



THE METASTORM

*A STORY OF DISRUPTION AND HOPE
BEYOND DIGITAL TRANSFORMATION*





**ARE YOU
READY?**

A black and white photograph of Earth from space, showing the Western Hemisphere. The Earth's curvature is visible on the right side, with a bright horizon line. The continents of North and South America are visible, with city lights glowing across them. The background is the dark void of space.

INTRO SLIDE
WIE ZIJN WIE
WIE ZIJN ZIJ



WHO ARE WE?

A STRATEGY & INNOVATION BOUTIQUE
WITH A FOCUS ON PROFOUND CHANGE

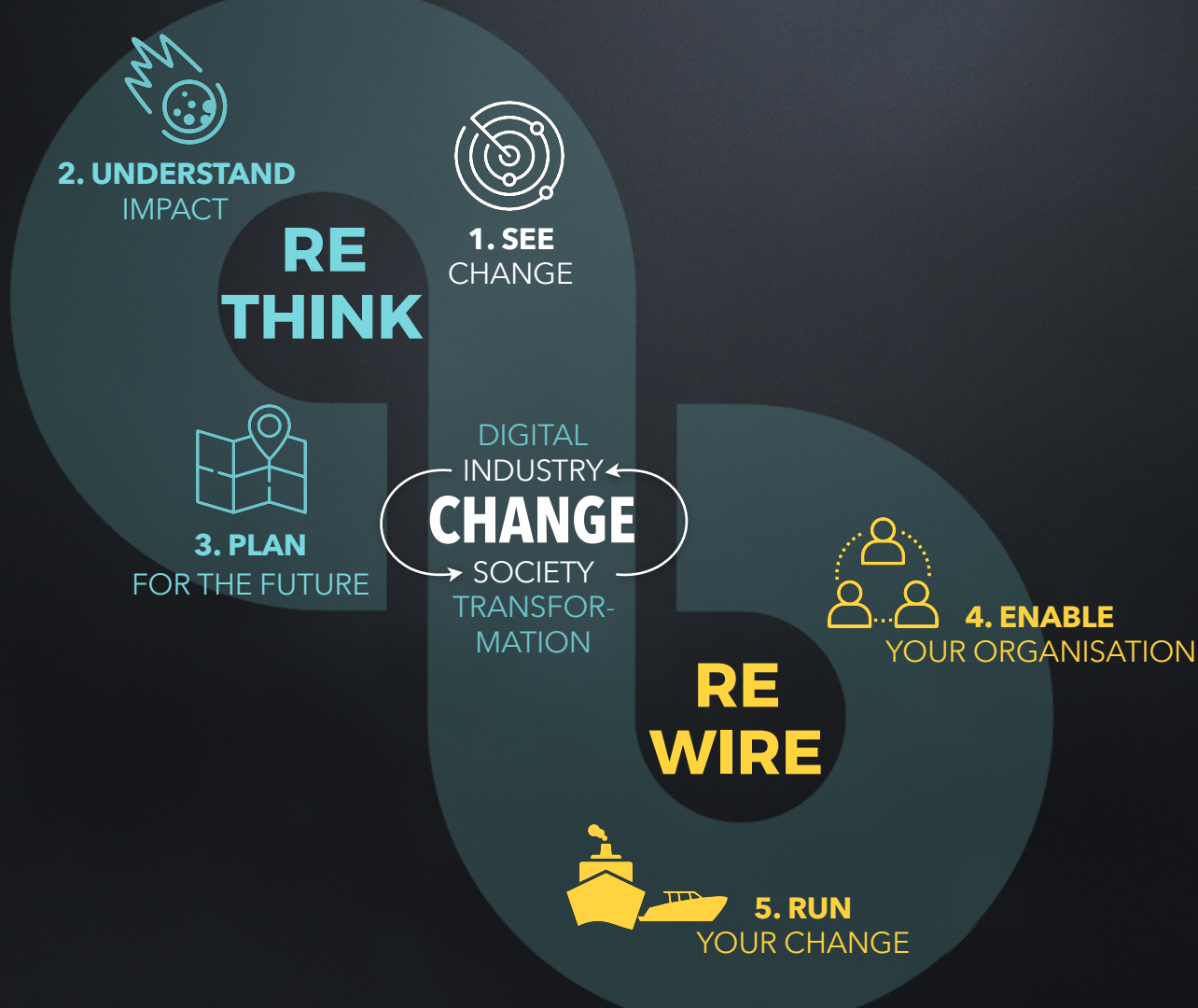
WE ARE BUILDING A STRONG
EUROPEAN & MIDDLE-EAST PRESENCE

GHENT

DUBAI

ROTTERDAM

BARCELONA



SEE
UNDERSTAND
PLAN
ENABLE
RUN

SUPERCHANGE

MODEL

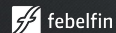
SOME OF OUR CLIENT REFERENCES

leading organisations in their industries

