



**DIGITALISERING OG BÆREKRAFT**

**DEN NYE NORMALEN OG VEIEN INN I 2023**

**SILVIJA SERES**



**The future belongs to those  
who can hear it coming.**



1918 Spanish Flu  
1929 Great Depression  
1980 HIV  
2001 9/11  
2003 Sars  
2008 Finance crisis  
2009 Svineflu  
2014 Ebola

**THE WORLD AS WE KNOW IT...**

# WHICH CRISIS?

Social crisis  
Health crisis  
Economy crisis  
Security crisis  
Global crisis



# THE NEXT NORMAL

## 9 Future Predictions For A Post-Coronavirus World



**Bernard Marr** Contributor @  
Enterprise Tech

1. More Contactless Interfaces and Interactions
2. Strengthened Digital Infrastructure
3. Better Monitoring Using IoT and Big Data
4. AI-Enabled Drug Development
5. Telemedicine
6. More Online Shopping
7. Increased Reliance on Robots
8. More Digital Events
9. Rise in Esports



# NECESSITY IS THE MOTHER OF ALL INVENTION

*“It is impossible to know what will happen. But it is possible to consider the lessons of the past, both distant and recent, and on that basis, to think constructively about the future.”*



1. Distance is back
2. Resilience and efficiency
3. The rise of the contact-free economy
4. More government intervention in the economy
5. More scrutiny for business
6. Changing industry structures, consumer behavior, market positions, and sector attractiveness
7. Finding the silver linings

VUCA WORLD:  
Volatile  
Uncertain  
Complex  
Ambiguous

### World's Largest Companies by Market Cap

Accurate as of July 29, 2016 (10:50am ET)

Apple	\$567.75 billion
Alphabet	\$546.49 billion
Microsoft	\$445.14 billion
Amazon	\$366.95 billion
Facebook	\$364.26 billion

Slate

Source: Google Finance

# 12 Gutenberg moments at once

AI, big data

Robotics, automation

Biotech, bioinformatics

Energy, smart cities

3D printing, nanotech

Networks, sensors

Digital medicine

Fintech, regtech, edtech

VR and AR

Genetics

Transport and drones

Blockchain



3 strategic buckets:





efficiency

business transformation

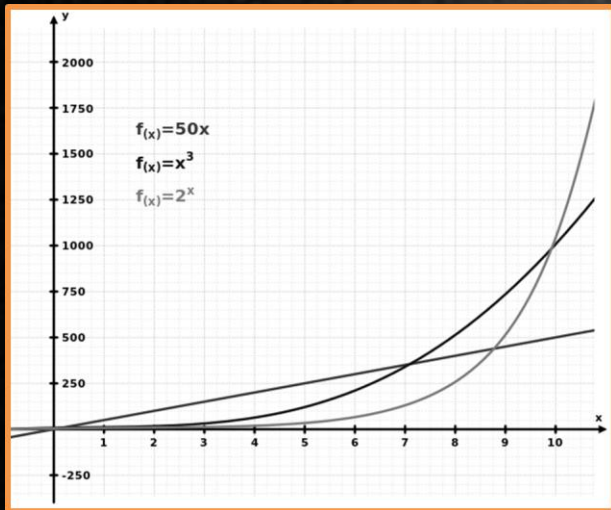
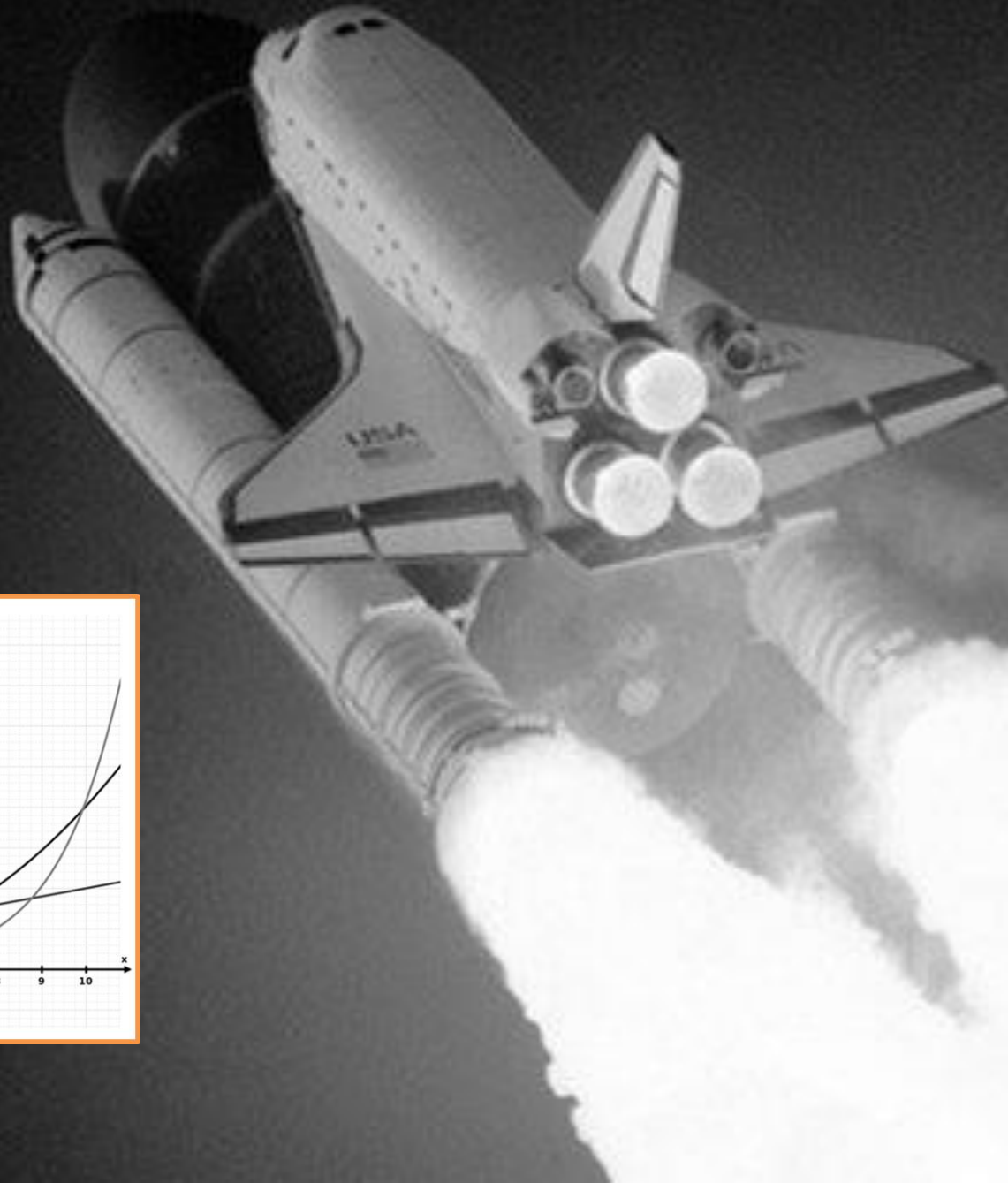
social transformation



