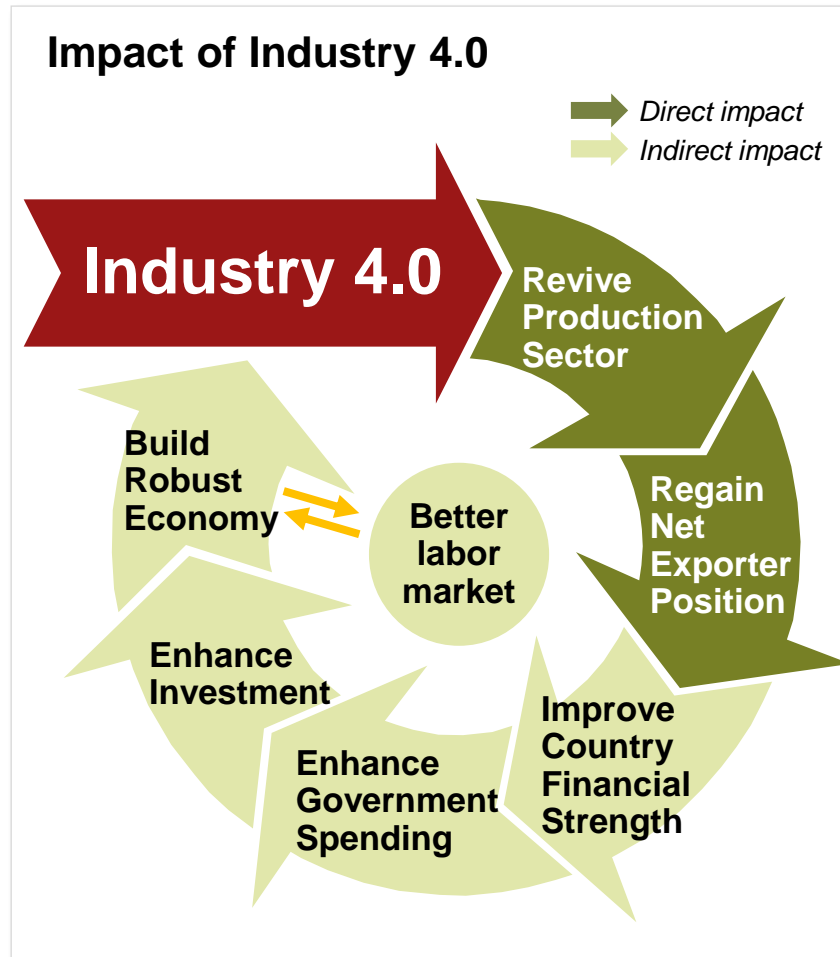
5 key lessons learnt from other countries' 4IR policies

Key lessons for Indonesia



Source: A.T. Kearney

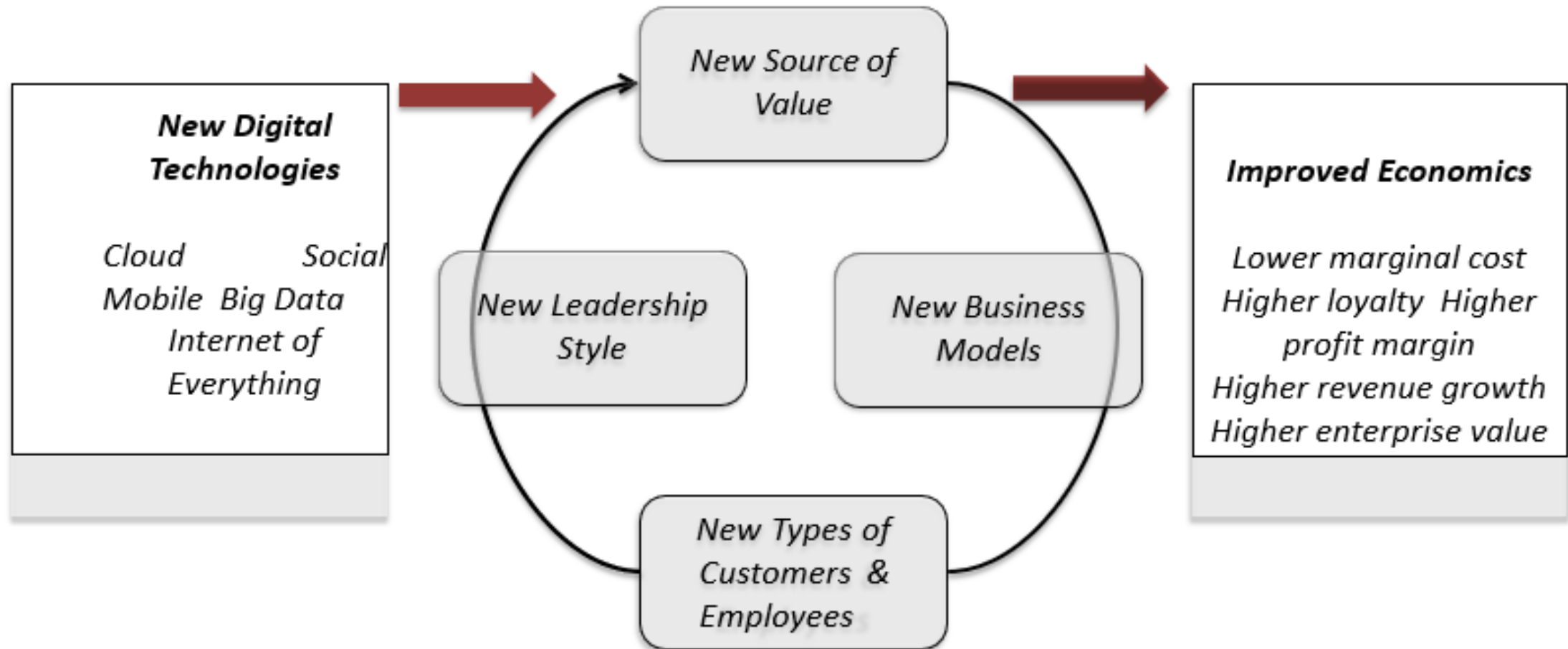
Industry 4.0 can revive the Indonesian manufacturing sector; Indonesia should launch “Making Indonesia 4.0” initiative

