

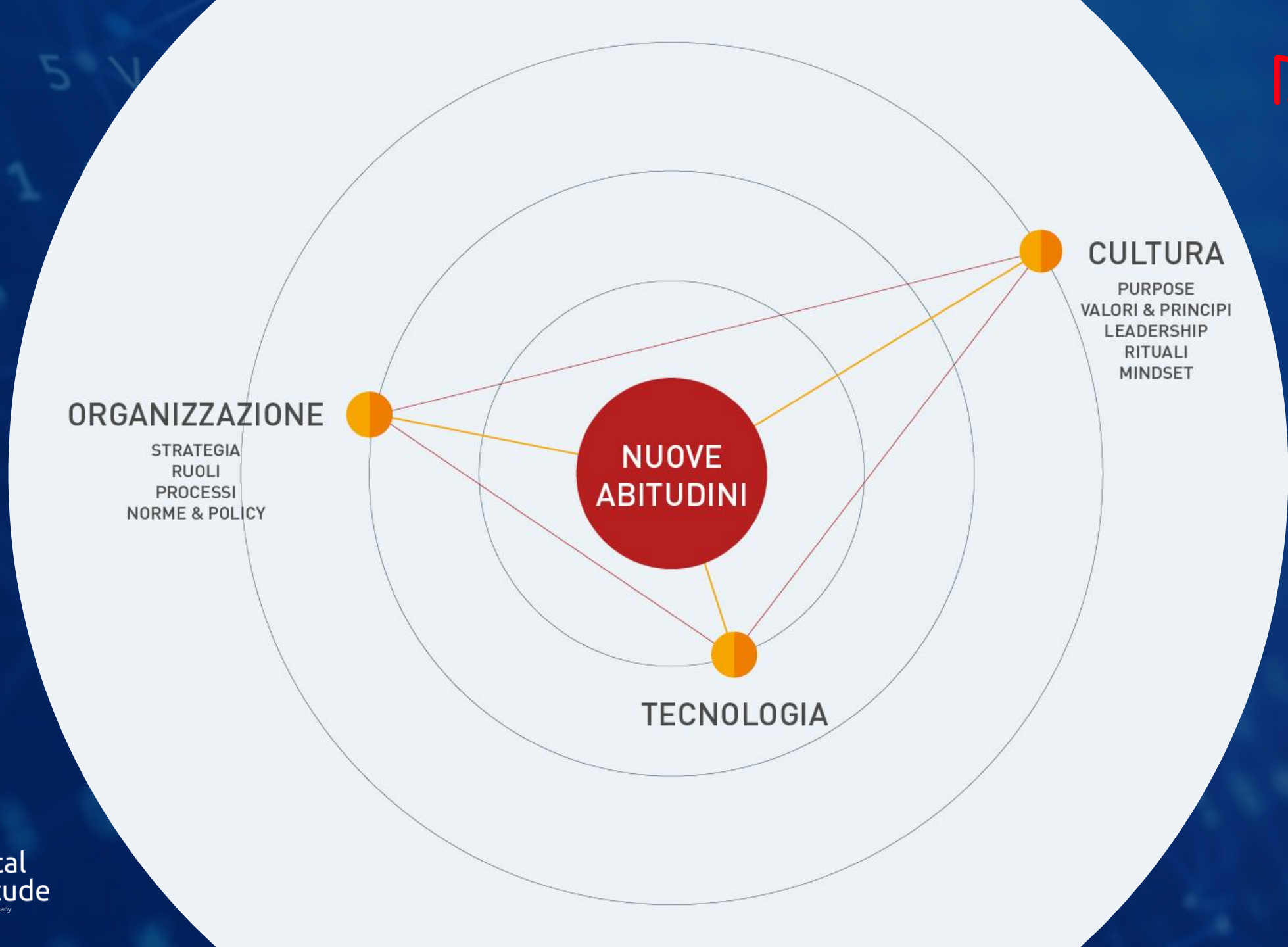
Cambiamento e Trasformazione Digitale: Moda o Necessità?

