



right to win in the digital era

Goethe University

04th December 2018 - Andreas Nicklas



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WEEKLY WORLD

NEWS

September 15, 1998

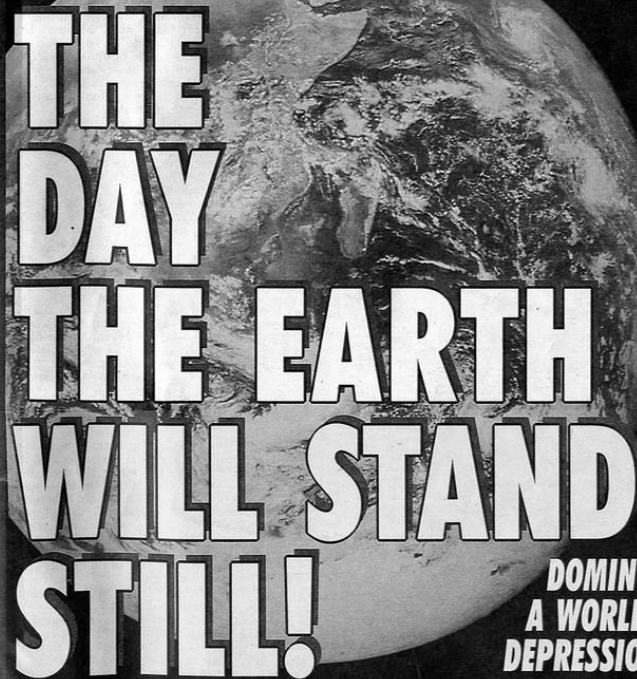
\$1.29 U.S.

\$1.59 CANADA/70p U.K.

**THE COMPUTER CRASH OF THE
MILLENNIUM!**

JANUARY 1, 2000

**THE
DAY
THE EARTH
WILL STAND
STILL!**



ALL BANKS WILL FAIL!

**FOOD SUPPLIES
WILL BE DEPLETED!**

**ELECTRICITY
WILL BE CUT OFF!**

**THE STOCK MARKET
WILL CRASH!**

**VEHICLES USING
COMPUTER CHIPS
WILL STOP DEAD!**

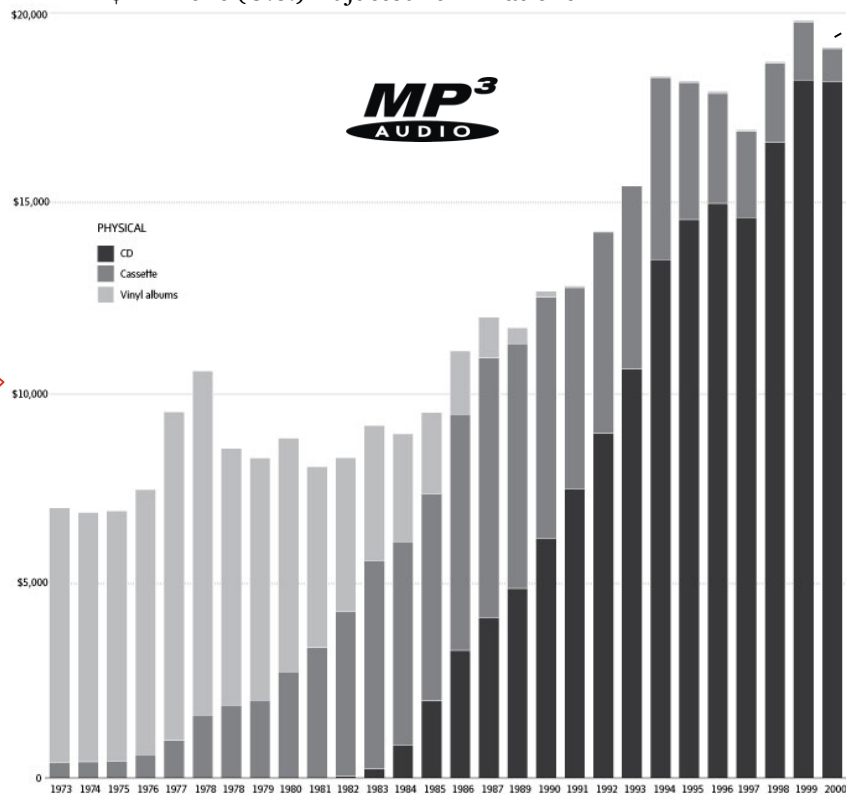
**TELEPHONES WILL
CEASE TO FUNCTION!**

**DOMINO EFFECT WILL CAUSE
A WORLDWIDE
DEPRESSION!**



What I've learned from the music industry...

