

COLLEG COLLEG

Embrace uncertainty

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CONCLUSION BUSINESS DONE DIFFERENTLY

Topics?

CONCLUSION

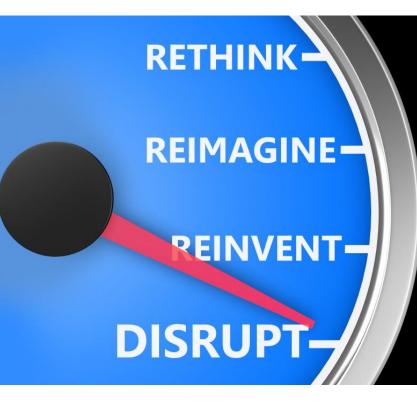
- The Challenge
- The theory
- So what?



The Challenge (thanking the World Economic Forum)

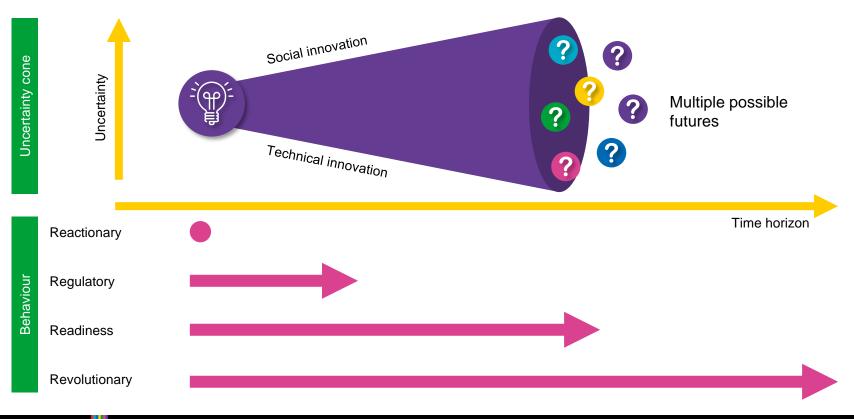
CONCLUSION

Todays' competitive landscape is defined by one word: Disruption. The ideas of incremental progress, continuous improvement and process optimizations don't cut the mustard anymore, those practices are necessary but insufficient.

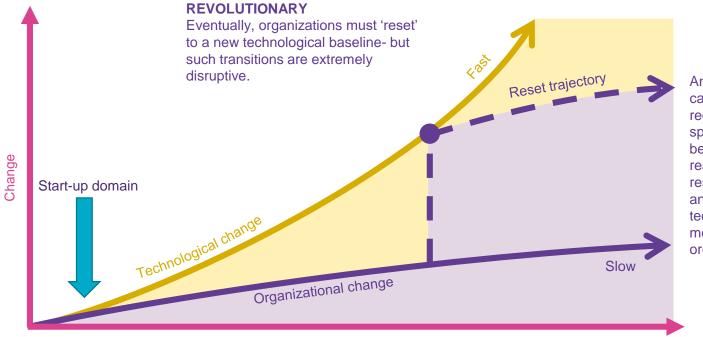


CONCLUSION

Theory: The uncertainty cone

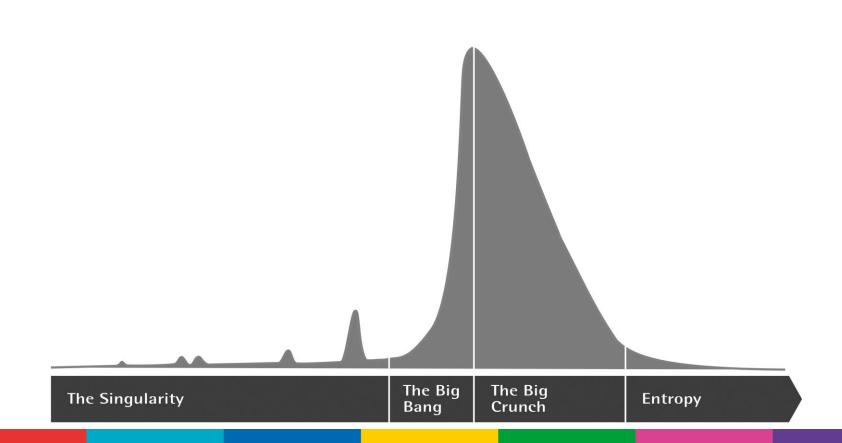


Theory: Martecs' law, hoe organisaties omgaan met veranderen

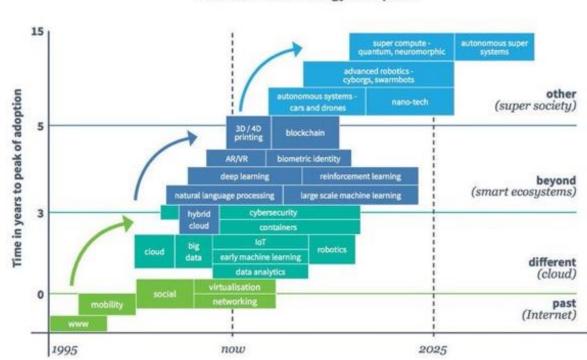


An organization can be 'reset' by a reorganization, a spin-off, or by being destroyedreallocating its resources to new and more technologically modern organizations





Theory: Technology roadmap is becoming increasingly difficult

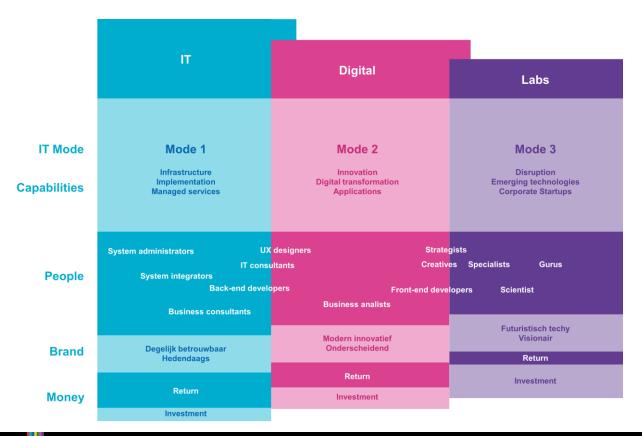


Horizons of technology disruption

Time to exponential technology breakthrough point

source dimension data via @mikequindazzi

Theory: different organizing, different risk strategy per mode



So what?

- Risk becomes an even more relevant business function
 - However it moves from factual to conceptual
 - · Prognosis based on past models is dead, it is about predicting
 - · Prejudice is the biggest killer of change

Work differently, embrace uncertainty and work from larger conceptual goals:

- Moonshot as company strategy
- o Impact on:
- I. Customer experience
- II. Employee value propositie
- III. Processes



CONCLUSION



Thank You!

