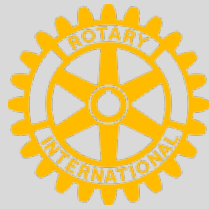


A New Operating Environment



“Find your Purpose”

Agility is the “new norm”



A New World of Possibilities

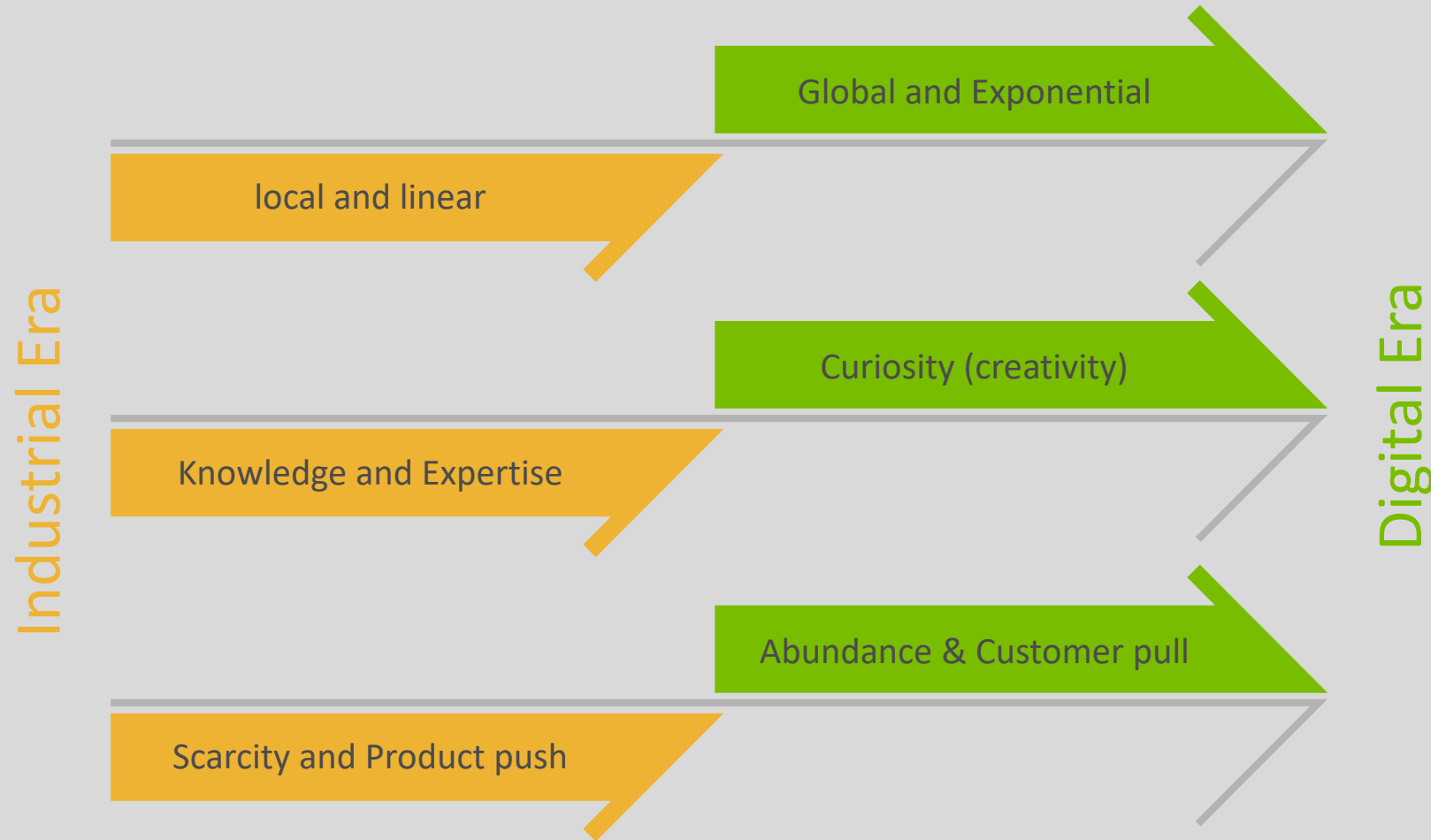
“

The internet is now the central nervous system of our lives.