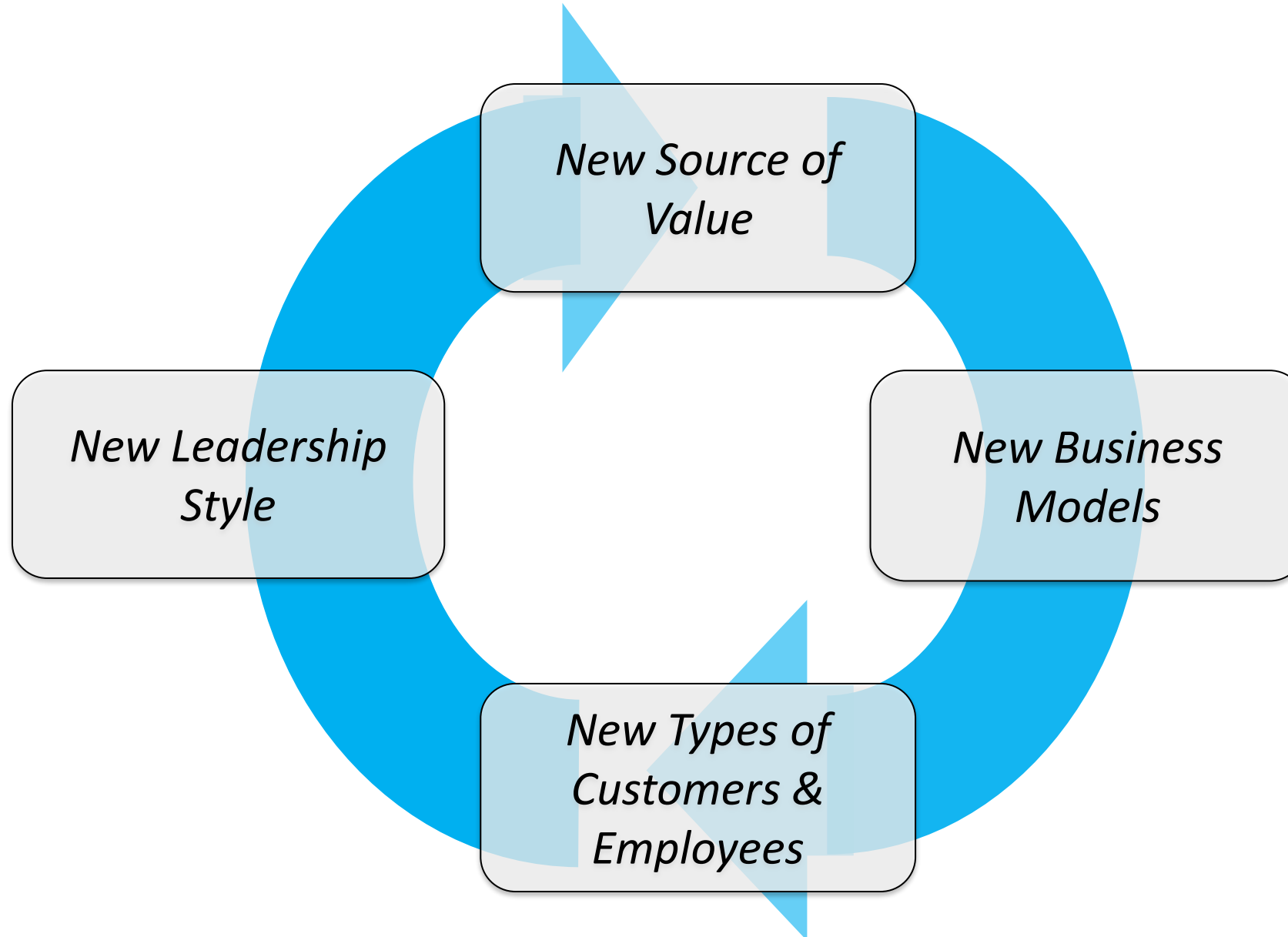


1. Based on 2016
 2. Indonesia's R&D spending per GDP is currently around 0.1-0.3%
 Source: World Bank, A.T. Kearney

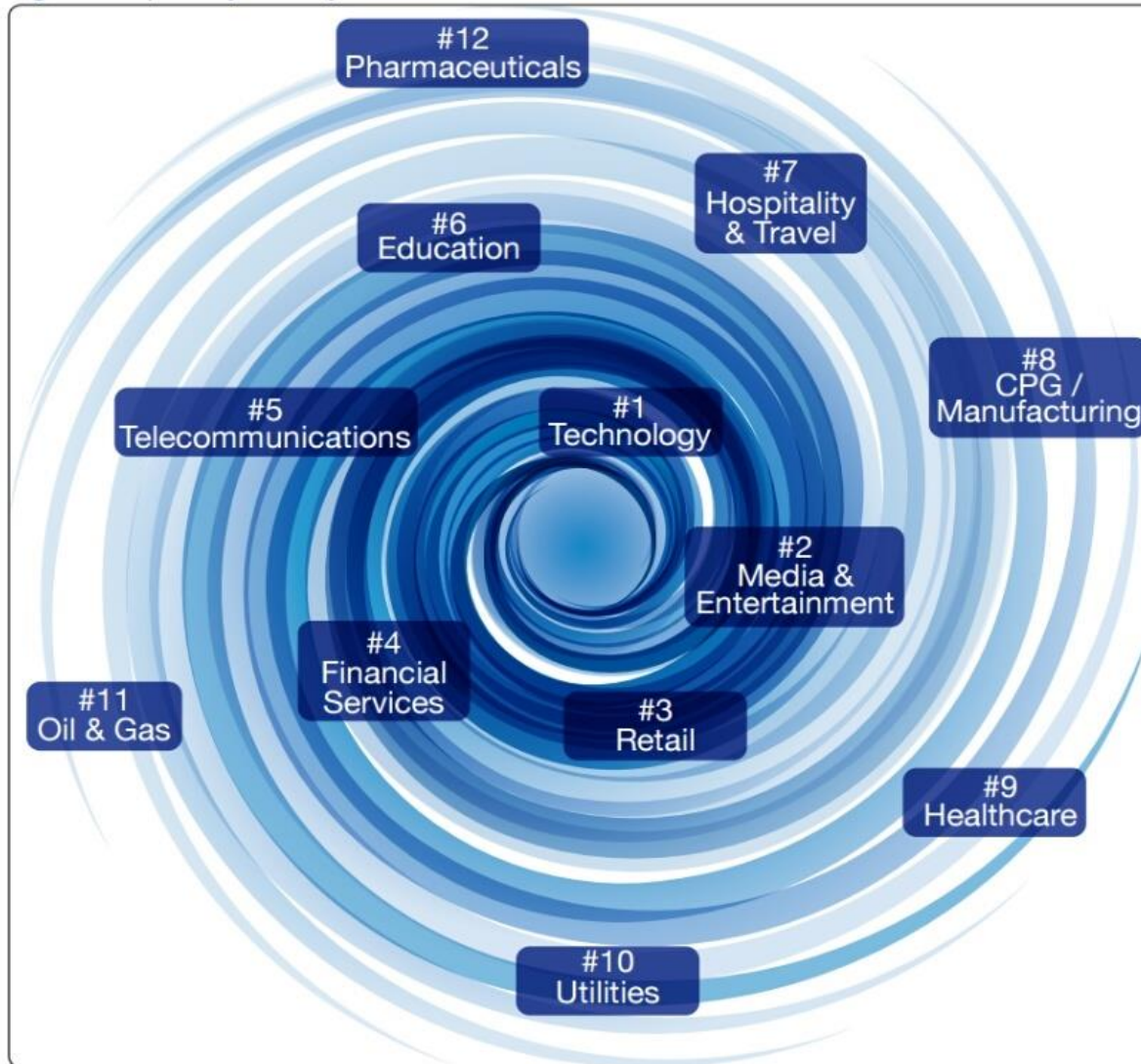
DIGITAL TECHNOLOGY BRINGS DISRUPTION

TECHNOLOGY BRINGS DISRUPTION





Digital Disruption by Industry



New Digital Technologies

Technology
Media & Entertainment
Retail
Financial Services
Telecommunications
Education
Hospitality & Travel
CPG/Manufacturing
Healthcare
Utilities
Oil & gas
Pharmaceuticals

