

Building a digital-proof business



Practical Futurist @AndrewGrill

LIVE

practicalfutur.ist/live



@andrewgrill

#UTSAAlumni

FORTUNE

52% of the Fortune 500 firms since 2000 are gone



A formation of red jets flying in a blue sky, leaving white smoke trails. The jets are arranged in a descending line from the top left towards the bottom right. The text is overlaid in the center of the image.

**Disrupt yourselves,
before you are
disrupted ...**

Futurist

“making the unknown a little more known”



Watch the video practicalfutur.ist/arthur-c-clarke

Practical Futurist

My Digital credentials







MONOCHROME

New streamlined layout! **Easier to use!** New files! **Extra exclamation marks!**

archon ~

Menu [ESC] = Utilities (inc. Talker & EXIT)

You don't use ssh. Boo!

Menu [I] = Help and Information on Monochrome

**Welcome to
the new
version of
Monochrome!
(version 1.101w)**

Menu [N] = **N**ews and Media

Menu [T] = **S**cience, **T**echnology and **M**edicine

Menu [E] = **E**ntertainment

Menu [C] = **S**ociety and **C**ulture

Menu [R] = **R**ecreation

Menu [M] = **M**onochrome Users

Ad blockers



JULIA GREENBERG BUSINESS 04.20.16 9:26 PM

SHARE

SHARE
205

TWEET

PIN
4

EMAIL

GET USED TO IT: AD BLOCKING ISN'T GOING AWAY ANY TIME SOON

AD BLOCKING IS the nemesis of the news and ad industries. But, despite growing efforts by publishers to combat the practice, it's probably not going away any time soon.

Market research group eMarketer today estimated that 27 percent of internet users in the UK—more than 14 million people— will be using ad blockers by the end of next year. That's up from this year's estimate of 20.5 percent and nearly double the estimate for last year (14 percent).

“There's no doubting that ad blocking is now a very real issue for advertisers,” eMarketer senior analyst Bill Fisher said. “Next year, over a quarter of the people they're trying to reach will be willfully making themselves unreachable.”

The prediction mirrors other reports that ad blocker usage is



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LATEST NEWS



SCANDALS

VW Will Buy Back Your Cheating, Polluting Diesel

4 HOURS



DESIGN

If Weed Got Branding Like This, Maybe the Man Wouldn't Hate on It

12 HOURS



MORE NEWS

Here's The Thing With Ad Blockers

We get it: Ads aren't what you're here for. But ads help us keep the lights on. So, add us to your ad blocker's [whitelist](#) or pay \$1 per week for an ad-free version of WIRED. Either way, you are supporting our journalism. We'd really appreciate it.

Sign Up

Already a member? [Log in](#)

is up right in your menu bar, ready when you need it. x


About that ad blocker ...

We can't help but notice you're using an ad blocker.

When you visit *Cult of Mac* while running an ad blocker, you hurt our business. If you like our content, please consider whitelisting *Cult of Mac* on your desktop and mobile devices. It's easy and it helps ensure we can continue publishing. [Here's how to do it.](#)

Please disable ad-block

You're blocking my ads, please stop!



Hate ads? We get it.

Weather Underground premium members never see ads. Enjoy an ad free experience online and in our apps.

HELLO AD BLOCKER USER.
YOU CANNOT SEE THE AD. BUT THE AD CAN SEE YOU.
WHAT'S ON THE OTHER SIDE OF YOUR BLACK MIRROR?

NETFLIX

A NETFLIX ORIGINAL SERIES

BLACK MIRROR



Content cut-through becoming harder

Top 5 factors that make the C-Suite read

50%

If the author or producer of the content is a recognised expert in my industry or profession

47%

If it is shared or recommended by a respected or influential figure in industry

42%

If the content is based on original, primary research or empirical evidence

42%

If it is shared with me or recommended by someone I know or trust

40%

If the content is hosted or published by a respected independent platform

Raconteur C-Suite study, 2017

Why Disruption Happens

A Venn diagram consisting of three overlapping light blue circles. The top-left circle is labeled 'High Profits', the top-right circle is labeled 'New Technologies', and the bottom circle is labeled 'Consumer Demands'. The background is dark blue with a pattern of binary code (0s and 1s) in a lighter blue color.