”
E



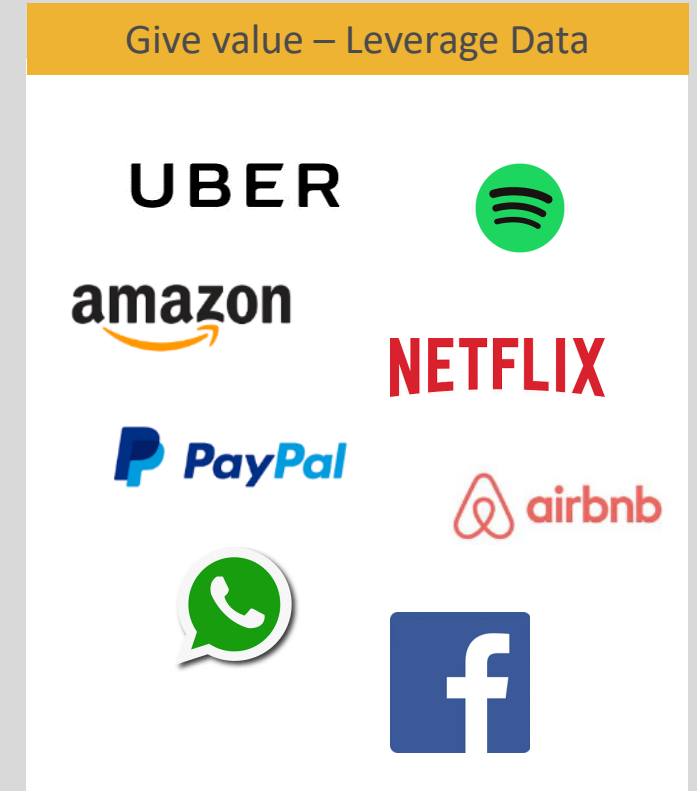
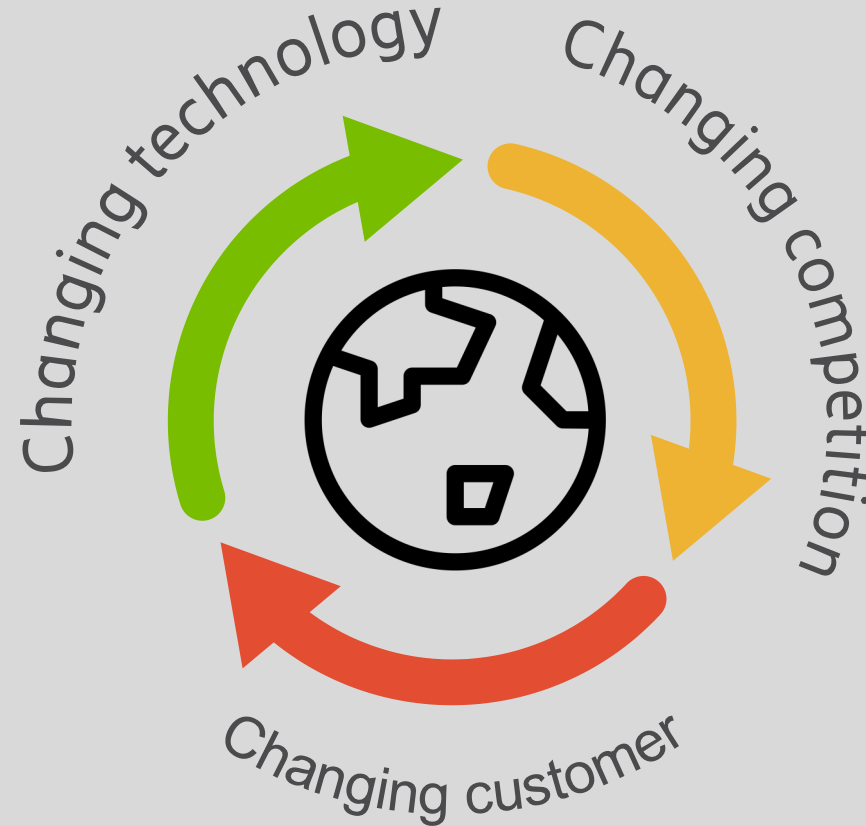
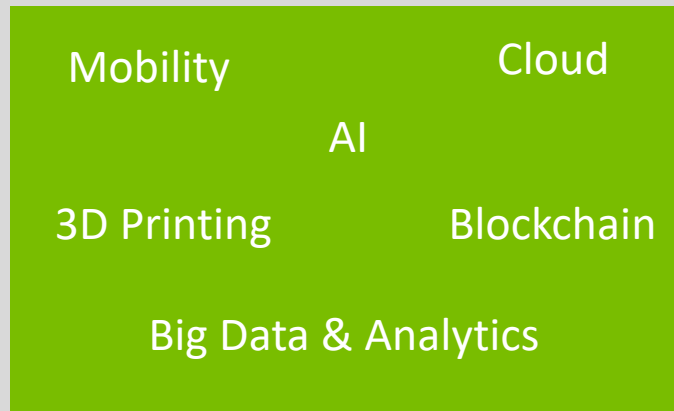
We have entered an information era – access to information is ubiquitous and exponential – Knowledge has been commoditized



