

Come minimo dobbiamo cambiare mentalità e imparare a sfruttare l'innovazione che ci circonda.



CAPIRE DOVE ANDRA' IL NOSTRO BUSINESS



CORPORATE CULTURAL BARRIERS TO DIGITAL TRANSFORMATION

Competing Priorities - "we don't have time for this right now"

53%

Lack of familiarity with Digital - "we don't know how to do that"

52%

Resistance to new approaches - "this is the way we've always done it"

40%

Digital transformation threatens current power structures - "I will lose influence in my organization"

23%

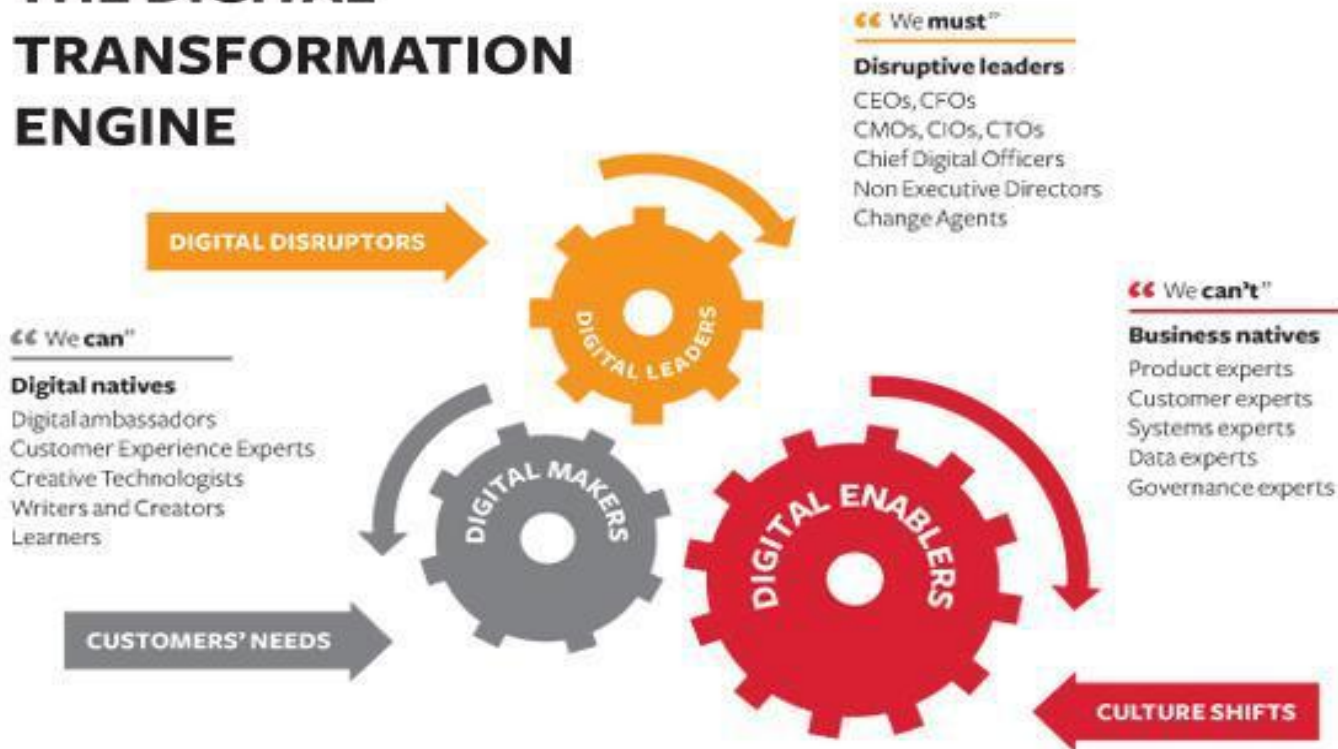
Internal politics - "it doesn't have the right political support"

21%

Risk aversion - "it's not worth the risk"