## Navigating the next industrial revolution

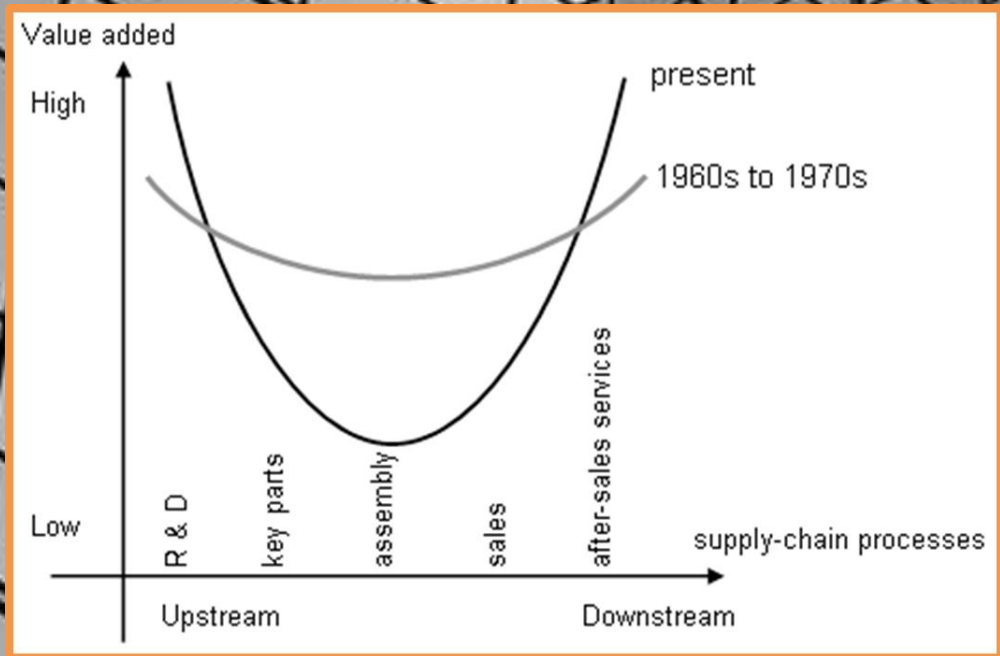
Revolution	Year	Information	
	1	1784	Steam, water, mechanical production equipment
	2	1870	Division of labour, electricity, mass production
	3	1969	Electronics, IT, automated production
	4	?	Cyber-physical systems