An open and fully connected world has changed everything...



Open and exponential.....



Customers expect value and instant engagement – Listen and Learn – Pivot and be Agile



It's a whole new landscape...



When your sole focus is on the customer it all makes sense...

When you try and do disruptive innovation in any established institution, the immune system of the institution will come and attack you –

Salim Ismail



Our Societal Realities...



Structural and Cultural
Roadblocks

An Education system designed to make you conform – Fixed Mindset

An organizational set up that is built for efficiency and compliance

A culture that punishes “mistakes”

A “Reward system” that recognizes position – not “actual value”

Unrealistic expectations from shareholders and boards!

The realization that “people have to connect the dots on their own”

A Capitalistic system that “promoted greed not empathy”

A Leadership structure predicated for “command and control”

WE FAIL TO INNOVATE AND BE AGILE BECAUSE THE “FOUNDATION IS FLAWED”





Other unexpected “new realities”

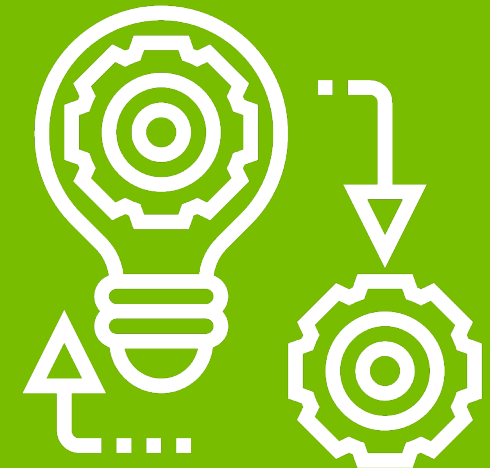
Most traditional businesses will become “start ups again”... (having to raise capital to innovate)...

The natural speed of finding “value” has been accelerated..

The “digital revolution” has been fast tracked... A digital model is not optional....

A “contracted economic” environment will put even more pressure on defining “real value”

However way you look at it – There is already a new norm – Don’t hide



What is the Most Important thing?....

“

The soul which has no fixed purpose in life
is lost; to be everywhere, is to be
nowhere.

Michel de Montaigne

”





VALUE VALUE VALUE

What problem am I actually solving?

What are the customers actually saying?

What will what I am doing impact or change lives?

Does the customer data validate my assumptions?



POLITICKING HAS A
SALE BY DATE...
VALUE DOESN'T

A New Environment

Current Model

Efficiency and Stringent Compliance

New Model

Rapid Experimentation and Innovation (learn at speed from the customer) Many experiments needed....

We are in the
“Platform Economy”

Data driven
decision Making

Move from Product based to Value based....





From...

To...

Don't ask a question you do not have the answer to?

Start in the unknown

Think Big ...

Focus on meeting genuine human needs

If the idea is good then the money will follow

Provide seed funding to the right people and problems, and the growth will follow

Measure twice, cut twice

Place small bets fast

Be bold and decisive

Explore multiple options

Sell your solution. If you don't believe in it, no one will.

Choose a worthwhile customer problem. Let others validate.

The focus must shift...

Product Set Up

Experiences/Personalization

Competition

Customer focus

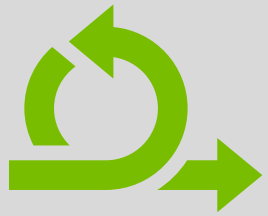
Profit

Purpose



You can never stop listening and learning...