High Profits

**New
Technologies**

**Consumer
Demands**



Disney

Westfield



Disruption is Everywhere



64 Billion/day

SMS

20 Billion/day

**PWC: Fear of disruption
more damaging than
actual disruption**



**All Industries are
being disrupted**

Building the Lucky Country
Business imperatives for a prosperous Australia

#2

Digital
disruption
Short fuse,
big bang?



32%
of the
Australian
economy

SHORT FUSE, BIG BANG

LONG FUSE, BIG BANG

33%
of the
Australian
economy



17%
of the
Australian
economy

SHORT FUSE, SMALL BANG

LONG FUSE, SMALL BANG

18%
of the
Australian
economy

32%

of the
Australian
economy

SHORT FUSE, BIG BANG



The Disruptors

63,990



63,990



amazon.com[®]



LIVE
OMAHA

**BUFFETT: NEVER THOUGHT
BEZOS COULD DO WHAT HE DID**

 **CNBC**

Watch the video practicalfutur.ist/warren-buffett

 @AndrewGrill



**Our new
“default settings”**



U B E R





airbnb

NETFLIX



trōv



I'm leaving my house now

Watch the video practicalfuturist.com/trov

Google's AI game-changer



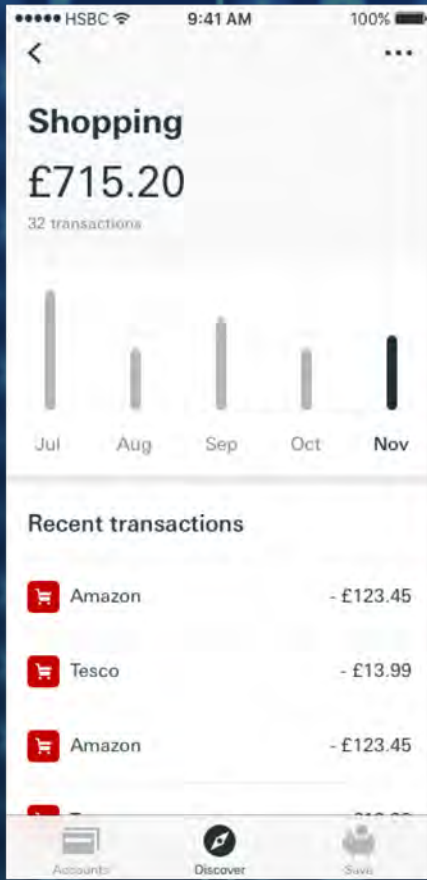
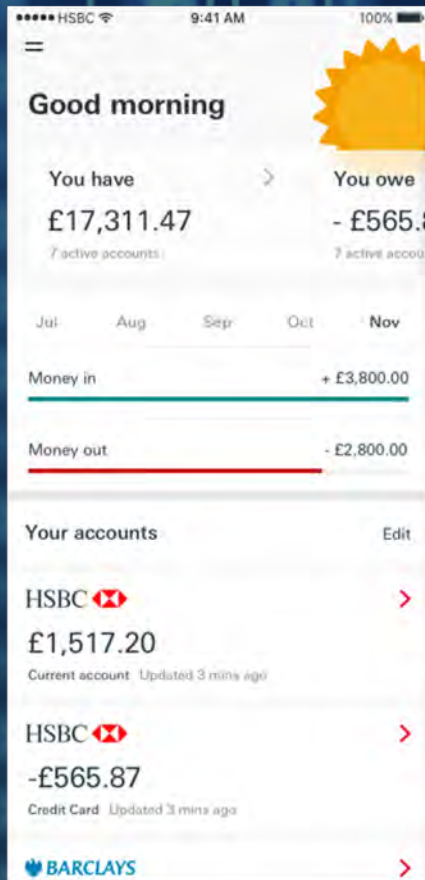
Google Duplex