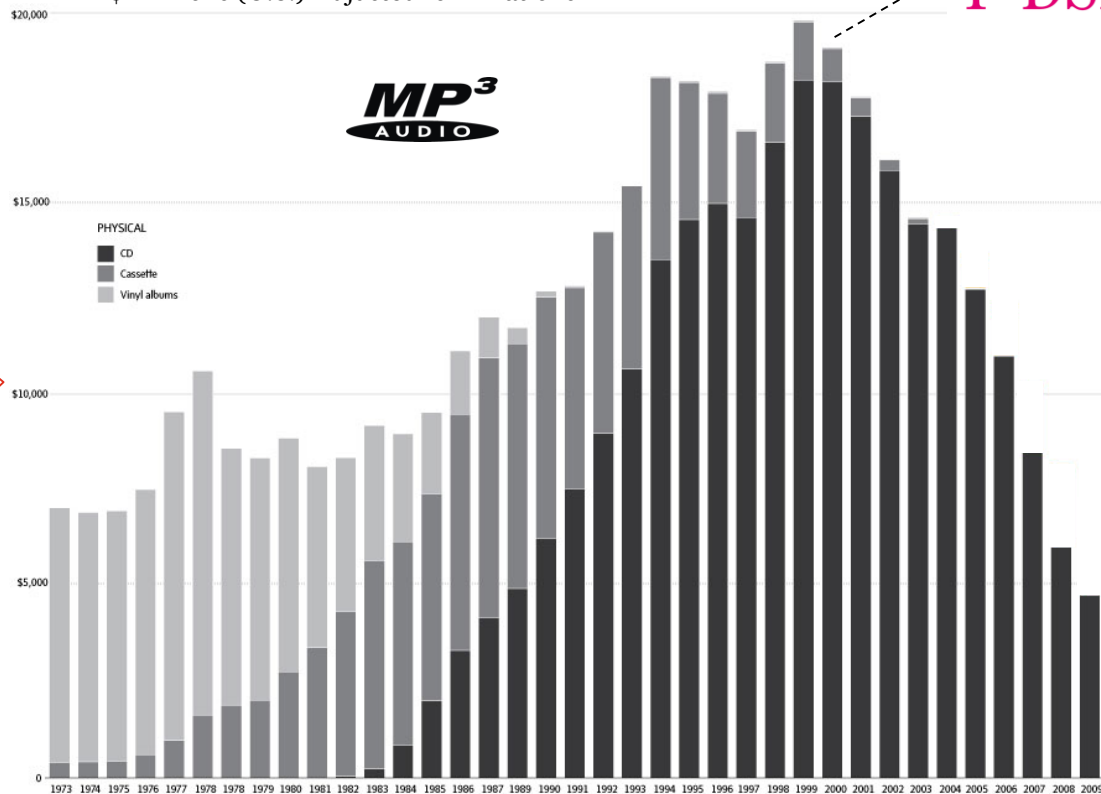
Music Revenues by Major Formats 1973 - 2000
\$-millions (U.S.) Adjusted for inflations



T-DSL

What I've learned from the music industry...