Demystifying Failure – Learn and Pivot....



Agility
comes with
mistakes



Failure is
never
comfortable
but with
time you
develop
resilience



This is not
glorifying
failure but
speed of
execution
minimizes
the risk



We want to
turn failure
into
learnings
but also
demystify it



If you learn
to move
fast you
learn to
minimize
the impact

Agility means learning what is not working with speed



Purpose and Failure....

“ Failure is a subjective label we apply to unintended or unexpected experiences. Usually, we are unwilling or unable to integrate these experiences into a meaningful context. From the vantage point of purpose mastery, failure does not exist. It is life attempting to teach us some new lessons or trying to point us toward some new directions ”

Kevin Cashman



PURPOSE....

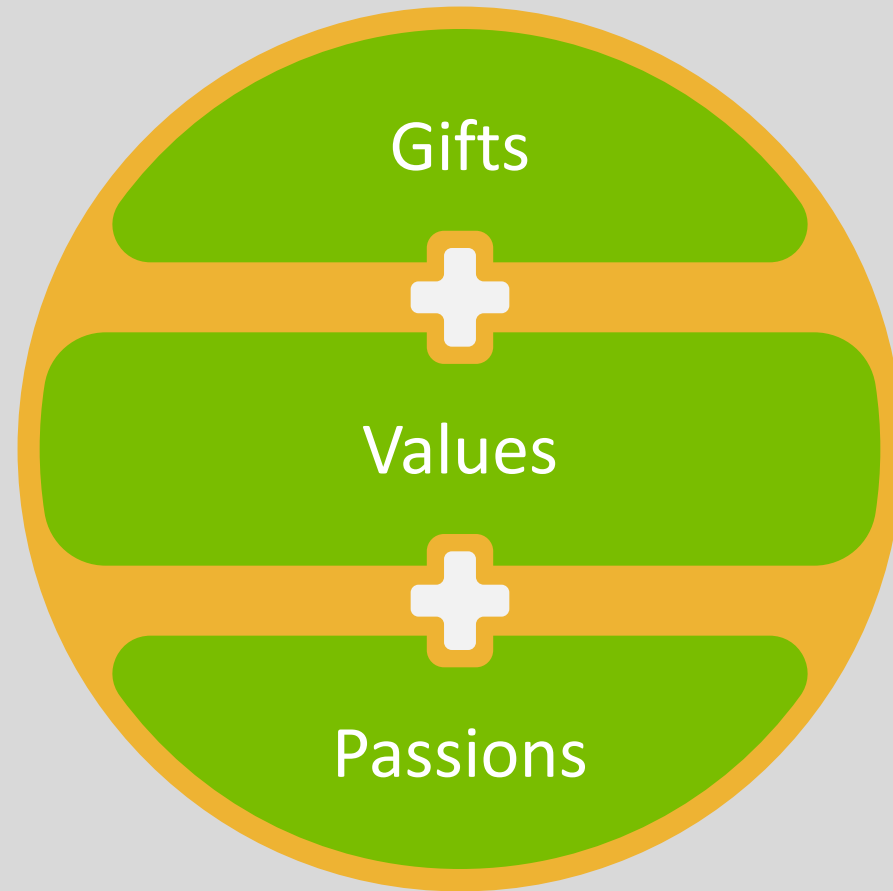
“

The heart of human excellence often begins to beat when you discover a pursuit that absorbs you, frees you, challenges you, or gives you a sense of meaning, joy, or passion.

Kevin Orlick

”





Purpose Brings Clarity

When we understand purpose, all the challenging experiences of our lives serve to forge identity, character and meaning

Although life may be challenging, every experience becomes our teacher, every challenge an opportunity through which we learn and live more purposefully

Transactive managers follow set procedures in a consistent, predictable manner; transformative leaders flex to a myriad of conditions, gracefully dancing around a purpose-filled core.

PURPOSE IS THE FOUNDATION AROUND WHICH YOU PIVOT



Why is "Purpose" Important – The Why?

The most important thing when the road is going to change all the time is your "true North"

As long as it is clear what you want to achieve, then it becomes easier to change the "how"

Unless this is clear you get obsessed with the "How".. Which is slowing down and hampering innovation and agility

This need to be clear at an organization and individual level

Nothing is more powerful than common Purpose and common Effort...



Start Now.....