18%

THE DIGITAL TRANSFORMATION ENGINE



IMPARANDO DA CHI SA ESSERE PIÙ VELOCE



DA AZIENDE A GRANDI STARTUP

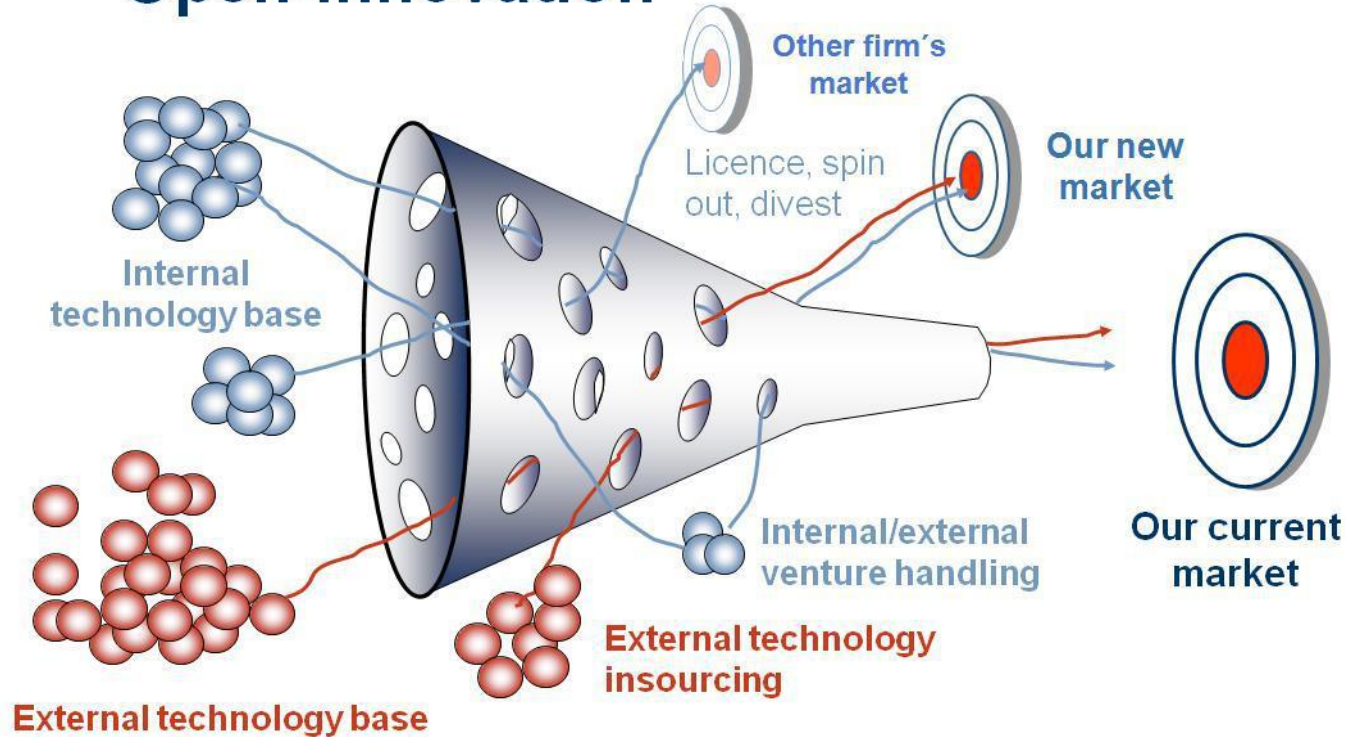


ESSERE COSCIENTI CHE CI SONO DECISIONI NON DELEGABILI



**KEEP CALM
AND
BECOME A
DIGITAL
LEADER**

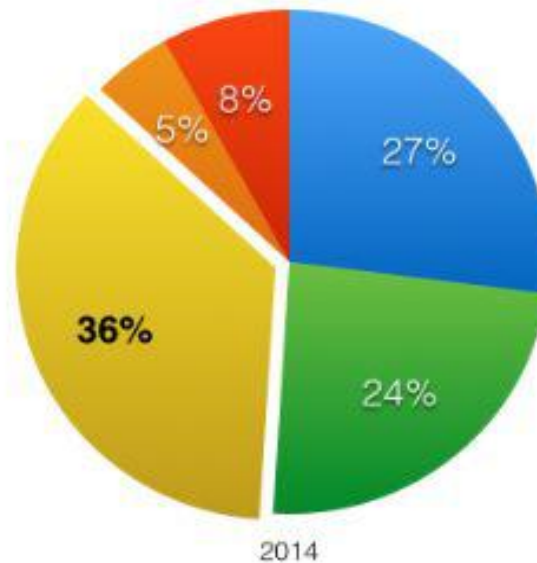
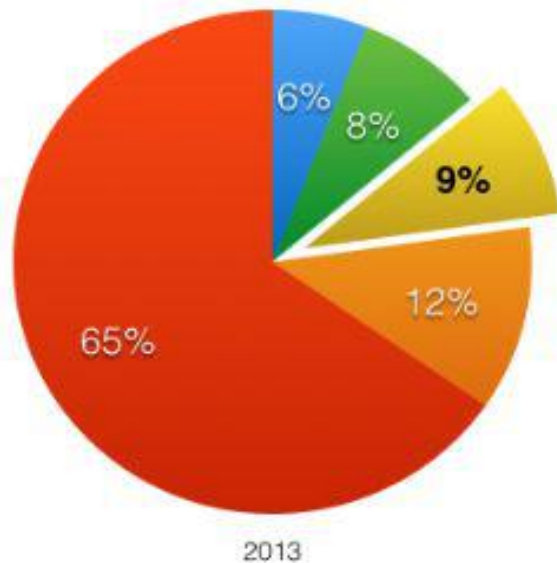
Open innovation



DECIDERE DOVE ALLOCARE BUDGET VELOCEMENTE



Google Venture Investment 2013 vs. 2014



● Mobile ● Enterprise & Data ● Life Science & Health ● Commerce ● Consumer Internet

PERCHÈ IL “GROSSO” DEL DIGITAL DEVE ARRIVARE...



The image features a quote by Abraham Lincoln centered on a wooden-textured background. The quote is enclosed in a white rectangular border. The background is a warm, orange-brown color with a visible wood grain pattern. There are several large, semi-transparent, light-colored circular shapes scattered across the background, resembling stylized eyes or abstract patterns. The overall aesthetic is clean and modern.

**“The best way to predict
the future is to create it”**

Abraham Lincoln

THANK YOU

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