

Digital Mindset in the Baltic Sea Region (and elsewhere....)

Kiel, September 2018



Why is a Digital Mindset important?

It drives Digital transformation....



Customer Experience

Operational Process

Business Model

Customer understanding

- Analytics-based segmentation
- Socially-informed knowledge

Top line growth

- Digitally-enhanced selling
- Predictive marketing
- Streamlined customer processes

Customer touch points

- Customer service
- Cross-channel coherence
- Self service

Process digitisation

- Performance improvement
- New features

Worker enablement

- Working anywhere anytime
- Broader and faster communication
- Community knowledge sharing

Performance management

- Operational transparency
- Data-driven decision-making

Digitally-modified businesses

- Product/service augmentation
- Transitioning physical to digital
- Digital wrappers

New Digital Businesses

- Digital products
- Reshaping organisational boundaries

Digital Globalisation

- Enterprise Integration
- Redistribution decision authority
- Shared digital services

- Unified Data & Processes
- Analytics Capability

Digital Capabilities

- Business & IT Integration
- Solution Delivery

Do we understand our organization? Significant differences between generations....



| | Baby Boomer (1946-1964) | Generation X (1965-1979) | Millennial (1980-1997) | Generation Z (1998-2020) |
|-----------------------------------|----------------------------|-----------------------------|---------------------------|-----------------------------|
| n Person Meeting | • | | | • |
| Virtual Online Meeting (No Video) | | • | • | |
| Virtual Online Meeting (Video) | 0 | | | • |
| Outlook Email | • | • | | 0 |
| Team Workspaces | • | • | • | • |
| nstant Message (IM) | • | • | • | |
| interprise Social Networking | 0 | | • | |
| Persistent Chat | 0 | | • | • |
| Conversational User Interfaces | 0 | 0 | • | • |
| Always prefer | Mostly prefer | Somewhat prefer | Occasionally prefer | Do not prefer |

Not everything is about Hard- & Software? DICIDE Culture in the organization makes a huge difference....

Vision

•Business leaders need to <u>outline a digital</u> vision that will be able to <u>inspire and motivate a workforce</u>. Everyone should understand what it is the enterprise is trying to achieve.

Metrics

 Business leaders need to create a set of <u>metrics</u> that they can <u>measure progress against</u> and monitor how, or if mindsets are changing.

Implement

• <u>Human resources</u> need to monitor performance and assess how <u>workers are responding to digital changes</u>. HR should also be involved in assessing the viability of the given metrics

Patience

Business leaders should not expect immediate results.
 Change takes time and leaders need to give employees time to understand the new message and take it on board.

(Gartner, 2018)

How can the Baltic Cities contribute?



Largest roadblock within nearly all organizations — People!

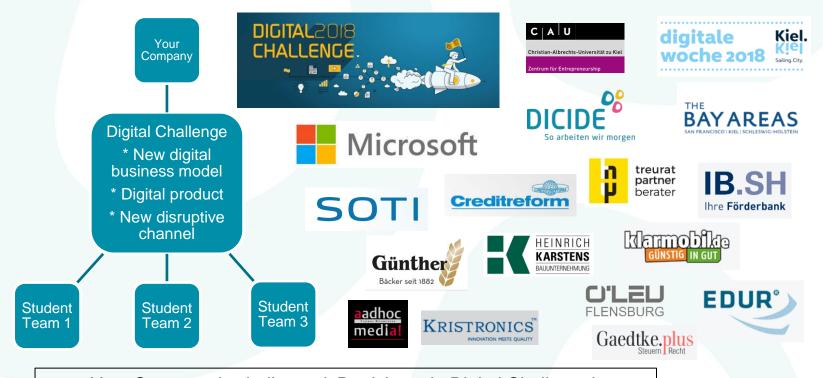


Imagine a Silicon Valley of IT education in a city in each country!

A place where the majority of well educated IT staff graduated! A city that would transform its educational system to become leading within IT.

Dicide's contribution to Digital Mindset The "Digital Challenge" competition...





Your Company is challenged: Participate in Digital Challenge!
You can only learn from it! Join at; https://www.my-digital-challenge.com/