FINANCE & INSURANCE



Belfius



capital work

(NON) FOOD RETAIL



makro



ICI PARIS XL



GAMMA



BRANDS & FMCG



Ricola
SEPHORA



HARRY CALLERBAUT

MEDIA & PUBLISHERS



Roularta Media Group



sanoma

INDUSTRY COMPANIES



Aliaxis

AGC

Atlas Copco



HEALTH & PHARMA

IQVIA

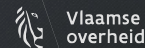
imshealth

MOBILITY & TRANSPORT

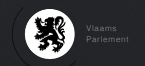


THALYS

PUBLIC & NON-PROFIT



azdelta



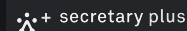
SERVICES & UTILITIES



attentia



PARTENA



AGORIA

TELCO & TECHNOLOGY



proxiimus

SAMSUNG

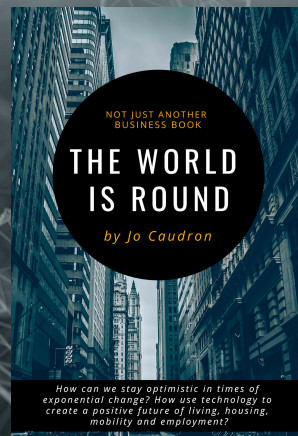
orange



SOLD IN +55
COUNTRIES



2018



COMING IN
2019

INTERNATIONAL THOUGHT LEADERS BEST-SELLING MANAGEMENT BOOKS

Hi, I'm Jo

Co-CEO of Duval Union Consulting
25 years of digital entrepreneurship with
over 20 startups