ca-institutecahyana.id

Disruptive Business Model

1 THE SUBSCRIPTION MODEL

Customer must pay a recurring subscription price to have access to the product/service

NETFLIX

2 THE FREEMIUM MODEL

Customer has free access to the basic service but is charged for additional features



3 THE FREE MODEL

Companies that don't charge the end users (directly). The data and the attention of the users is the currency.



4 THE MARKET PLACE

Company only facilitates a platform where parties economically interact with each other.



5 ACCESS OVER OWNERSHIP

Customers the use of the product without buying it. "Everything as a service."



6 THE HYPER MARKET

Digital companies act as hyper stores, offering enormous amounts of products and or services.



7 THE EXPERIENCE MODEL

Company provides the customers with an unseen experience.



8 THE PYRAMID

The company sits on top of the pyramid and lets the revenue stream upwards with the least possible effort.



9 THE ON DEMAND

Generates revenue by the exponential need of people to have things done right away. Speed and convenience matter the most.



10 THE ECOSYSTEM

Companies build an entire universe of products and services in which customers gets lost without them knowing it.



External Collaboration

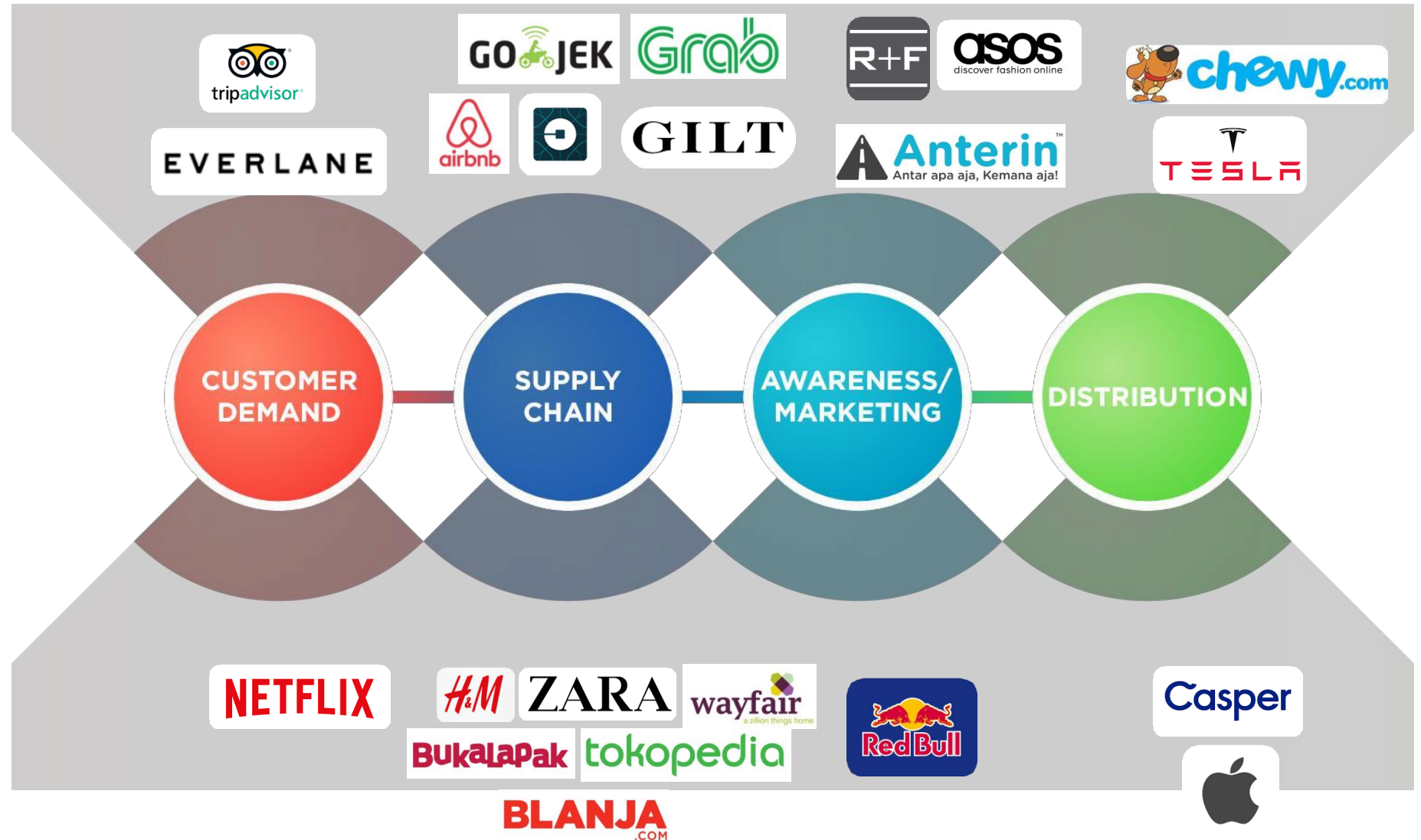
Nike and Apple



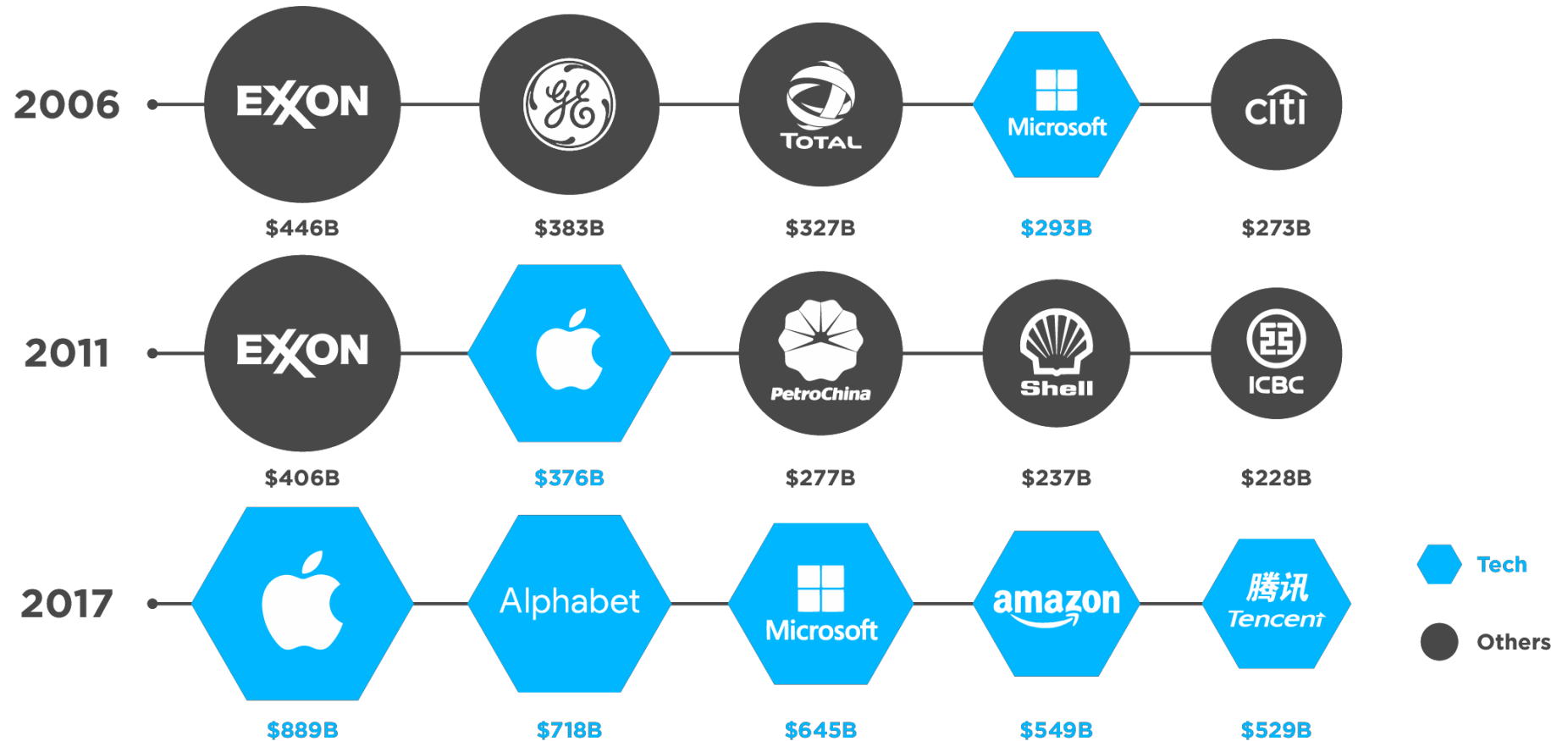
Disruption is Everywhere

EXPLOITING
NEW
OPPORTUNITIES

CAPITALIZING ON
INCUMBENT
WEAKNESSES



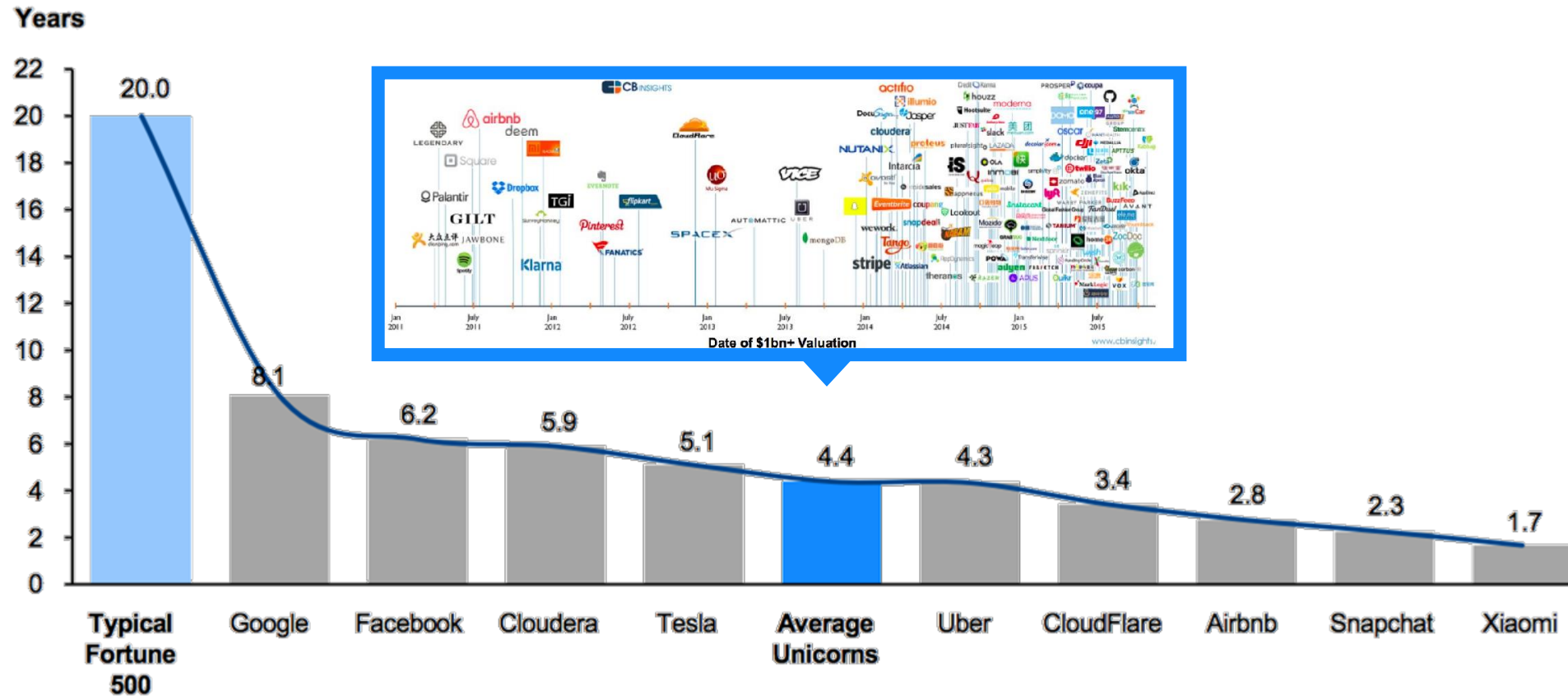
Top 5 Companies of the World Today are 'Digital Natives'



Source: Visual Capitalist, 2017

Rise of the Unicorns

The unicorns are achieving scale far faster than analog companies ever did. Whereas the Fortune 500 company took 20 years to reach a market capitalization of \$1 billion.



Why Digital Transformation Now?



