TRAINING FOR AN EXCITING FUTURE

WHITE   NOISE

WHY DATA ECONOMY NEEDS MORE COMMON SENSE

MANAGERS CONGRESS 2015

W.I.R.E.

WEB FOR INTERDISCIPLINARY RESEARCH & EXPERTISE
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THINK TANK FUR WIRTSCHAFT, GESELLSCHAFT & LIFE SCIENCES

IN KOOPERATION MIT JULIUS BÄR UND DEM
COLLEGIUM HELVETICUM DER ETH UND UNIVERSITÄT ZURICH

DR. STEPHAN SIGRIST, HEAD W.I.R.E., PORTOROŽ, SEPTEMBER 25, 2015

THE TIMES THEY ARE A CHANGIN'

AGENDA

1. HOW TO COPE WITH UNCERTAINTY

2. THE BUSINESS AND SOCIAL ENVIRONMENT OF TOMORROW

3. AREAS OF ACTION FOR FUTURE ORIENTED ENTERPRENEURS AND MANAGEMENT

ARE THEY REALLY?

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THE WORLD IS CHANGING – KEY TRENDS CHANGING THE BUSINESS ENVIRONMENT OF TOMORROW.

POPULATION GROWTH AND URBANISATION LEADING TO NEED FOR NEW INFRASTRUCUTURE, HOUSING IN CITIES.

SHORTAGE OF RESSOURCES FROM FOOD TO ENERGY, CLIMATE CHANGE AND RISE OF CLEAN ENERGY AND NEW FORMS OF MOBILITY.

DIGITALISATION AND RISE OF A SMART INFRASTRUCUTRE IN SOCIETY, SERVICE ECONOMY AND INDUSTRY LEADING TO NEW GROWTH MARKETS AND CHANGING BUSINESS MODELS

RISE OF A MULTIPOLAR WORLD ORDER WITH SHIFTING THE BALANCE OF POWER BETWEEN THE USA, ASIA, LATAM AND EUROPE

AGEING SOCIETY AND MIGRATION LEADING TO NEW STRUCUTRES IN HEALHCARE AND SOLIDARITY

> 1. DATA ANALYTICS LEADING TO PERSONALISED OFFERINGS
> 2. INTERNET OF THINGS CREATING A SMART ENVIRONMENT
> 3. SMART MACHINES REDEFINGING JOBS
> 4. 3D PRINTING ALLOWING NICHE PRODUCTION

INDUSTRY   CONSTRUCTION

MEDIA   CONSUMER GOODS   MOBILITY   FINANCIAL SERVICES   HEALTHCARE

OFFICIAL FUTURE: DIGITAL TRANSFORMATION CURRENTLY DISRUPTING SEVERAL INDUSTRIES FROM BANKS TO HEALTHCARE

LEARNING FROM THE PAST. DIGITALISATION IS INCREASING TRANSPARENCY AND EFFICIENCY FOR CONSUMERS AND LEADS TO MARKET GROWTH.

1. DATA ANALYTICS THE NEXT LEVEL OF DIGITALISATION INCLUDES THE REAL WORLD. BETTER UNDERSTANDING OF WHAT WE DO IN OUR EVERYDAY LIFES.

CONSEQUENCE: MORE CONTROL OVER OUR ENVIRONMENT. PERSONALISED ORIENTATION THROUGH INTELLIGENT INFRASTRUCTURE AS A NEW STANDARD.

2. BULDING OF THE «INTERNET OF THINGS» CREATING A SMART ENVIRONMENT

3. DISSOLVING BOARDERS BETWEEN THE DIGITAL AND THE REAL WORLD. A NEXT INDUSTRIAL REVOLUTION BASED ON PRINTING IN 3D.

PERSONALISED PRODUCTION, FRAGMENTED VALUE CHAINS, NEW NICHE MARKETS AND THE DISSOLVING BETWEEN CONSUMER AND PRODUCER.

4. RISE OF SMART MACHINES CHANGING WORK AND SKILLS

VISION: «PERFECT CAPITALISM». SUPLY AND DEMAND ARE IN LINE.