Luca Argenton | Digital Attitude

**Un nuovo equilibrio:
È davvero possibile?**



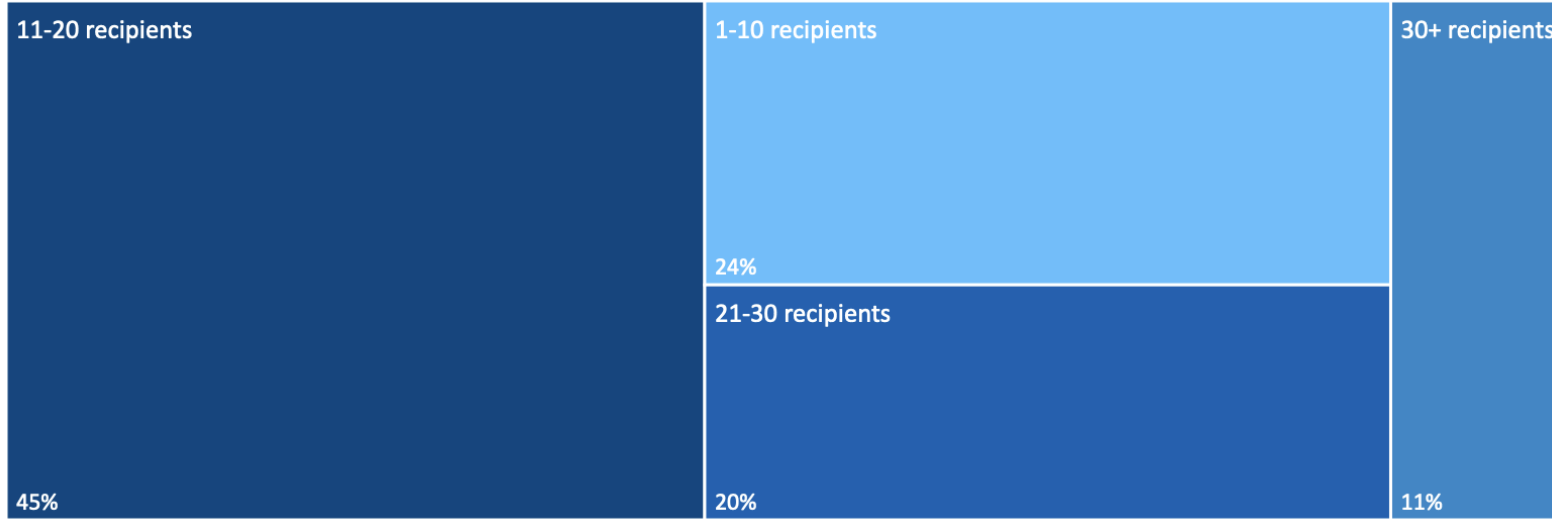
Sfida o Sfinga?



I nostri
INSIGHT

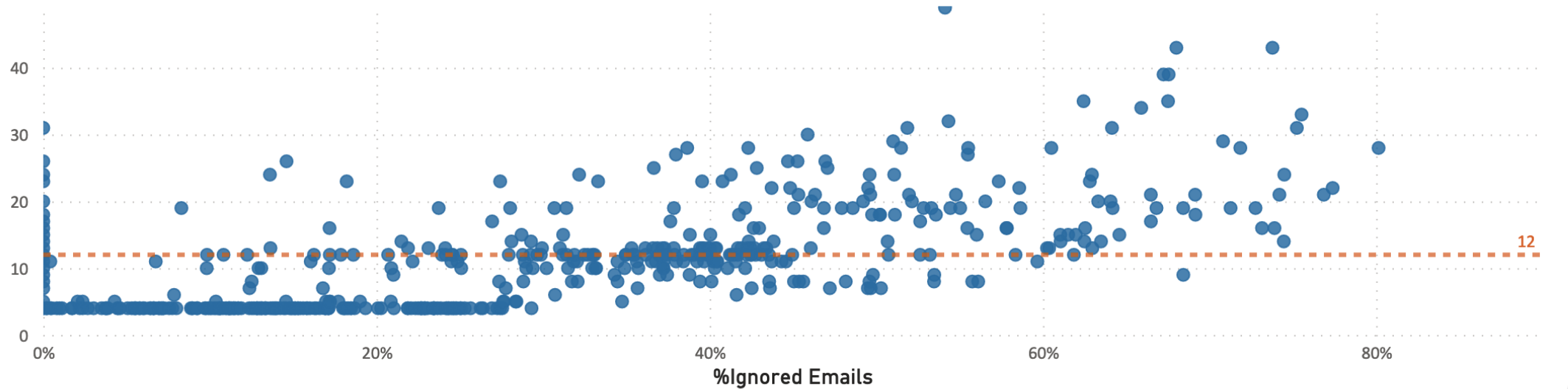


Distribution of emails sent by number of recipients



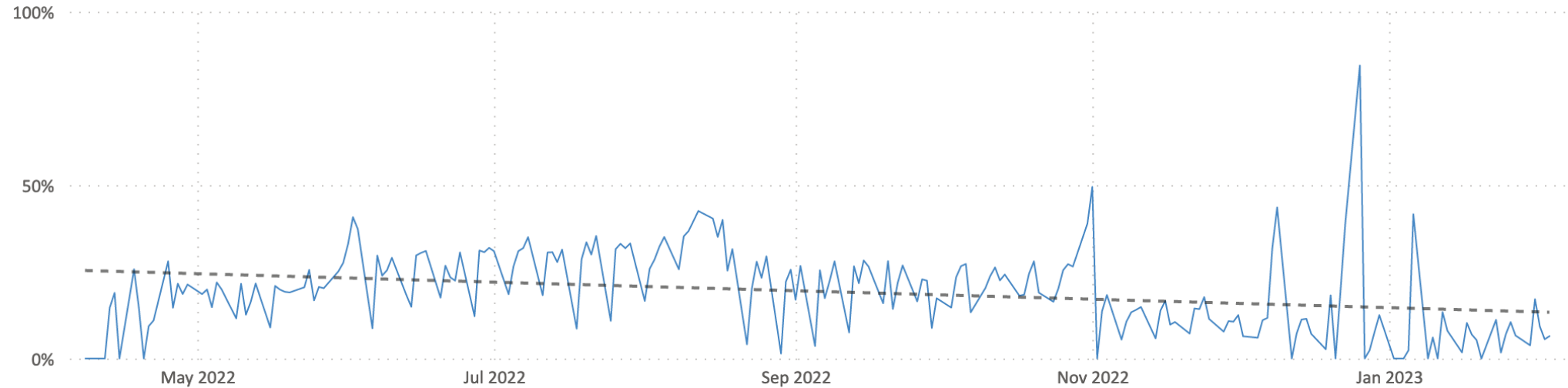
11.1
Average of one email recipients

How Number of Recipients leads to Ignored Emails?