Digital Transformation represents a potential value opportunity of as much as **\$100 trillion** by 2025 for both industry and society



Digital business currently accounts for **18%** of overall revenue, and predicts a jump to **43% by 2020**



Companies that become digital enterprises can look forward to

- **26%** increase in profitability
- **12%** increase in valuation
- **9%** increase in revenue to asset ratio



Since 2000, **52%** of companies in the **Fortune 500** have either gone **bankrupt**, been acquired or ceased to exist



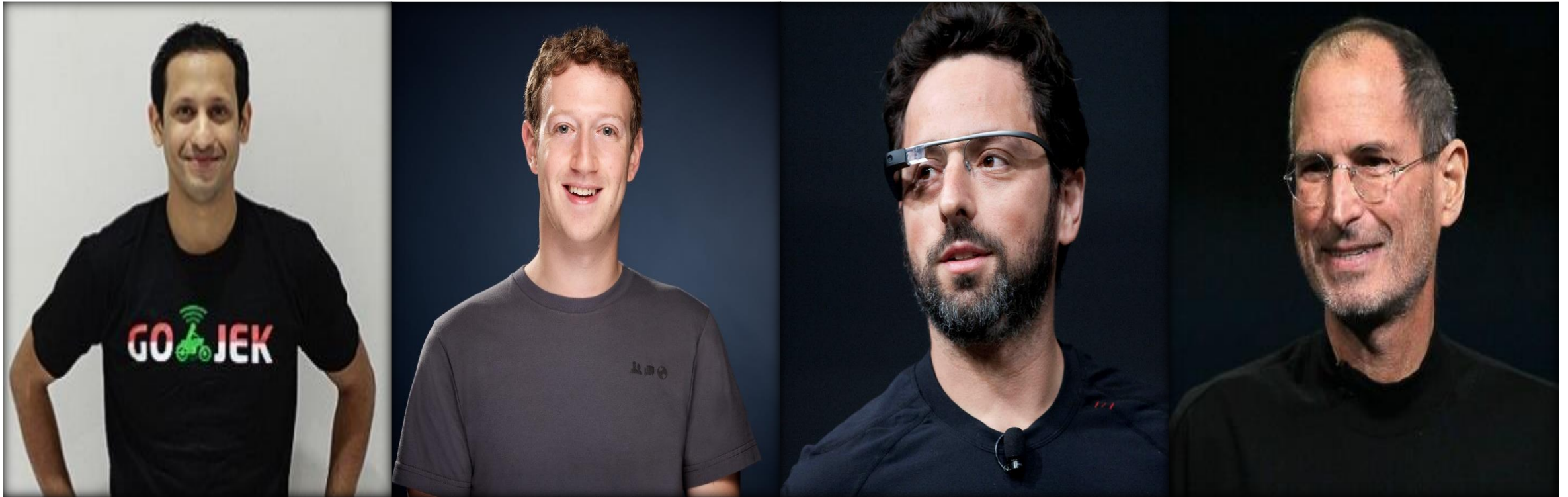
DISRUPTION

Doing
the same thing
A little bit better

Doing new things

Making new things
Making new things
That
The old things
obsolete

The 21st Century DiSRUPTORS





SPACEX PLANS

Compare plans and find the right one for you!

Choose Your Plan

StandardX

- 1000GB
- 10000 Mbit/s
- Unlimited talk & text from wherever you are to all the planet
- Full access to the internet

\$9.99 /mo

SELECT

PremiumX

- 2000GB
- 20000 Mbit/s
- Unlimited talk & text inside our solar system
- Full access to the internet

\$19.99 /mo

SELECT

ProfessionalX

- Unlimited Data
- 1000000 Mbit/s
- Unlimited talk & text from wherever you are to all the galaxy
- Full access to the internet

\$29.99 /mo

SELECT

THE LARGEST COMPANIES BY MARKET CAP

The oil barons have been replaced by the whiz kids of Silicon Valley



Top 5 Publicly Traded Companies (by Market Cap)



Tech



Other



visualcapitalist.com



Don't Be a know it all, Be a learn it all



Satya Nadella

Chief Executive Officer of Microsoft

In a recent interview with Business Insider, Nadella credits Stanford psychologist Carol Dweck's best-selling book, *Mindset*, as the inspiration for the culture he's trying to build at Microsoft.

There's no shortage of self-proclaimed experts, authorities, and gurus out there. But self-proclaimed titles aren't only useless, they're dangerous.

"Some people can call it rapid experimentation, but more importantly, we call it 'hypothesis testing.' Instead of saying 'I have an idea,' what if you said 'I have a new hypothesis, let's go test it, see if it's valid, ask how quickly can we validate it. And if it's not valid, move on to the next one.'"

"There's no harm in claiming failure, if the hypothesis doesn't work. To me, being able to come up with the new ways of doing things, new ways of framing what is a failure and what is a success, how does one achieve success--it's through a series of failures, a series of hypothesis testing. That's in some sense the real pursuit."