Trying to help large organisations understand
the future

Author, public speaker, dreamer, thinker

Family man and wannabe musician

Jo.Caudron@DuvalUnion.com
0032 475 43 80 98

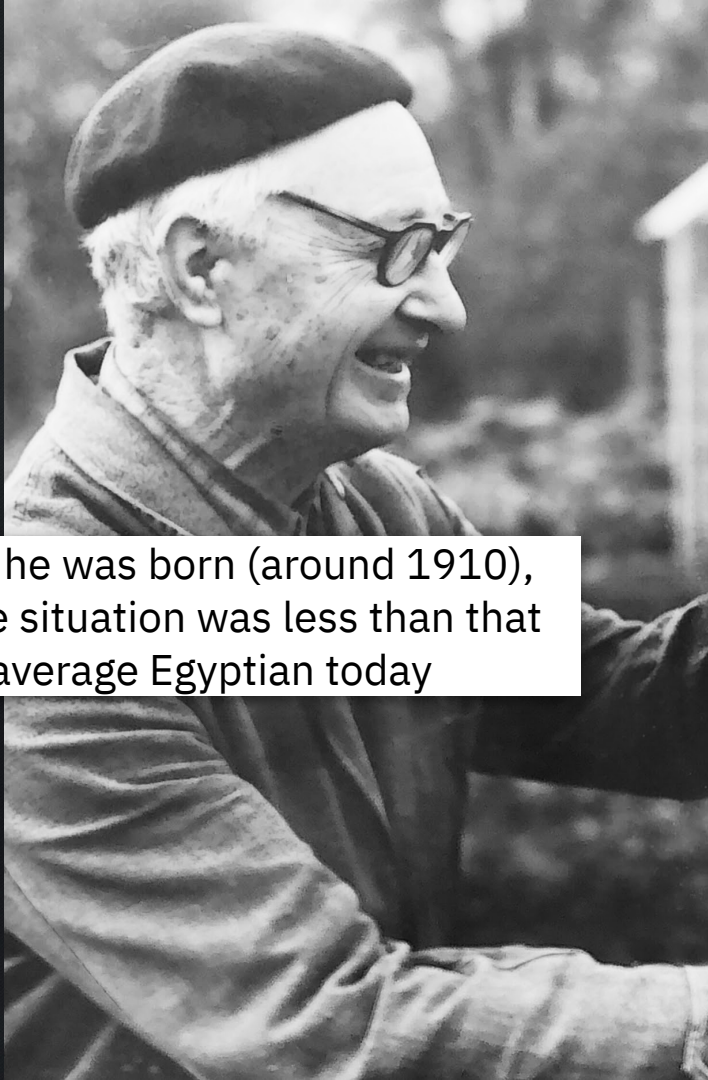


That's me :-) in 1970

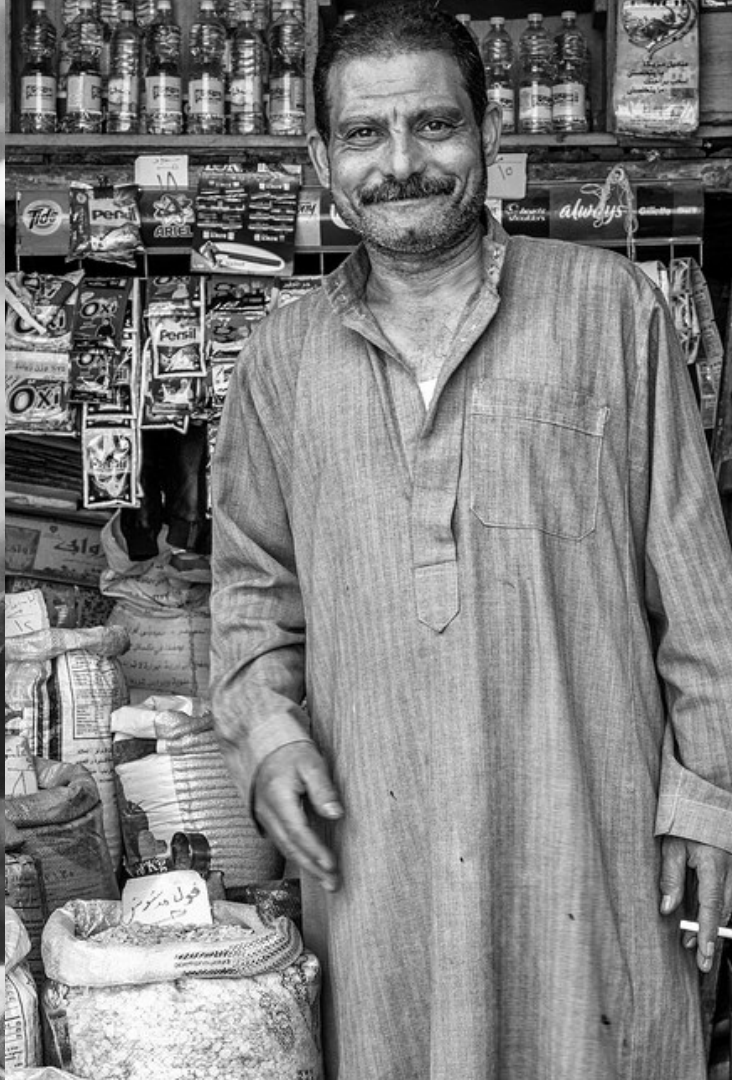
That's me :-) in 1970

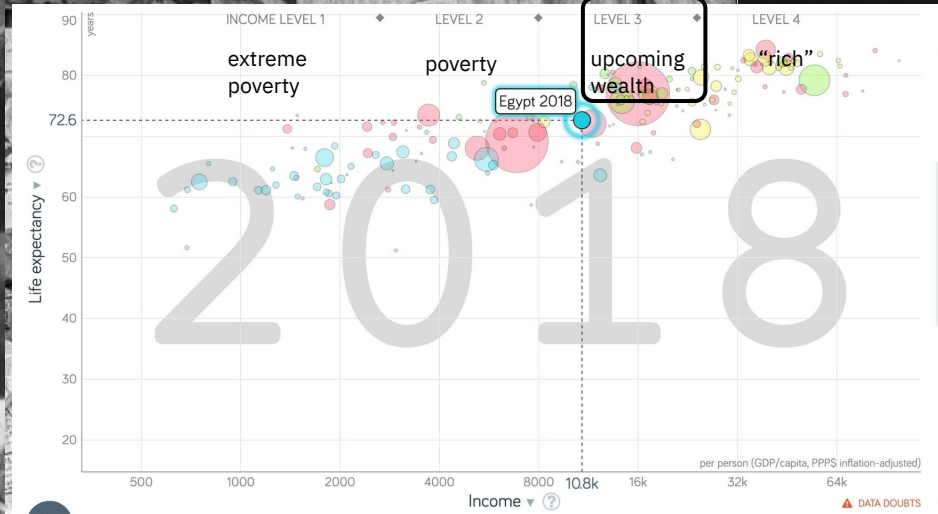
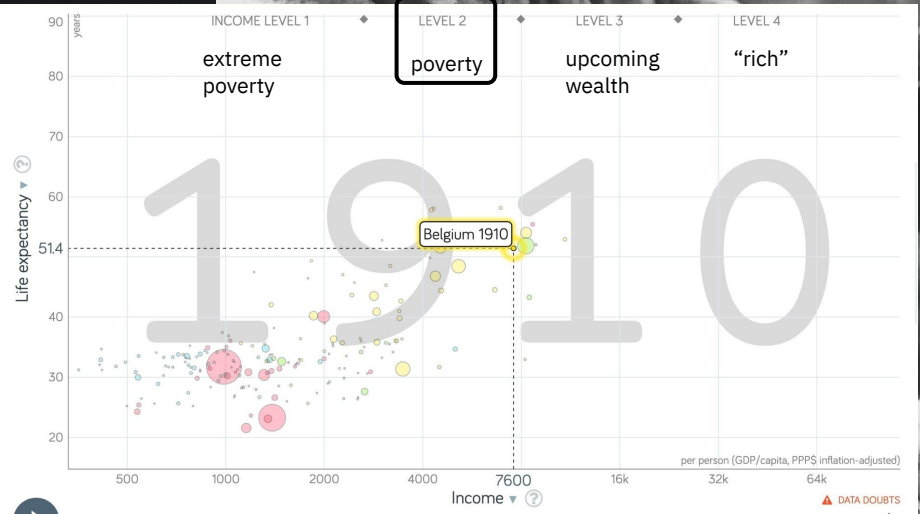
That's my grandfather, age 60





When he was born (around 1910),
his life situation was less than that
of an average Egyptian today





**THE WORLD IS BECOMING A BETTER PLACE.
WE SHOULD JUST NOT STOP NOTICING IT...**



My great
grandmother,
aged 30



HEALTHCARE



EMPLOYMENT &
SOCIAL SECURITY



EDUCATION



EQUAL RIGHTS

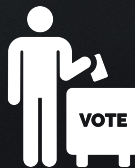
IN ONLY 75 YEARS,
WE'VE COME A LONG WAY
ARE WE WILLING
TO GIVE IT UP?



MOBILITY



SAFETY



DEMOCRACY



POVERTY
ERADICATION

Going Beyond Digital Transformation

A Short History Lesson...

WE ARE HERE



Company Digitisation



Digital for internal innovation & optimisation, impacting marketing, communication, sales, channels, processes, ...

DIGITAL AS **ENABLER**

Business Transformation



Digital creating new solutions, disrupting business models and the status quo in all markets.

DIGITAL AS **DISRUPTOR**

Society Transformation



Our world is facing new challenges on different levels: future of work, living & housing, mobility, climate, longevity, health, migration, ...