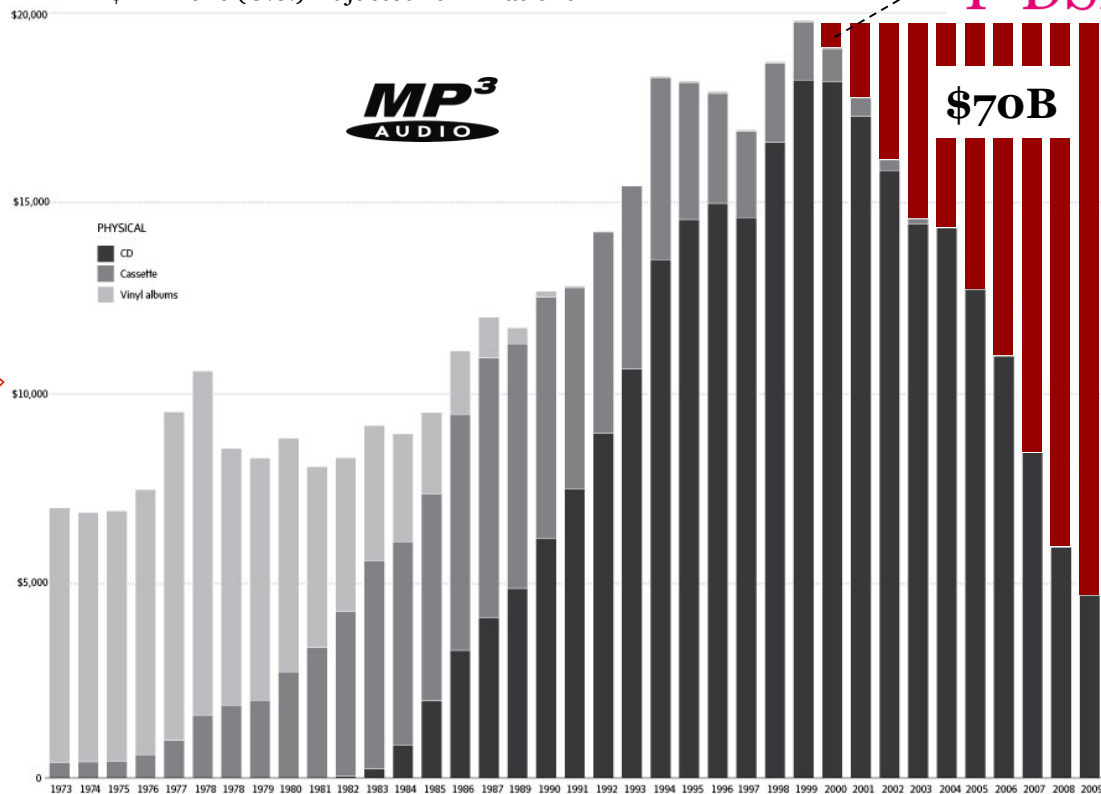
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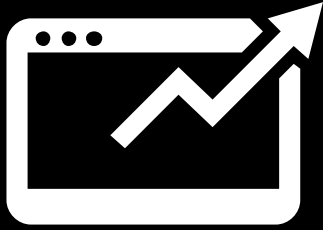
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T-DSL

\$70B

Digital Transformation is about ...



Technologies

Technological progress combined with low-threshold access to technology leads to an exponential development of opportunities for all market players



People

Human behaviors, expectations and needs are highly complex and not stable. They sometimes change dramatically through formative experiences. They also transfer these to other areas of your daily life and their fellow human beings.



Business Models

Business models that are not based on people's needs are (potentially) competing with business models that create and deliver recognizable added value. Successful is the one who manages to convince the customer of sustainable.