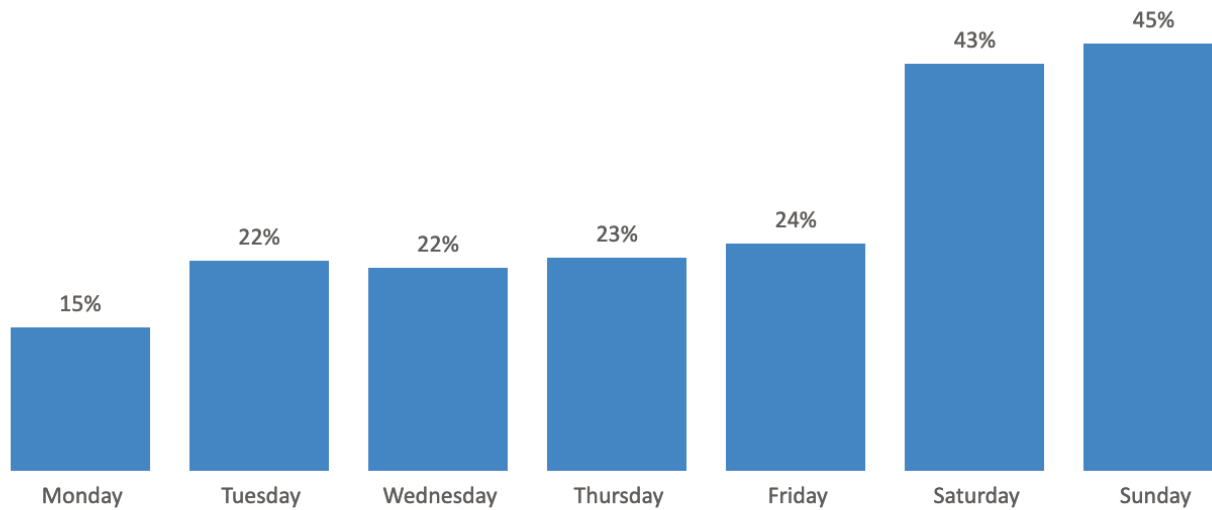
Note: The y-axis of the plot is trimmed at 50 to increase the readability.

Approximate percentage of Ignored Emails



Note: 'Ignored emails' is calculated metric, not from Microsoft report.
Number of emails received per each day but not read at the same day