DIGITAL AS A
DRIVER FOR SOLUTIONS

WHERE ARE **YOU?**





THE WORLD IS ANGRY

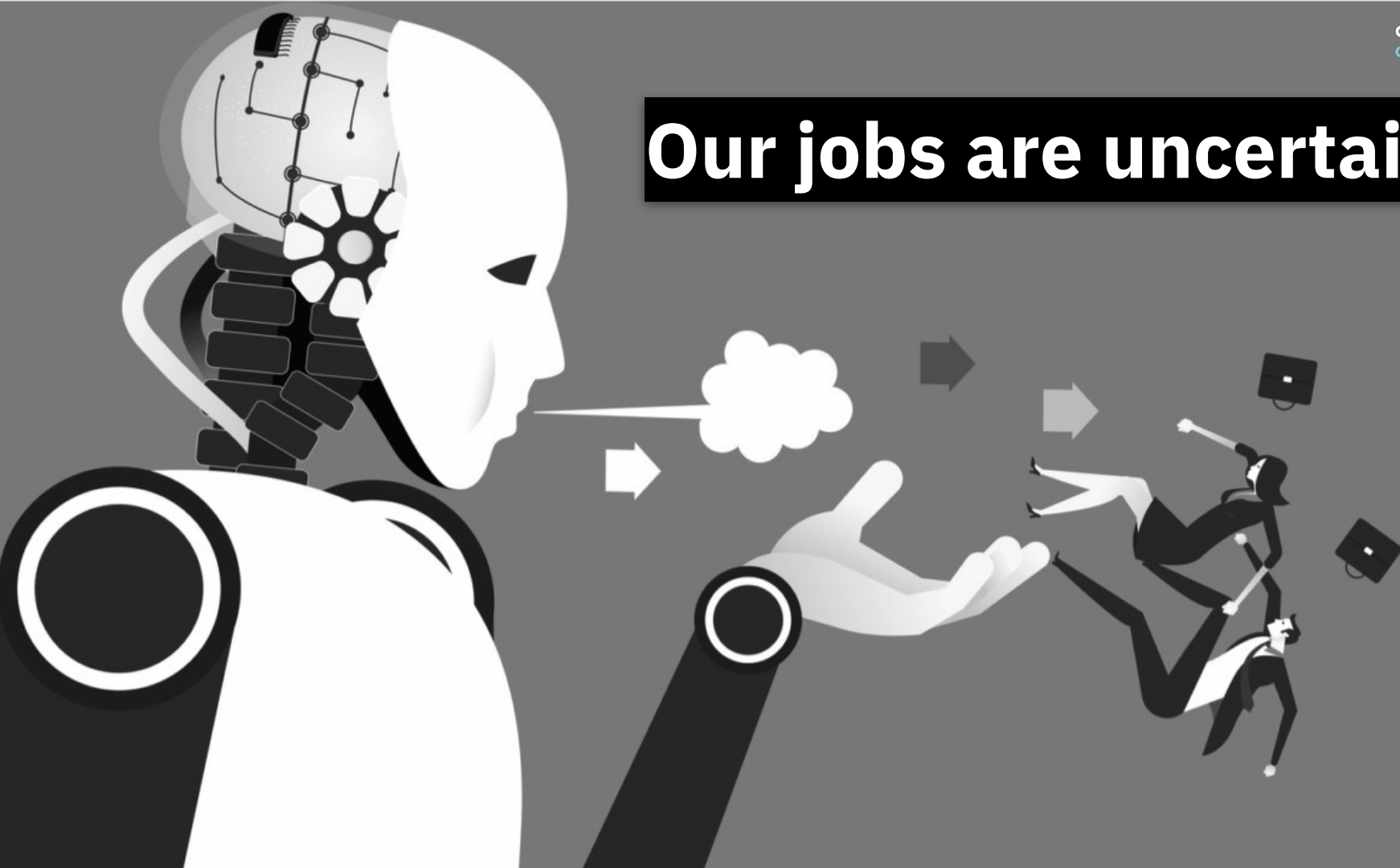
The world is angry...



**Because the world
is afraid & uncertain**




Our jobs are uncertain



**Our income
is uncertain**





**Ageing, pensions,
care, ... are uncertain**



Mobility is a huge issue

**Population growth
is a major concern**

Unliveable cities



Climate Change

duval union
consulting



A black and white close-up portrait of Mark Zuckerberg, looking directly at the camera with a neutral expression. He is wearing a dark suit jacket over a light-colored shirt. The background is blurred, showing other people in a crowd.

New winner-takes-all power concentrations

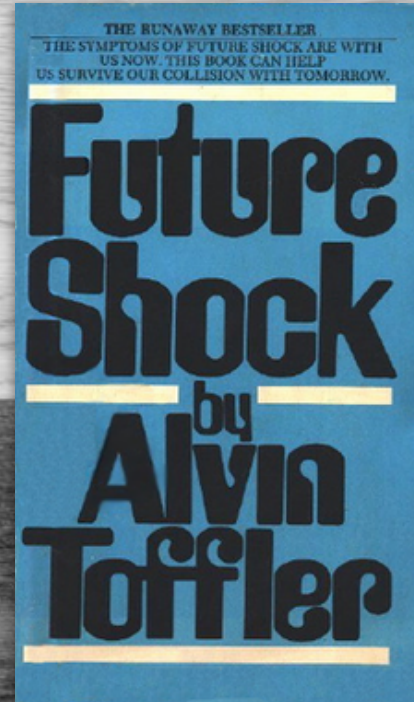
First The Rest And Then The West

A black and white photograph of the Shanghai skyline, featuring the Oriental Pearl Tower, the Shanghai Tower, and the Jin Mao Tower, with the city's waterfront in the foreground.

SHANGHAI
CHINA

The Future Shock Is Happening Now!

The trauma that happens as a result of going through great changes in a short time - Alvin Toffler



The world is losing faith. Why?

Future-pessimism is threatening centuries of human progress



THE POWER OF PROGRESS

The **believe** in a better future for next generations has **pushed forward the progress** of the world, with less poverty and better education, life expectancy, health, equal rights, ... as a result.