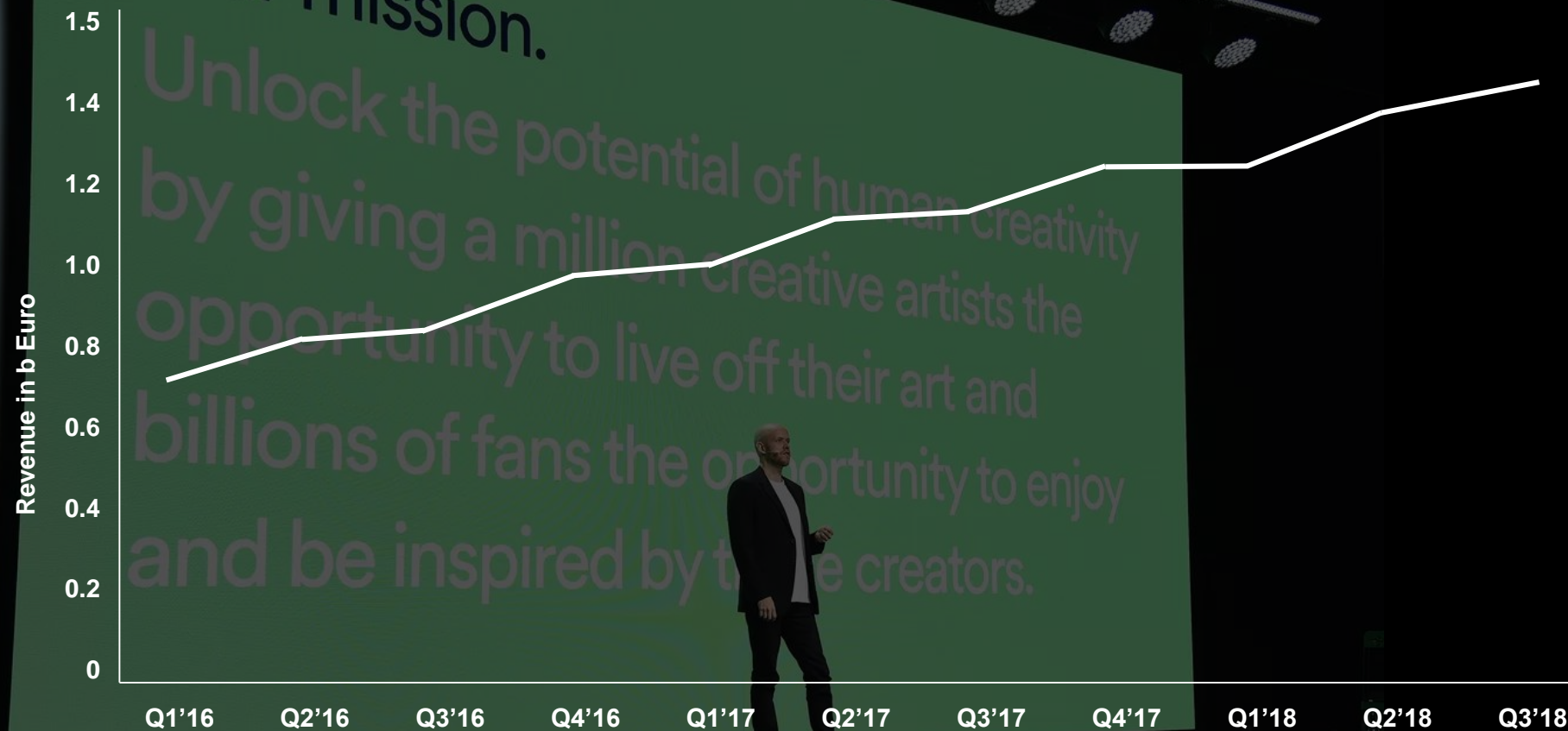
Our mission.

Unlock the potential of human creativity
by giving a million creative artists the
opportunity to live off their art and
billions of fans the opportunity to enjoy
and be inspired by the creators.