Watch the video practicalfuturist.com/google-duplex

Writing ads for Robots

Regulated Disruption

Open Banking



Current balance **£3,417.83**

- Upcoming bills **£2,700.63**

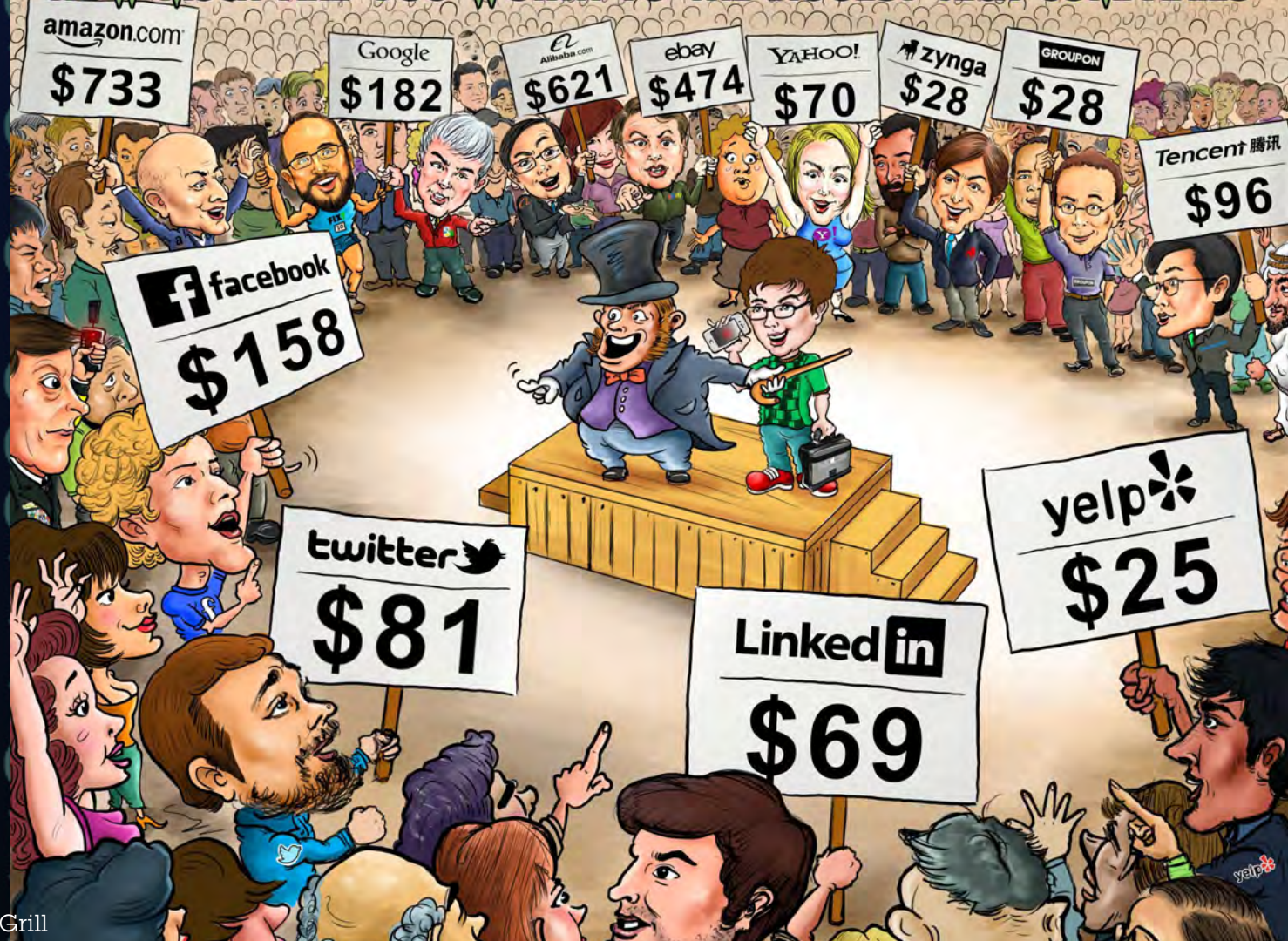
= Safe Balance **£717.20**

What's left is your Balance After Bills

Your balance updates throughout the day, so you can always stay on top of your spending.



General Data Protection Regulation



**“To get digital you
need to be digital”**

IoT

FinTech

GDPR

Chatbots

MarTech

Google Duplex

Agile

**Personal
APIs**

Blockchain

**Machine
learning**

Cryptocurrency

Scrum

AR

**Design
Thinking**

**Growth
Hacking**

2FA

A diverse group of five business professionals are gathered around a table in a meeting. They are looking at a laptop screen, which is the central focus of their attention. The group includes a man with glasses and a beard, a woman in a white sleeveless top, a man in a blue shirt, and a woman with glasses and her hair in a bun. The setting appears to be a modern office or meeting room with a whiteboard in the background.

Small innovation teams



rise

In partnership with

 **BARCLAYS**



PRE