Percentage of Ignored Emails per Day of Week

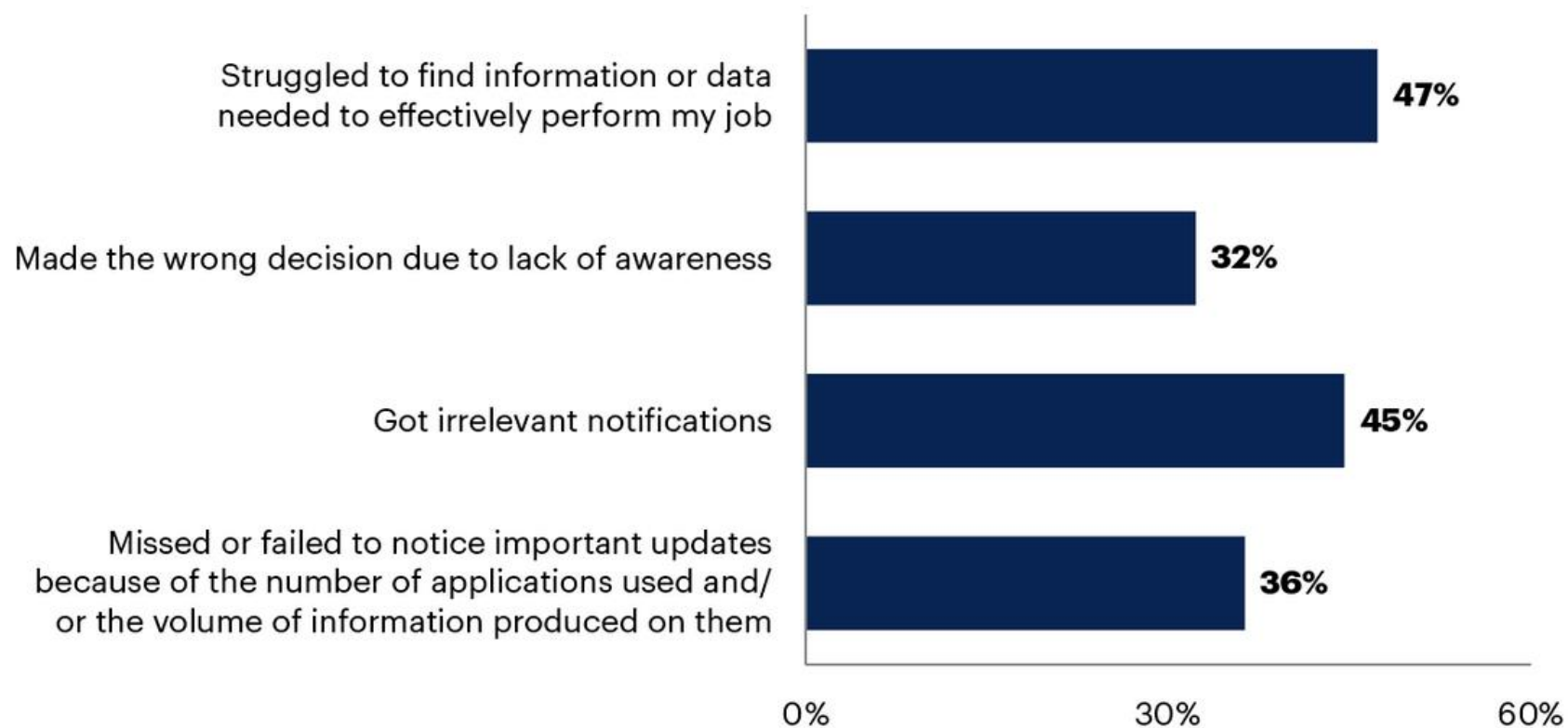


28%

*Daily average of emails ignored
(received but not read)*

Impact of Application Sprawl

Percentage of Respondents



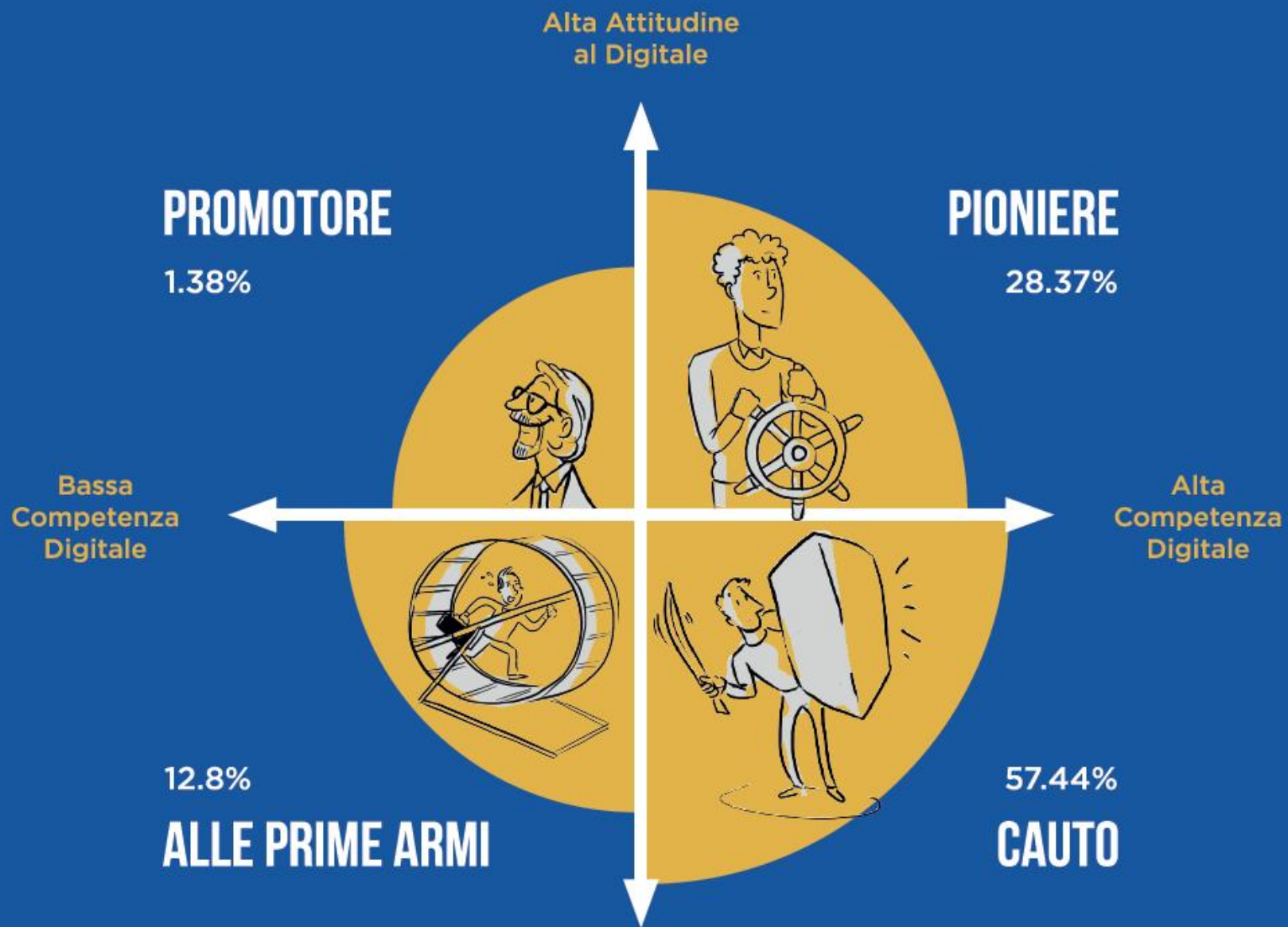
n = 4734-4802; All Digital Workers excluding Not sure/Not applicable

Q. Select how often you have encountered the following situations in your organization

Source: 2022 Gartner Digital Worker Survey

Note: The following percentages have been calculated by summing up responses for sometimes, frequently, usually, always.