Great discoveries of the last millennium

10th century - 1000
 • The first printed book, the Bible, was produced in the 10th century.
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11th century - 1100
 • The first printed book, the Bible, was produced in the 11th century.
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12th century - 1200
 • The first printed book, the Bible, was produced in the 12th century.
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13th century - 1300
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14th century - 1400
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15th century - 1500
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16th century - 1600
 • The first printed book, the Bible, was produced in the 16th century.
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10th

12th

14th

16th

17th

19th

20th

**YET TODAY,
WE HAVE A GENERATION OF FEAR**



YET TODAY, WE HAVE A GENERATION OF FEAR

perspective

↑
optimism &
hope for gaining

growth

have little

have much

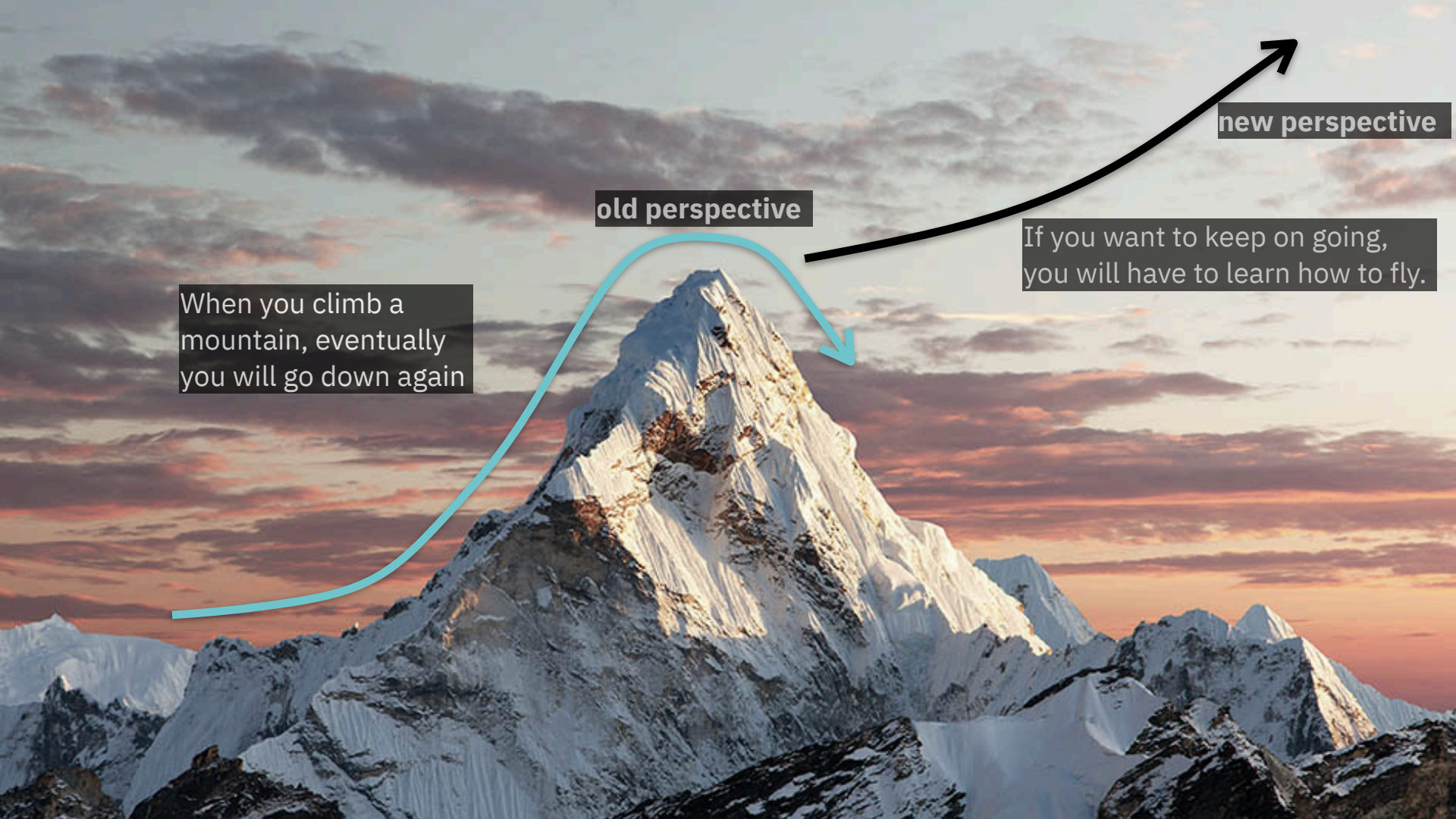
↓
pessimism &
fear for losing



**Uncertainties
of a VUCA
world**



**Digital
Acceleration**



When you climb a mountain, eventually you will go down again

old perspective

new perspective

If you want to keep on going, you will have to learn how to fly.