# EXPONENTIAL



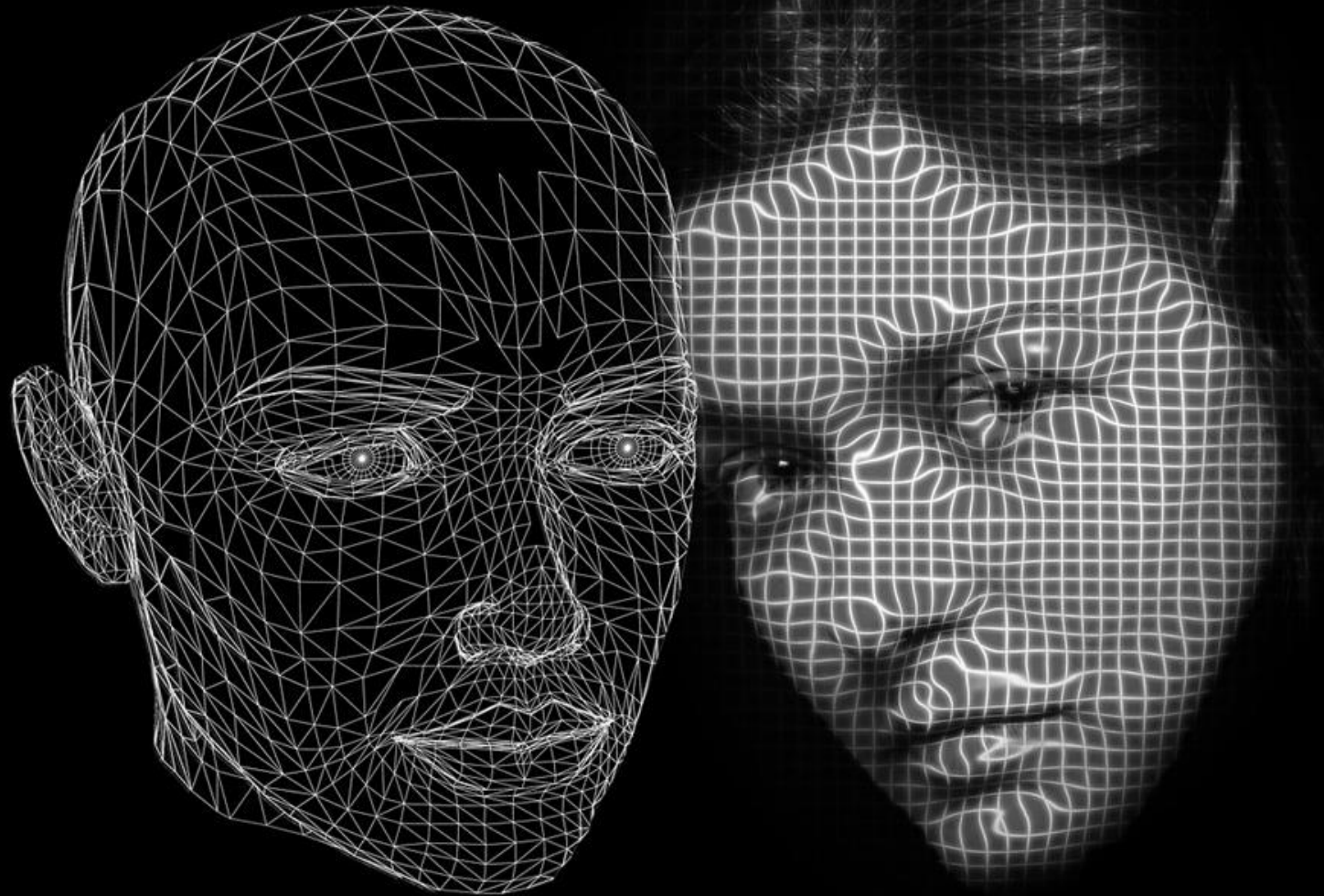
POLARISING





COMBINATORIAL

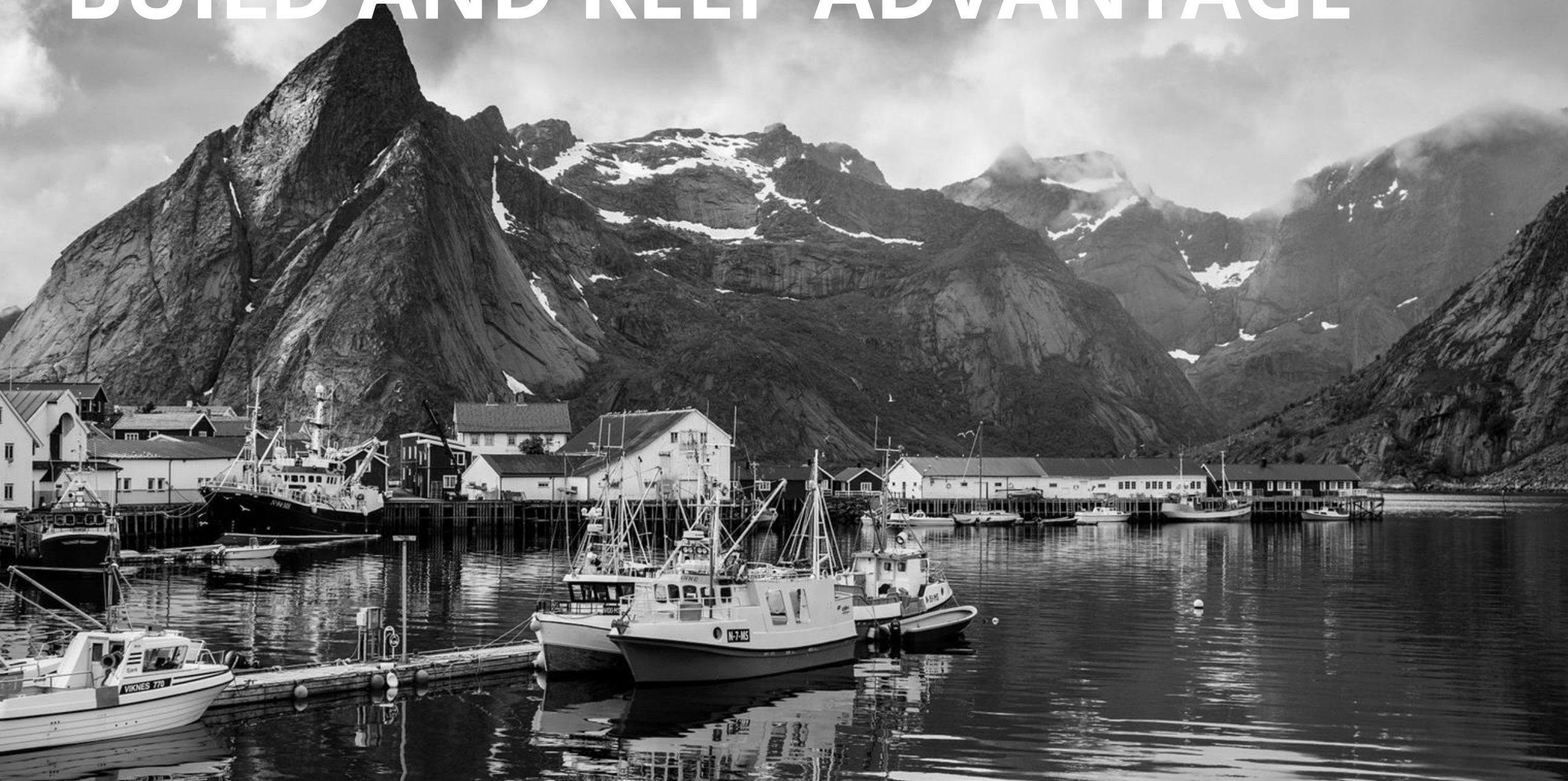
# THINK DIGITAL TWINS



# FIND NEW OPPORTUNITIES



# BUILD AND KEEP ADVANTAGE





# THE FUTURE OF WORK

SOMETHING WON  
SOMETHING LOST

1. Effective and social at the same time
2. The joys and sorrows of the home office
3. New tools for communication and services
4. Delegated management is a skill: tight-loose-close
5. New work models are the norm: lean, agile, devops
6. Self-service and responsibility for own work health
7. Uneven distribution: those who are hit the hardest
8. Self-motivation will be the key, and resilience and grit
9. Digital conferences and digital meetings here to stay
10. New kinds of meetings for creativity and complexity



# WE LØRN FROM EACH OTHER

1. Case-based inspiration and learning
2. Small portions, flexible on space/time learning
3. New models and flipped classroom
4. Measurable and incentivized learning
5. Social and peer-2-peer learning in teams
6. Urgency of the long term and necessity of inclusion
7. Unavoidable complexity of the cross-functional learning
8. Culture change for business change through learning
9. Cheap, 24/7, democratic and fun learning
10. Never-ending learning

YOU ARE THE  
ONLY HEROES  
OF TOMORROW

# TECHNOLOGY OPPORTUNIST

While the  
technology OPTIMIST,  
technology PESSIMIST and  
technology REALIST  
argued about the wine glass,  
I drank it up.

Greetings,  
the technology OPPORTUNIST