PLATFORM

EXECUTION

PERSONAL MOTIVATION / EXPECTATION / WIN STATE

PLANNING

GROUP MATCHING / DIVERSITY

GROUP LEADER / ACCOUNTABILITY

CROSS-GROUP INTERACTION

GROUP DYNAMIC

SUCCESS

SCREENING / METRICS OF SUCCESS

FORMAT / STRUCTURE / RECRUITING FEEDBACK

OFFLINE

DROP-OFF / RETENTION

MEASUREMENT FEEDBACK

DEVELOPMENT / COMMUNITY ENGAGEMENT

GROUP MATCHING / DIVERSITY / SCREENING / METRICS OF SUCCESS

GROUP LEADER / ACCOUNTABILITY / FORMAT / STRUCTURE / RECRUITING FEEDBACK

CONTENT

TOOLS

MEASUREMENT FEEDBACK

SCREENING / METRICS OF SUCCESS

GROUP LEADER / ACCOUNTABILITY / FORMAT / STRUCTURE / RECRUITING FEEDBACK

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CONTENT

TOOLS

MEASUREMENT FEEDBACK

SCREENING / METRICS OF SUCCESS

Get Agile

QUICK WIN

Collaboration culture



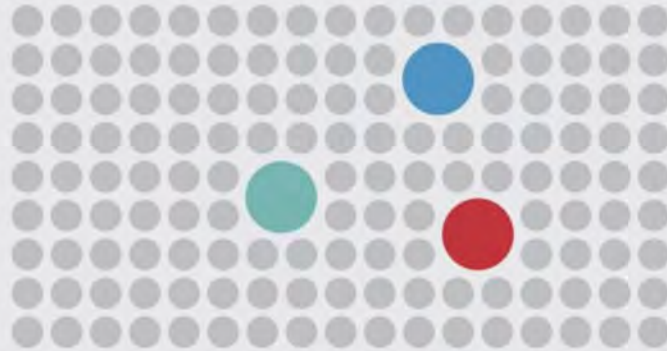


Working Out Loud




WORKING OUT LOUD

FOR A BETTER CAREER AND LIFE



JOHN STEPPER





**“Your value is not what you know,
it is what you share”**



Don't forget the customer!

Kevin Plank

CEO

Under Armour



WAR + PERFORMANCE
↳ HOVA

Here's what I HEARD
Here's what I THINK
Here's what we're GOING TO DO!