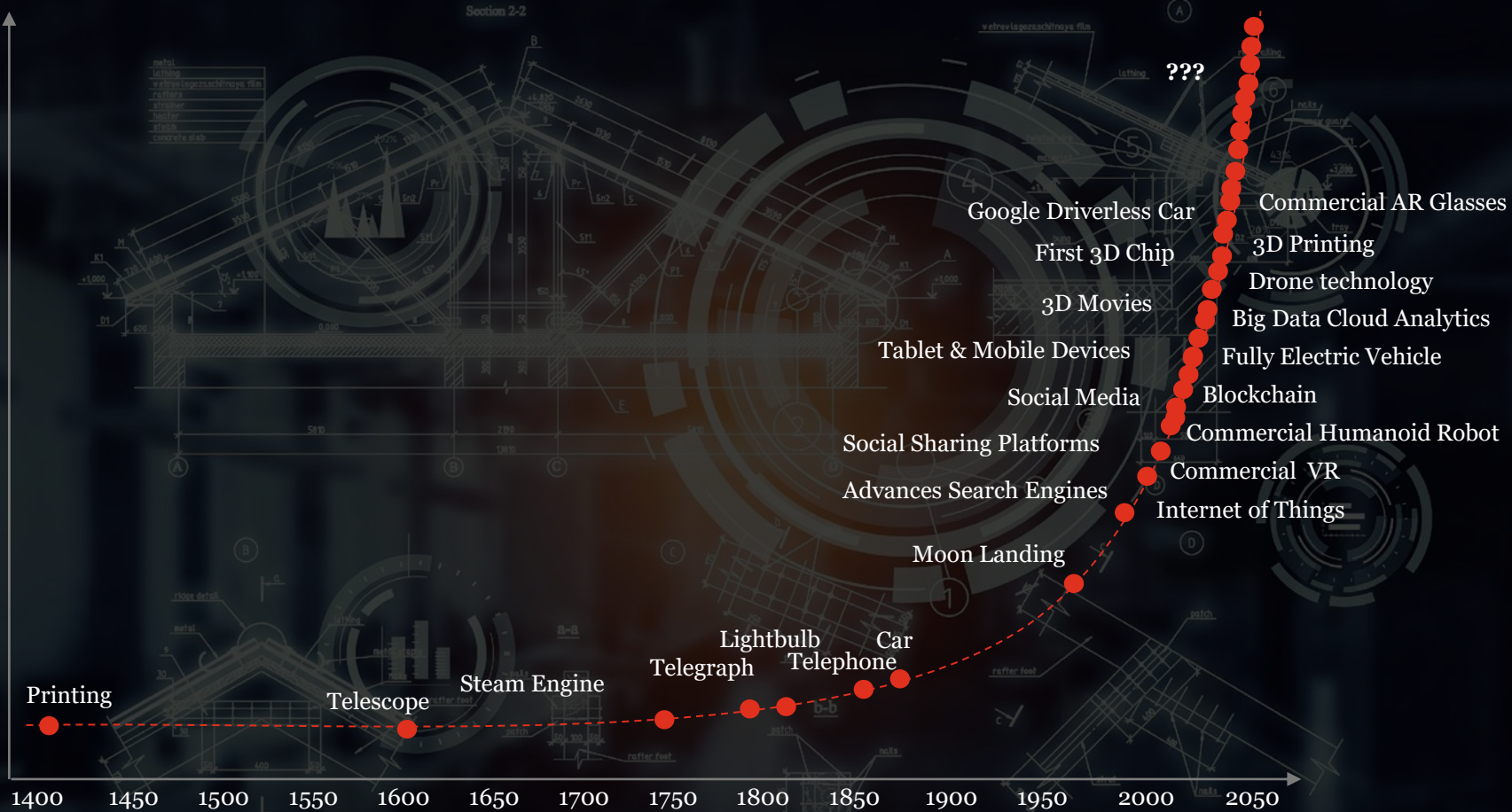


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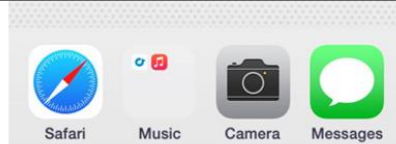
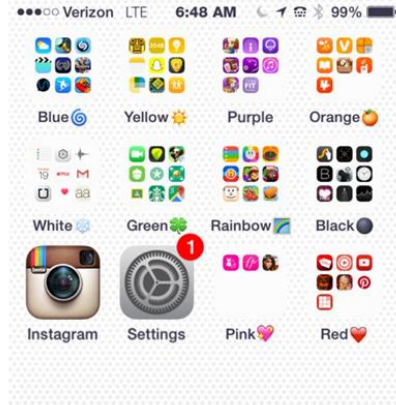