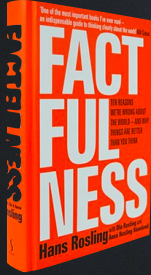
A black and white photograph showing the silhouette of a person on a grassy hill, pushing a large, curved object towards a bright light source in a cloudy sky. The person is in a dynamic, forward-leaning pose, suggesting effort and movement. The large object is curved and appears to be rolling or sliding down the hill. The background is a dramatic sky with clouds and a bright light source, possibly the sun, creating a strong silhouette effect.

Creating a **new perspective**
and an **optimistic** world vision

Recognise the challenges we are facing

- Climate
- Future of work
- Housing
- World population increase
- Mega-cities
- Peaceful coexistence
- Mobility
- Globalisation
- "First the rest and then the West"
- Healthcare & longevity
- Income and purchasing power
- Migration

Recognise what we have already realised



"It's still bad, but it's getting better"

Hans Rosling

Every day ...

305.000 new people have access to clean **water**

295.000 new people have access to **electricity**

620.000 new people have access to **internet**

average age

child survival rate

women rights

democracy

environmental protection

education

health

less (child) poverty

A high-contrast, black and white satellite image of a hurricane. The hurricane's eye is a bright, circular center, surrounded by dense, swirling cloud bands that spiral outwards over the dark ocean. The image is used as a background for the text.

Introducing the Metastorm

A force of **disruption**

With the **power to transform** society

In the beginning there was your **corporate mothership**



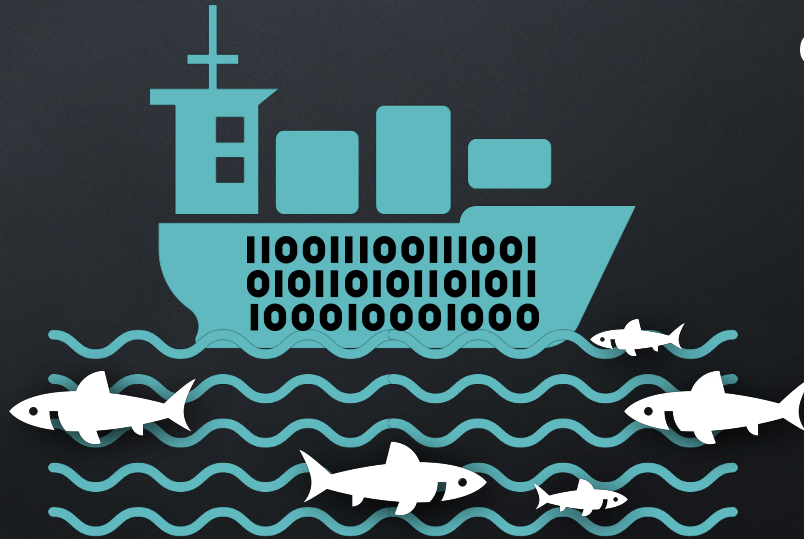
In the beginning there was your **corporate mothership**



And you **digitised**
it to make it more
efficient
and all modern
and stuff



And then you were
attacked by the
digital disruption
sharks



So you probably
built a **digital
transformation
plan**, with
speedboats and
all...





