

Exploring uncertainty

The three stages for reinventing businesses
in the digital age

Digital: an unknown country... even now



More and more uncertainty coming from:

- New technologies
- New markets
- New customer expectations
- New competitors
- New regulations...

The list goes on

How to navigate uncertainty?

To make your way through uncertainty, three internal passages are needed:

1. Be aware of the situation
2. Destroy the past (selectively)
3. Allow new relationships to emerge



Awareness of the situation

Key to everything...

- This is not business as usual
- There are new conditions and uncertainty
- What usually works, will probably not

Most importantly,

- Know yourself... and others



Defining the new environment

What has changed and how does it impact us?

- Organisation and sector specific
- Short, medium and long term risks and opportunities



This defining is an ongoing process

Are you ready?

Change is not easy and constant change even less so



Understand what is possible and acceptable in the company and how much discomfort can everyone take.

Do you have an appetite for destruction?

- How much and how quickly?
- Is everyone with you?
 - Senior management
 - Staff
 - Customers
 - Partners



Planting the seeds for a new business



Developing a strategy and roadmap for creating a new organisation:

- Adaptive
- Responsive to uncertain environment
- Willing to try, fail and learn
- Focused outward and inward

Listening for the new model

Success comes from being sensitive to the new relationships that are emerging amongst your:

- Staff
- Customers
- Partners
- Competitors
- Larger economy





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