BUT THERE ARE ALSO DOWNSIDES LEADING TO AN INOFFICIAL FUTURE:

1. THE PLATTFORM ECONOMY WILL LEAD TO MORE NICHE PROVIDERS COMPETING WITH TRADITIONAL LARGE COMPANIES.

2. DATAFOUNDATION IS MISSING. ONLY A FEW PROVIDERS HAVE ACCESS ON WORKING DATASET OF CONSUMR DATA. SAME CHALLENGE FOR CUSTOMERS.

3. TOO MUCH INFORMATION. SYSTEMS ARE FAILING: WE ARE GENERATING MORE DATA THAN WE CAN SAVE. AND WE COLLECT MORE THAN WE CAN PROCESS.

4. TOO MUCH INFORMATION FOR PEOPLE. THE FLOOD OF DATA BRINGS A GROWING SENSE OF INSECURITY AND REDUCED TRANSPARENCY.

5. PERSONALISED FILTER SYSTEMS RESTRICT THE CHANCE TO THINK ABOUT NEW THINGS. WE FIND WHAT WE ALREADY KNOW.

6. OBJECTIVITY IS PUT UNDER PRESSURE. FACTS LOSE THE STATUS OF FACTS. UNCLEAR BASIS FOR TAKING DECISIONS AND PROVIDING ORIENTATION FOR A COMPANY OR EMPLOYEES

CONSEQUECE: OF THE UNOFFICIAL FUTURE: THE PROMISE OF MORE TRANSPARENCY AND EFFICIENCY IS FADING.

SUMMARY

OFFICIAL FUTURE: RISE OF THE DIGITAL ECONOMY AND PRODUCTION WILL INCREASE EFFICIENCY AND SET THE FOUNDATION. REQUIRES TO ADAPT TO NEW TECHNOLOGICAL STANDARDS.

UNOFFICIAL FUTURE INCREASING CONFUSION AND INTRANSPARECY BASED ON TOO MUCH DATA LEADING TO MORE DIFFICULTIES IN PLANNING.

3. AREAS OF ACTION FOR FUTURE ORIENTED ENTERPRENEURS AND MANAGEMENT

1. DEFINE A LONG TERM VISION WITH FOCUS ON THE BIG PICTURE - FOCUS ON INNOVATING THE WHOLE, NOT JUST SINGLE PARTS.

> EXPAND YOUR BOARD WITH PEOPLE WITH COMPLEMENTARY EXPERTISE

> HAVE REGULAR OUTLOOK WORKSHOPS TO ADAPT YOUR LONG TERM PERSPECTIVES

2. ADAPT STRATEGY TO VISION. TO NEED FOR AGILITY, FAST REACTIONS AND INSTANT REACTIONS IN A FAST CHANGING WORLD...

...BUT ALSO RESILIENCE TO HOLD OUT TURBULENCES.

3. DEFINE INNOVATION MORE BROADLY. PUT NEEDS AT THE CENTRE, NOT TECHNOLOGY.

CASE: JAPANESE CARE ROBOTS WITH SPECIFIC HUMAN FRIENDLY INTERFACES AND LOOKS AS KEY INNOVATION FEATURE.

> REVERSE THE PROCESS: START WITH THE CLIENT NEED AND BRING IN ENGINEERING LATER.

CASE: APPLE DESIGN PHILOSOPHY STARTING WITH IDEAS AN PROTOTYPES

4. DEFINE WHERE DIGITAL TOOLS BRING TRUE VALUE – AND WHAT TAKS HUMAN EMPLOYEES WILL NEED.

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5. GET TO KNOW YOUR CLIENTS. BUILD UP A DATABASE – IN LINE WITH CLIENT EXPECTATIONS.

> CASE: AMAZON, SPOTIFY. UNDERSTANDING CLIENT NEEDS BASED ON ALGORITHMS .

> CASE SWISS HEALTH BANK: AN ASSOCIATION SAFEKEEPING HEALTH DATA AND SHARING THE PROFIT WITH THE DATA OWNER

6. STRENGHTEN VALUES AS KEY ANCHOR FOR ORIENTATION AND TRUST IN AN ENVIRONEMENT OF INCREASING COMPLEXITY.

6. INITIATE COURAGE FOR EXPERIMENTS BY SETTING UP A GARAGE CULTURE, ENABLING INTRAPRENEURSHIP AND A CULTURE OF FAILURE.