779656_C



La gestione
del *paradosso*



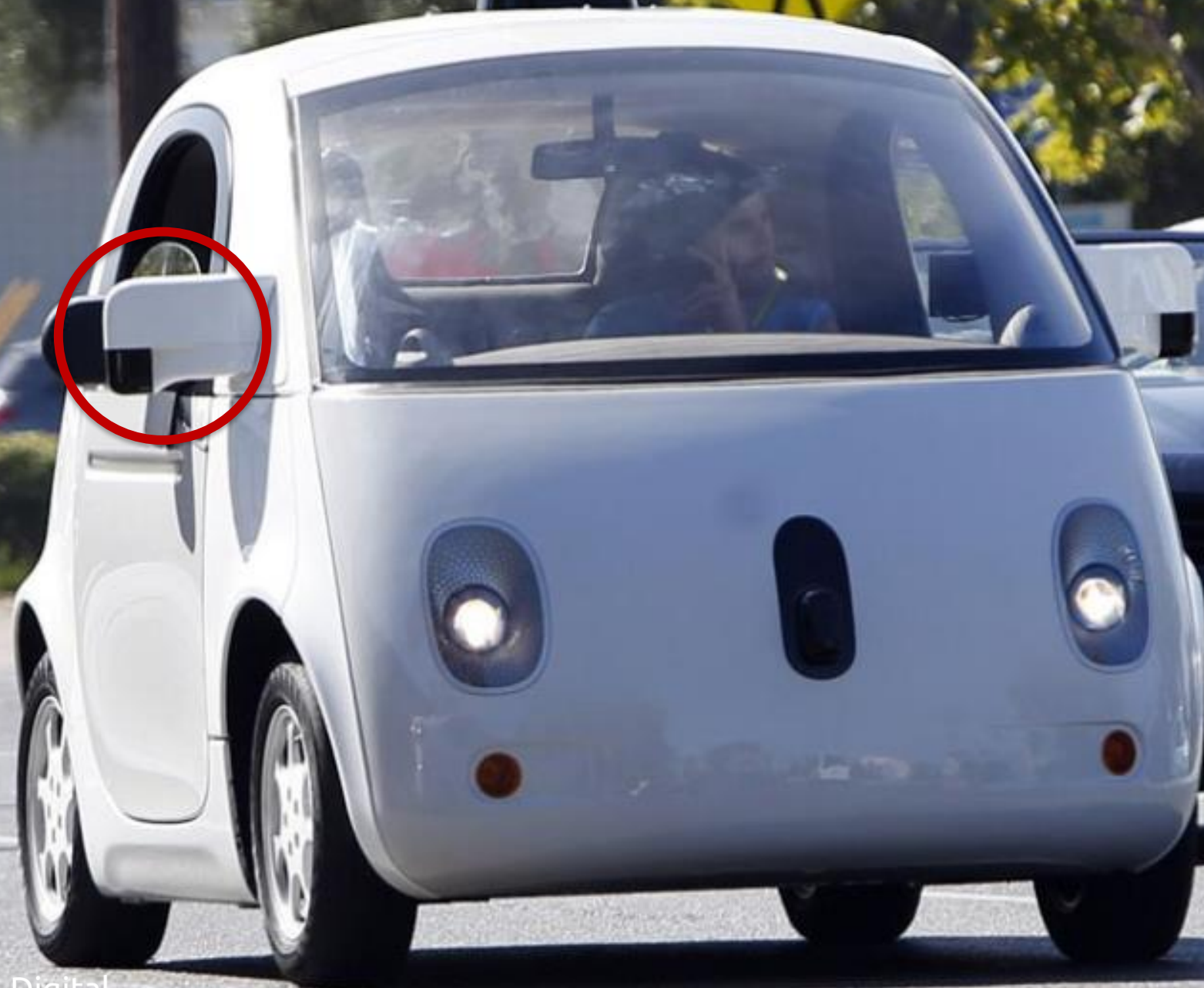
Rep tv

RSI



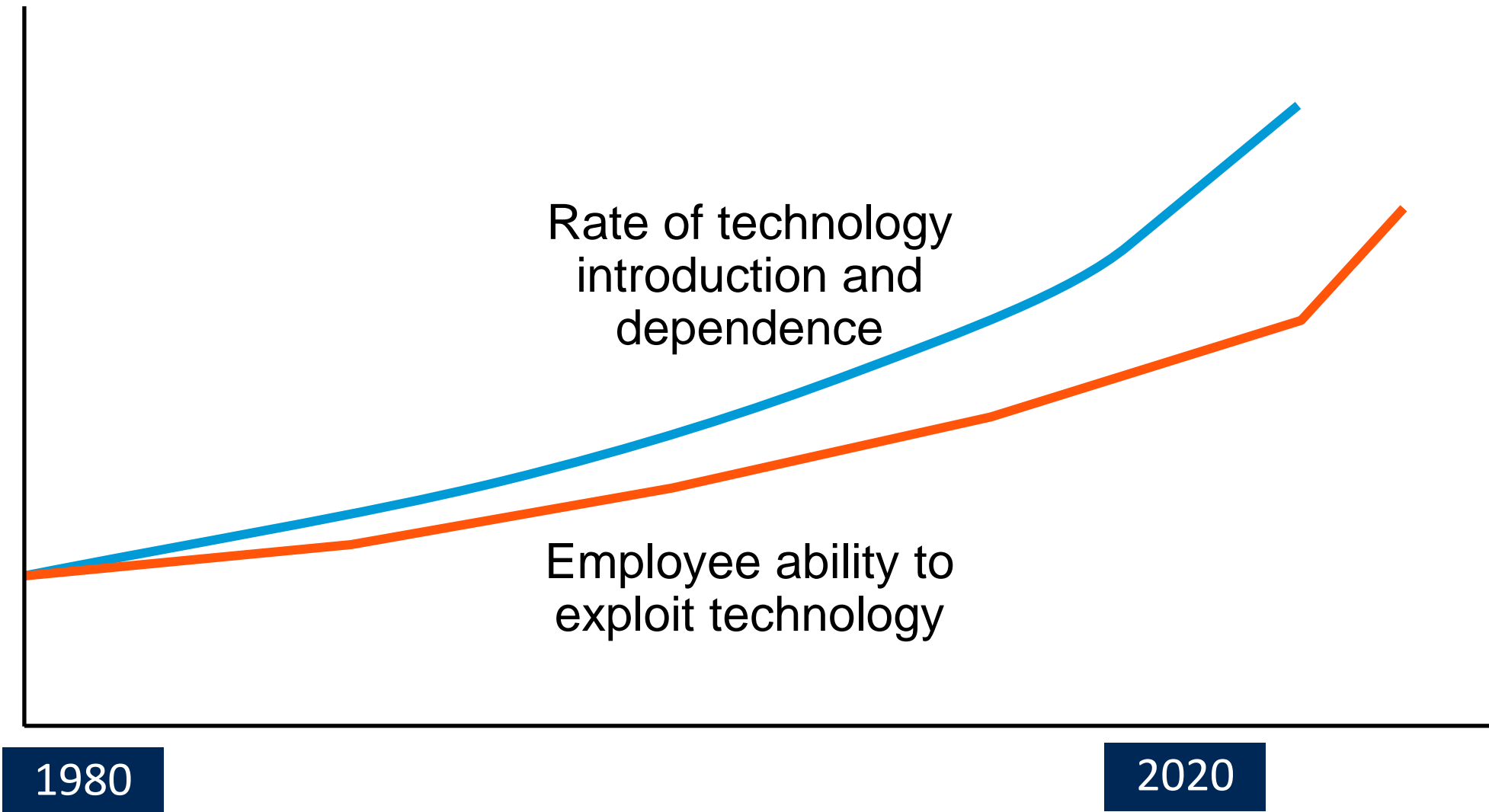






AUTO SMART:

{Sistema stupido}

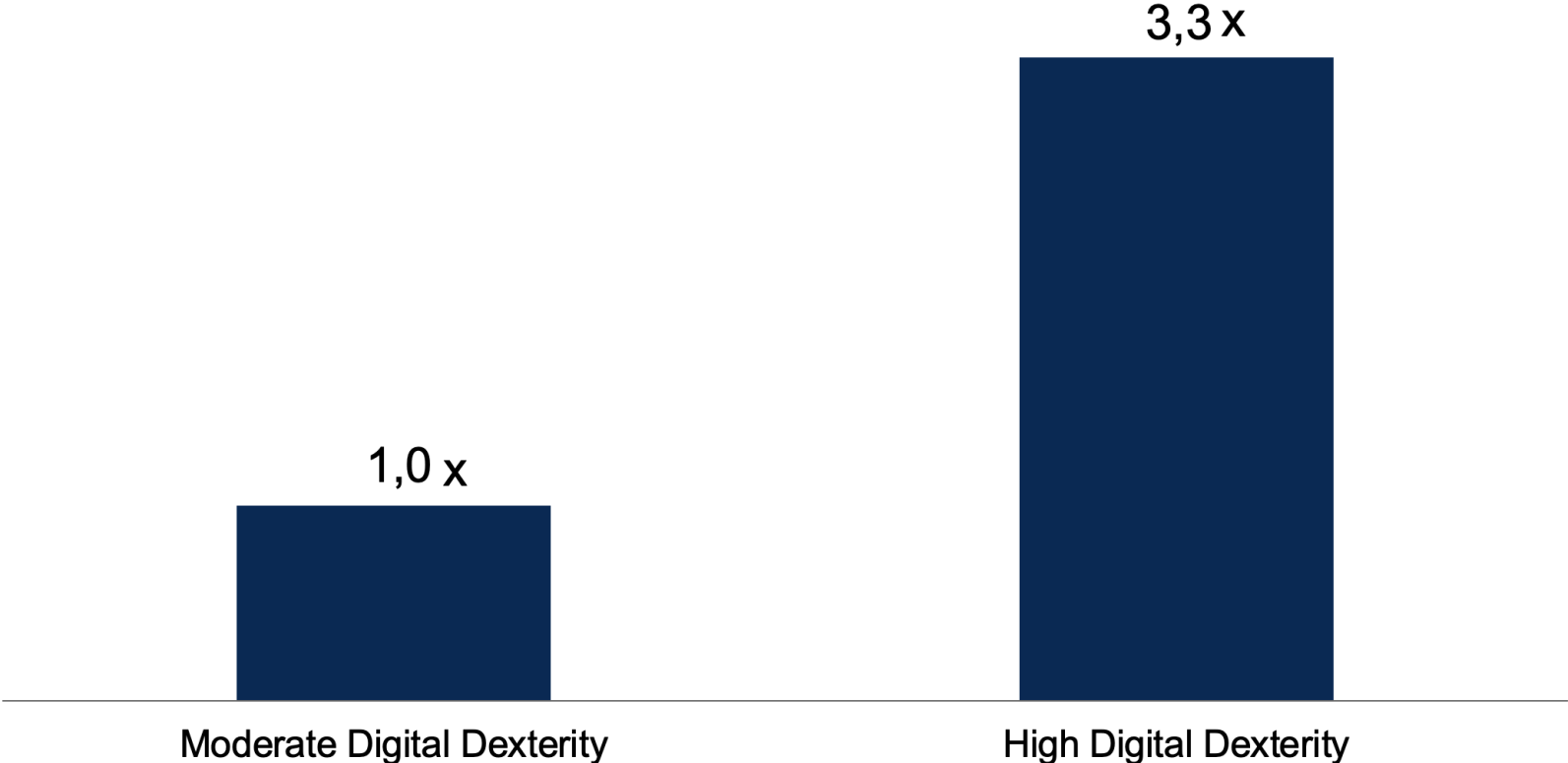


Digital Dexterity

The **ability** and **ambition**
of the workforce to use technology
for better business outcomes

Digital Dexterity Payback Is High

Likelihood of Accelerating Digital Business Transformation*



n = 3,481 employees from all industries and functions.