Technologies





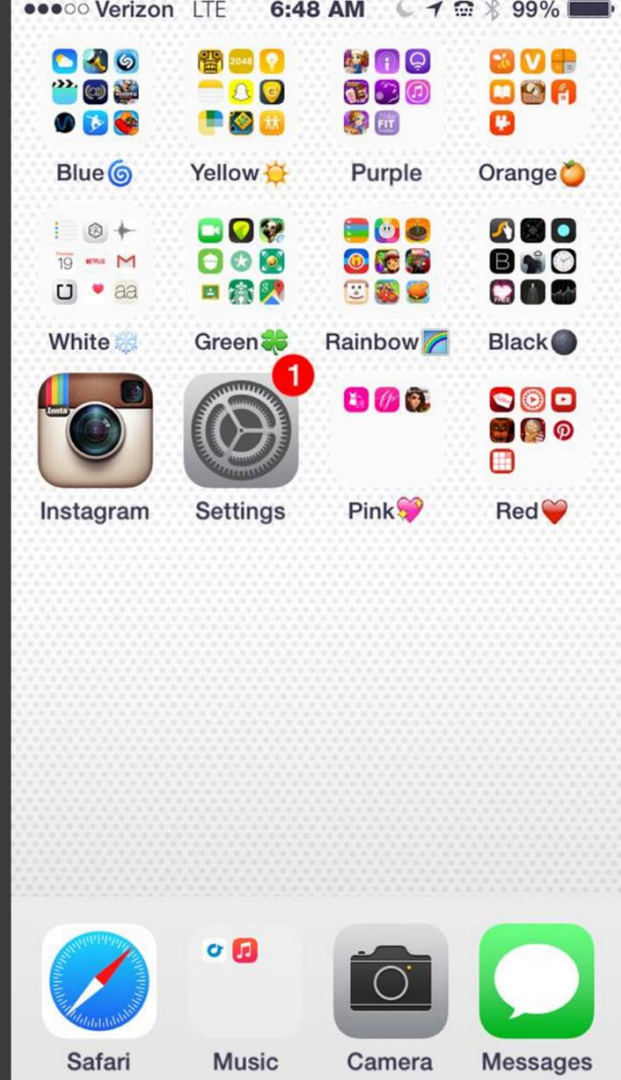
My 13year old daughters home screen.
OMG.



7:51 AM - 19 Mar 2015



Our consumption behavior has changed



“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”

— *Jack Welch* —



Digital Darwinism: Agility is Table Stakes



The average life expectancy of a Fortune 500 company has declined from around 75 years to 15 years



52% of the Fortune 500 companies disappeared since the year 2000



80% of the fortune 500 CEOs consider game-changing for their business within 2 years



Top 6 of the most valuable companies are tech firms

The speed of change overwhelms many companies and sometimes even leads to existence-threatening crises