It is a Journey

Not a “silver” bullet
...This will take
“emotional and
mental” effort

It is a continuous process...

It never ends but the
closer to your purpose
the more “liberating”

It is deeply personal

No one can walk the
shoes for you...



A New leadership Philosophy (Empathy)



Humility

An attribute that
keeps you learning



Vulnerability

Understanding our humanness and
flaws that allows openness to see
beyond our blinkers

Focus on asking Questions – Not giving instructions
Curiosity is more important than knowledge...



Curiosity....

“

Following genuine intellectual curiosity
is better than following whatever
makes money.

Naval Ravikant

”



99% vs 1% World....



99% Execution

vs

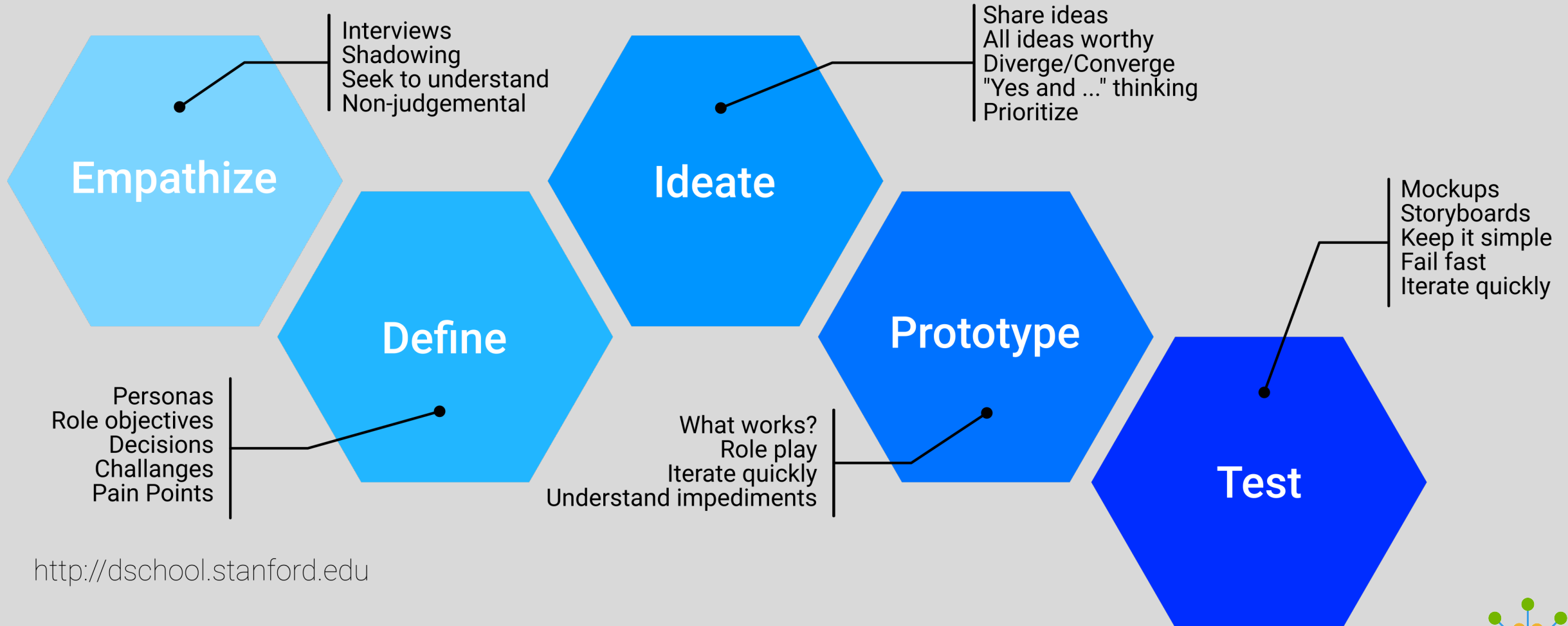
1% Strategy

Don't focus on the percentage points, think about
the philosophy



Design Thinking – Empathy Towards the Customer

Stanford Design School - Design Thinking Process



Design Thinking In Action



Commit to your Journey

Focus on Impact

Not Roles

Focus on learning
continuously

Not
Expertise

Focus on caring
deeply

Not Just
Profit

Find your Purpose....



It is more than just technology....