UNDERSTANDING MILLENNIALS

HR & Millennials: Insights Into Your New Human Capital

<https://www.hrpa.ca/Documets/Public/Thought-Leadership/HRPA-Millennials-Report-20161122.pdf>

Prepared by : Aditya Randika – adityarandika@nilemstudio.com

GENERATIONAL DIFFERENCES

	TRADITIONALISTS	BABAY BOOMERS	GENERATION X	MILLENNIALS
BIRTH YEARS	1900-1945	1945-1964	1965-1980	1977-1994
Assets	<ul style="list-style-type: none"> • Experience; • Dedication; • Loyalty; • Emotional 	<ul style="list-style-type: none"> • Service oriented; • Dedication; • Team perspective; • Experience 	<ul style="list-style-type: none"> • Adaptability; • Techno-literacy; • Independence; • Willing to buck the system 	<ul style="list-style-type: none"> • Collective action; • Optimism; • Ability to multi-task; • Techno-savvy
Liabilities	<ul style="list-style-type: none"> • Reductant to buck the system; • Uncomfortable with conflict 	<ul style="list-style-type: none"> • Not necessarily budget minded; • Uncomfortable with conflict 	<ul style="list-style-type: none"> • Skeptical; • Distrustful of authority 	<ul style="list-style-type: none"> • Need for supervision and structure • Inexperience
Motivations	<ul style="list-style-type: none"> • Connecting their actions to the overall good of their organization 	<ul style="list-style-type: none"> • Leaders who get/them involved and show them how to make a difference 	<ul style="list-style-type: none"> • Permission to work on their own Schedule 	<ul style="list-style-type: none"> • Connecting their actions to their personal career Goals
Preferred methods of communication	<ul style="list-style-type: none"> • Written 	<ul style="list-style-type: none"> • Verbal; • Personal interaction 	<ul style="list-style-type: none"> • Voicemail; • Email 	<ul style="list-style-type: none"> • Instant messages; • Text messages; • Email

SOURCE: MURPHY, SUSANA, (2007). LEADING A MULTIGENERATIONAL WORKFORCE. AARP. ACCESSED AT:
[HTTP://ASSETS AARP.ORG/WWW.AARP.ORG_/ARTICLES/MONEY/EMPLOYERS/LEADING_MULTIGENERATIONAL_WORKFORCE.PDF](http://assets.aarp.org/www.aarp.org/_articles/money/employers/leading_multigenerational_workforce.pdf)

What Millennials Want – How to Attract and Retain Them

MILLENNIALS SEEK A WORK-LIFE BALANCE

Millennial lebih mencari keseimbangan diantara pekerjaan dan kehidupan (work-life balance), untuk itu mereka biasanya meminta waktu kerja yang fleksibel dan hanya sedikit (20%) yang ingin di promosikan apabila promosi tersebut berpengaruh negatif terhadap kehidupan pribadi atau keluarganya.

- Harrington, Brad, Van Deusen, Fred, Sabatini Fraone, Jenifer, Morelock, Jeremiah. (2015). How Millennials Navigate Their Careers

MILLENNIALS DESIRE PROFESSIONAL DEVELOPMENT

Millennial lebih memilih benefit perusahaan dalam bidang pelatihan, baik pelatihan secara formal, mentoring, atau kolaborasi.

<https://www.pwc.com/gx/en/managing-tomorrowspeople/future-of-work/assets/reshaping-the-workplace.pdf>

MILLENNIALS CARE ABOUT THEIR SALARY

Tingkat gaji dan kemungkinan untuk peningkatan gaji, merupakan hal penting bagi Millennial. Salah satu penelitian menemukan bahwa 95% dari responden mengatakan bahwa tingkat gaji merupakan salah satu yang sangat penting.

<https://www.pwc.com/gx/en/hr-management-services/publications/assets/pwcengaging-and-empowering-millennials.pdf>

MILLENNIALS DESIRE OPPORTUNITIES FOR PROMOTION

Menurut Ng dan Schweitzer, kesempatan promosi merupakan salah satu aspek yang sangat penting bagi sebuah perusahaan. Mereka menjelaskan bahwa rata-rata Millennial berharap bisa dipromosikan dalam waktu 15,1 bulan dan hampir 70% Millennial berharap bisa mendapatkan promosi dalam jangka waktu 18 bulan semenjak bekerja.

<http://link.springer.com/article/10.1007/s10869-010-9159-4>

RECRUITMENT AND RETENTION:

Provide a flexible and balanced work environment;
Strengthen and promote training and skills development;
Implement a Mentoring Program;
Ensure your organization embraces collaboration;
Ensure salary rates are competitive; and,
Ensure Millennials have an opportunity to grow within your organization

Tugas:

Buatlah analisa mengenai transformasi digital yang terdapat pada jurnal berikut:

Motorized Vehicle Security System With Master And Slave Key Models (Muhammad Nandi Susila, Andriansah, dkk, 2020)

<https://iopscience.iop.org/article/10.1088/1742-6596/1641/1/012092/pdf>