Source: Gartner 2018 Digital Dexterity Survey

* Assessed in terms of ability to gain value from digital initiatives. Speed to launch digital business initiatives and speed to complete digital business initiatives

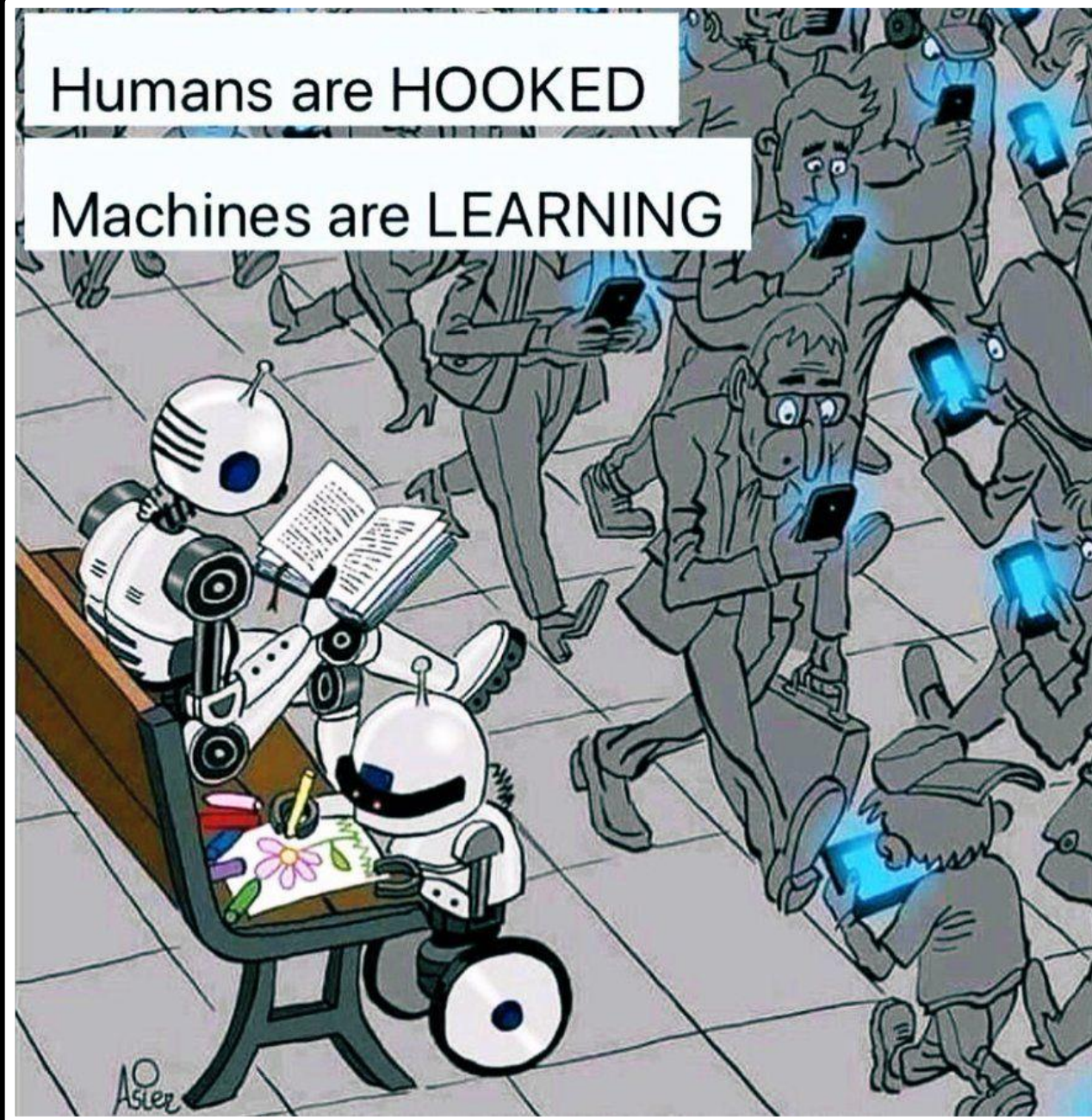
Smettiamola di dire che la persona è al centro

Da ROI (return on investment)
a ROE (return on engagement)



Humans are HOOKED

Machines are LEARNING



PEOPLE FOR THE BEST:

{ROBOT FOR THE REST}

KPI=

~~Key Performance Indicators~~

The New Leadership

KPI

Keep people interested

Keep people informed

Keep people involved

Keep people inspired



Optimist



Pessimist



Realist



Physicist



Surrealist



Relativist



Utopist



Scepticist

Nihilist

Work Evolution: Employee Attributes That Turbocharge Business Outcomes



Business Acumen

Demonstrates awareness of the broader internal and external business context



Adaptability

Demonstrates an openness to new and iterative ways of working



Political Savviness

Builds and influences stakeholder networks internally and externally



Fusion Collaboration

Collaborates effectively with employees who have diverse perspectives and experiences