internal factors

55%

The management continued with a strategy that was no longer working

52%

Company lost touch with the market and their customers

35%

The management had no clear vision

external factors

75%

Customer needs have changed massively

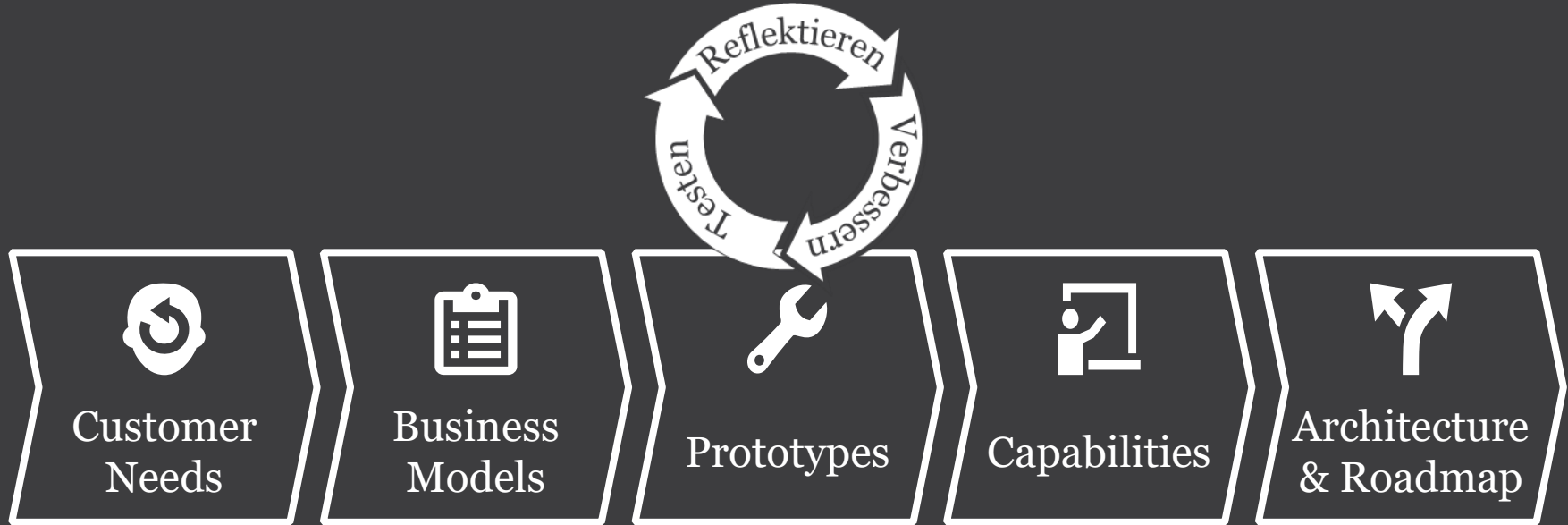
48%

Technological developments have overtaken the capabilities of the company

36%

The company couldn't afford investments for necessary changes

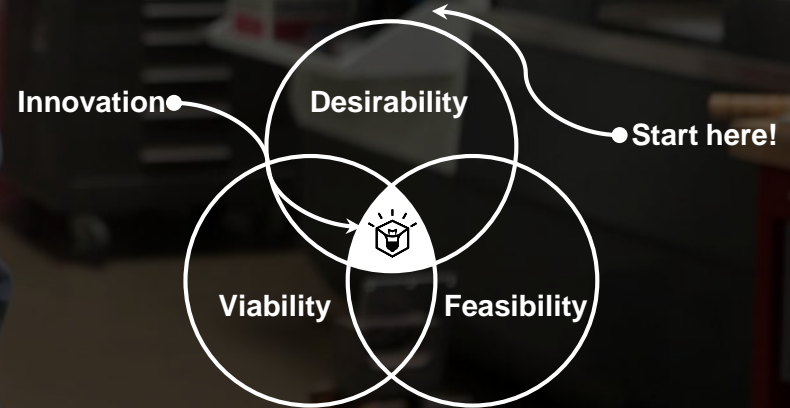
The digital transformation always starts with the customer!



“Design thinking is a **human-centered** approach to innovation that draws from the designer's toolkit to integrate the **needs of people**, the **possibilities of technology**, and the **requirements for business success**.”

Tim Brown (IDEO)

What is Design Thinking?





SIEMENS

MAGNETOM Skyra
A Tim and Dint System



One Hour Agency



Discover

*Explore & Discover,
with an open mind.*

Recap the inspiration
and input you just
received.



Define

*Finding problems
worth solving*

Read through the
problem statement
and discuss it within
your group and
reframe it for you.



Ideate

*Incremental, Radical -
a range of options*

Come up with as
many ideas as
possible and decide
for one that you want
to move forward with.



Prototype

*Make it tangible and
build your prototype.*

Create a visual
presentation.



Test

*Iterate, Test & Refine.
Make it better.*

Pitch your solution to
the group.

A dramatic photograph of a space shuttle launching, with a massive plume of white smoke and fire at the base. Several tall, dark metal service towers are visible around the launch pad, their lattice structures silhouetted against the sky. The shuttle itself is a vertical column of white, rising from the center of the frame.

Challenge

Rethink the sports experience

Target Group Identification



Horseriding



Skiing



Diving



Motorcycling



Snowboarding



Sailing

A person is shown in a laundry room, appearing to be in motion or falling towards a row of white front-loading washing machines. The person is wearing dark trousers and brown shoes. In the foreground, there is a metal shopping cart filled with laundry. The room has a high ceiling with a fan and fluorescent lights. The overall scene is dimly lit, with a dark overlay.