EXPEDITE THE ILLUSTRATION

"AT IDEAS GET FUNDED"
"PROAGANDA OFFICE"
"TELL THEM WHAT TO THINK"

YOU ARE
BE
THERE

2020 VA STRATEGY

"NORTH AMERICAN GROWTH
& CASH CREATION WILL BE THE
ENGINE THAT FEEDS OUR
GLOBAL AMBITION..."

TO D. BATHED TAMA A TIGER

DON'T
FORGET
TO SELL
SHIRTS
& SHOES

TRAVIS HOUSE

Best students are the ones
who didn't cut out their

CLUSTER
MARKETING

WHAT
THE
RECO

Work DOES



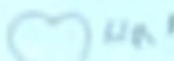
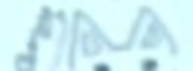
DECEIT
is the E
A TENDAT
ARE YOU WILL
COMPROMI

Bring Me Answers
Not Questions

Row Maps 2/20
Decisions LEAVE
Execution ACTS

"Through the LINE"

Water Bottles on
Trail... Can
Breaks are SP
into the Chapter
the Bank



UA

Broaden your Advisory Board

A hand is holding a camera lens in the center of the frame. The lens is black with a silver-colored inner ring. Through the lens, a scenic view of a blue lake and green mountains under a blue sky with white clouds is visible. The background of the entire image is a blurred version of this same scene. The text "Digital Lens" is overlaid in white, with the lens acting as the letter 'O' in "Lens".

Digital Lens



Millennials



Andy Simpson

Co-Founder @ Hinterview

I'm consistently amazed how many applications I receive from university graduates looking for their FIRST EVER taste of paid work.

To reach your early twenties and have never experienced the feeling of spending money you've earned yourself is both dismal and sad (in both senses of the word)

By the time I left uni, I had 12 paid jobs under my belt:



Going-Digital



Born-Digital

3 tips

**Create unique &
original content**



Andrew Grill

Practical Futurist TEDx & Global Keynote Speaker Former IBM Global Man...
4d

10 years ago when your phone buzzed it could only mean one thing - a text message. At a conference in London yesterday, I heard that Millennials scroll the equivalent of 90 metres on their phone each day.

I bet that the number of notifications they receive could be double that.

Now, when our phone buzzes it could be almost anything. Have we lost control of our attention in the notification age and what is this doing for productivity if we are constantly alerted to look at our phones?

Watch my POV below.

Are we being driven to distraction?

How many notifications do you receive each day, and which ones could you really do without?

[#notifications](#)

[#digitaldistraction](#)



Andrew Grill

Practical Futurist TEDx & Global Keynote Speaker Former IBM Global Manag...
1w

I believe in this new age of the gig economy and social media, when you work for a company, you're merely renting your brand to them.

I have been thinking a lot about this recently, as the result of a number events where I have spoken, or been a participant.

At the World Built Environment Forum, the panel I presented on tackled the changing face of work as we look to more itinerant workers.

At a session I presented for a group from the UK Government we looked at how normal jobs are being disrupted. At an event on employee advocacy I heard much about the notion of employees having their own personal brand to aid advocacy and social selling.

I reflected upon my own experience when a company offered me a new job in a new country - with two of the conditions being that I stop blogging AND I stop public speaking - two things I see as my hobby more than anything else.

In the video below I put forward my case for why I believe that employees are merely renting their brand to an employer (in return for mutual benefit) and we should stop the notion that companies "own" us and our brands.

This may be seen as a controversial view - what do others think?

[#personalbrand](#)

[#socialselling](#)

[#gigeconomy](#)



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but I have a lot of notifications on my iPhone.

@AndrewGrill

The Practical Futurist

LIVE

practicalfutur.ist/live



@andrewgrill

#UTSAAlumni

Be Digital

IoT

FinTech

GDPR

Chatbots

MarTech

Google Duplex

Agile

**Personal
APIs**

Blockchain

**Machine
learning**

Cryptocurrency

Scrum

AR

**Design
Thinking**

**Growth
Hacking**

2FA



Disrupt!
or be disrupted ...



@AndrewGrill

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