“ True digital transformation is not simply the implementation of ad-hoc projects or the utilization of new technologies like AI for the sake of using them – It’s an organization -wide effort to transform business into an agile, data-driven and responsive partner for clients.

Phakiso Mataitsane

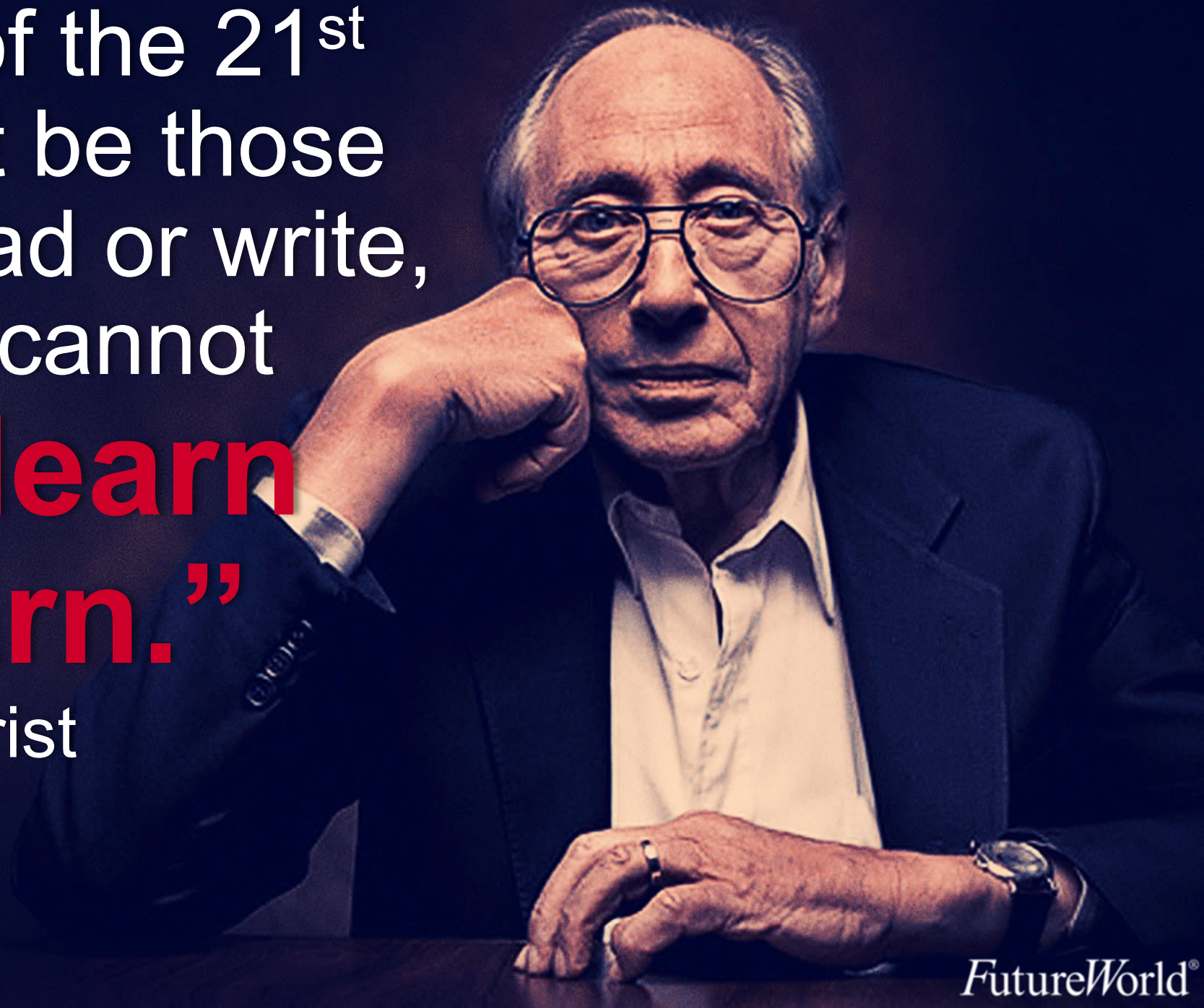


YOU...



"The illiterate of the 21st
century will not be those
who cannot read or write,
but those who cannot
**learn, unlearn
and relearn."**

- Alvin Toffler, Futurist



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