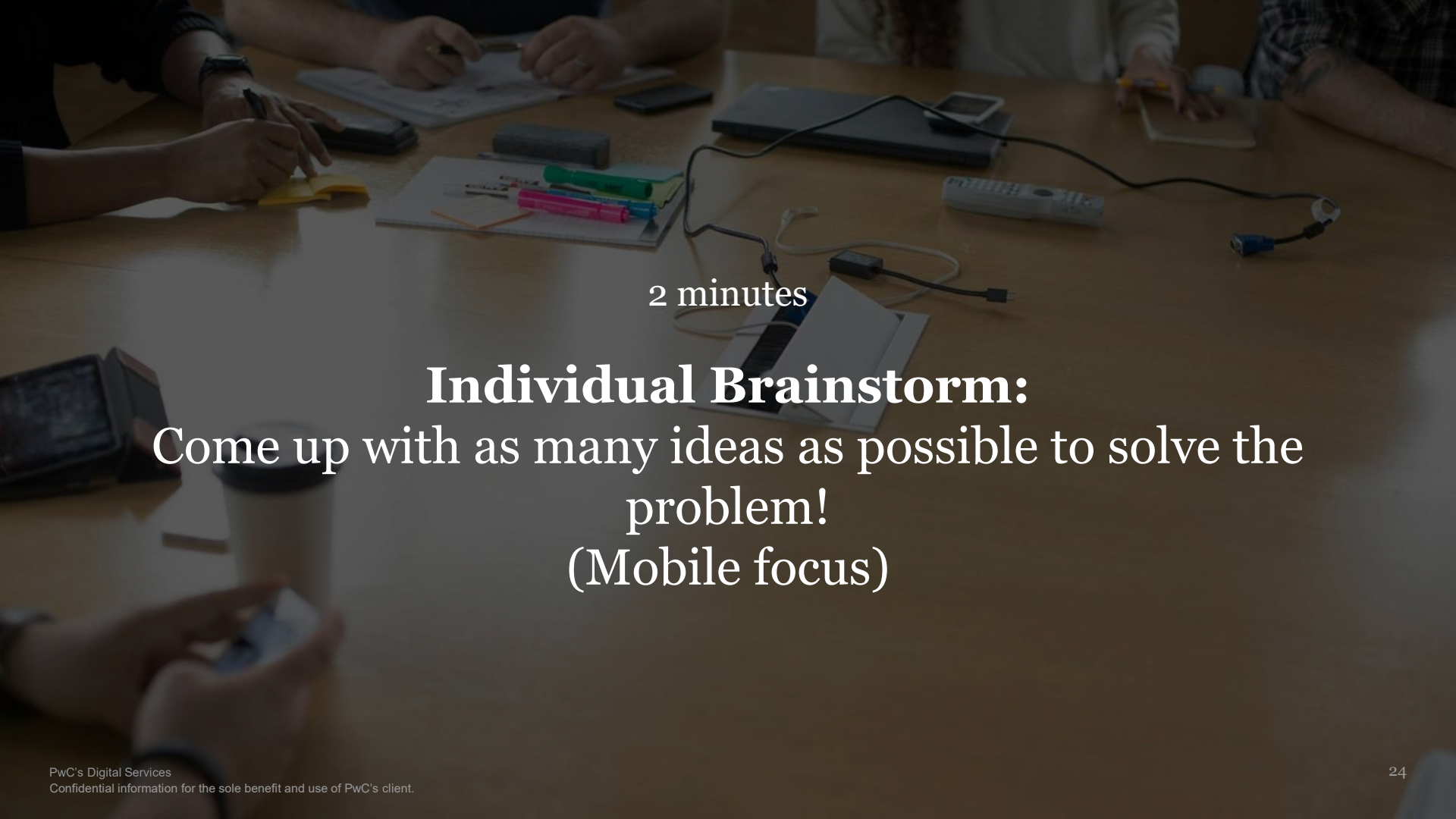
5 Minutes

Break into groups of max 5 people and
choose one target group

A group of people in a modern office setting, smiling and engaged in a meeting. The image is dimmed to serve as a background for the text.

10 minutes

Conduct an interview with your target group representative
and identify one highly relevant issue – formulate one
problem statement



2 minutes

Individual Brainstorm:

Come up with as many ideas as possible to solve the problem!
(Mobile focus)

A group of people are seated in a meeting room, with several individuals raising their hands. The room features a large clock on the wall and a whiteboard with diagrams. The scene is dimly lit, with the text overlaid in white.

5 minutes

Report Out:

Present your favorite ideas to your target group representative and your group.

Try to cluster your ideas if possible.



10 minutes

Group Discussion:

Choose your favorite idea within the group and try to make it even better.

Refine: Make it Wow?



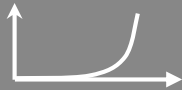
15 minutes

Prototyping: Create your presentation!

Key Takeaways



Digital Transformation is about technology, people and business models



Technological progress (inventory of possibilities) is accelerating exponentially



Companies fail because they are not as fast as their customers (not agile - not able to follow the customer)



To win in the digital era you have to be able to understand, follow and convince your customer



Make use of digital technologies to understand and to wow your customer

The stage is yours!

How can you help your target group to enhance their favorite sport experience?



Thanks!

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