Systems Thinking

Understands the internal and external relationships between technology and processes

ADOPTION:

{ Comprensione + Abitudine + Padronanza }



AZIONE

Procedere un passo alla volta, sfruttando le abitudini già esistenti

ABILITÀ

Ripetere l'azione, superando le resistenze al cambiamento

ABITUDINE

L'azione è diventata naturale e viene messa in atto senza sforzo

DOING NOTHING

$$(1.00)^{365} = 1.00$$

$$(1.01)^{365} = 37.7$$

SMALL CONSISTENT EFFORT

INTELLIGENZA

{AUMENTATA}

{Le macchine sono un programma}

NOI SIAMO UN

PROGETTO

F

- Divertiti, metti entusiasmo nelle cose, sorridi spesso.
- Pianifica i momenti di "true fun" (flow+connection+playfulness).
- Potenzia il tuo senso dell'umorismo (come filtro della realtà).

Fun**A**

- Fai, agisci, mettiti in gioco, esci dalla tua zona di confort.
- Muoviti, spostati, cambia spesso posizione, punto di vista, interlocutore.
- Sii causa della realtà che ti circonda.

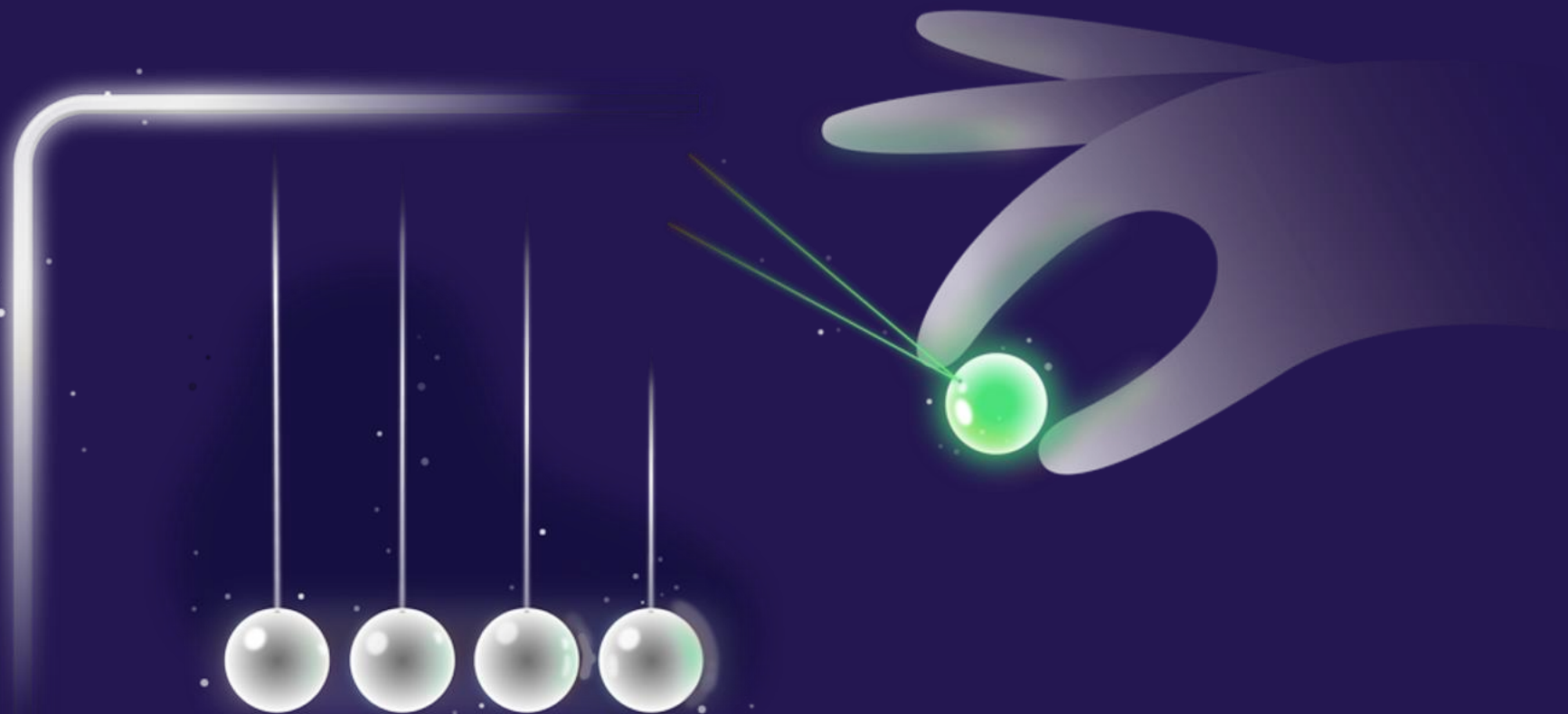
Action**C**

- Dai la priorità a famiglia e amici.
- Investi nelle relazioni, prenditi cura del tuo network.
- Crea amicizie e rapporti duraturi a lavoro e nel tuo network.

Connection**E**

- Acquista bene, pensando che "se è comodo probabilmente inquina".
- Accogli, pensa inclusivo e agisci comportamenti inclusivi.
- Esercita il diritto di voto consapevolmente.

Ethic



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