And it was your
own **Industry**
Perfect Storm

But as it happens, there are more perfect storms

THE FUTURE OF WORK

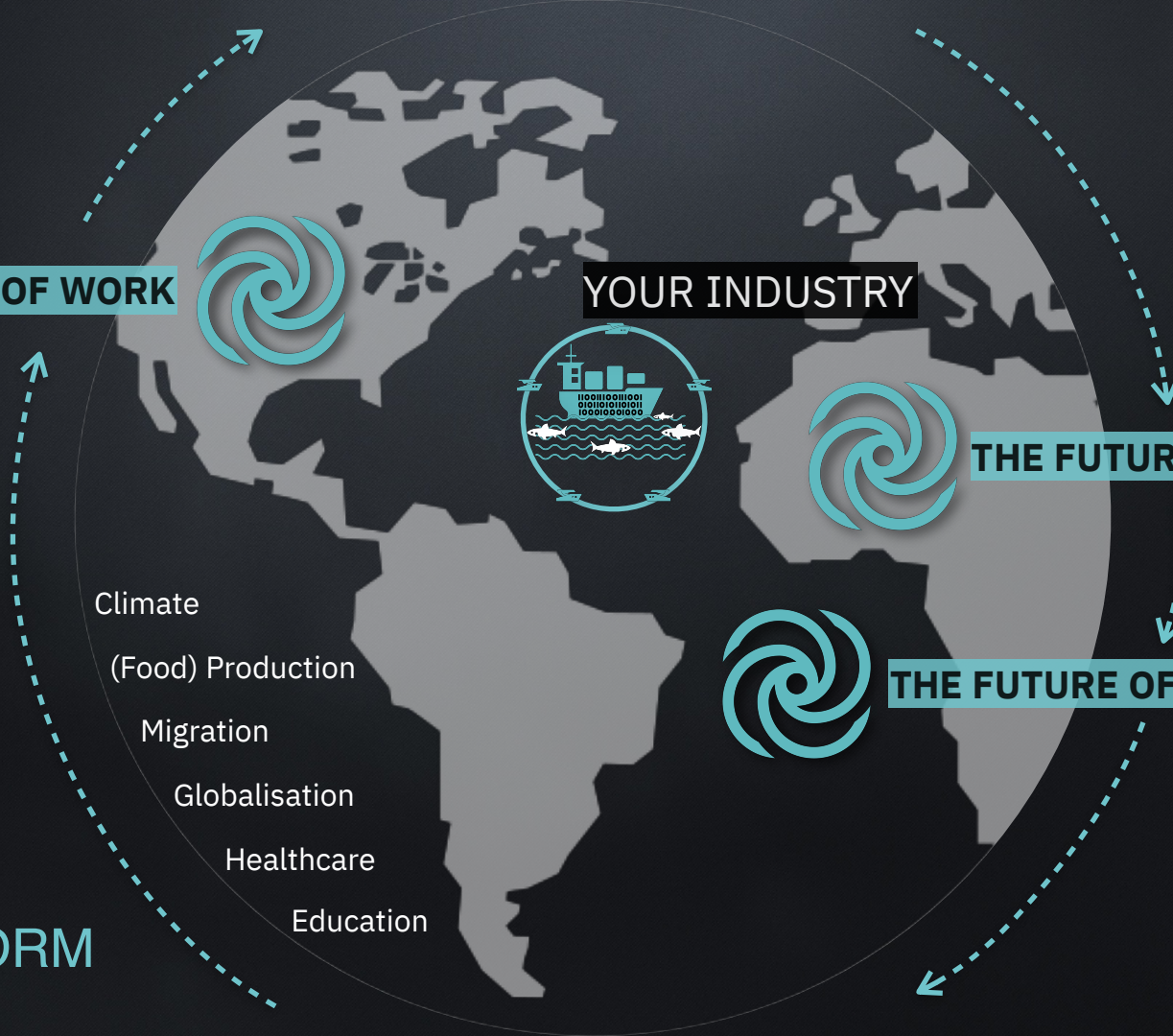
YOUR INDUSTRY

THE FUTURE OF LIVING

THE FUTURE OF MOBILITY

Climate
(Food) Production
Migration
Globalisation
Healthcare
Education

**THE
METASTORM**



TRENDS AND CHALLENGES FOR

WORK

mashroom.6

Work - the challenges

Production jobs
move and are
automated



Work - the challenges



Production jobs
move and are
automated

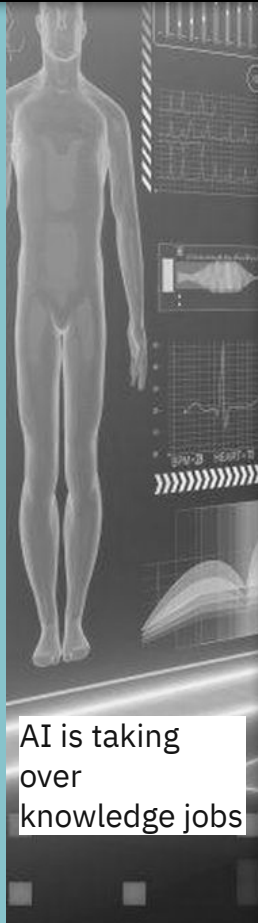


AI is taking
over
knowledge jobs

Work - the challenges



Production jobs
move and are
automated



AI is taking
over
knowledge jobs

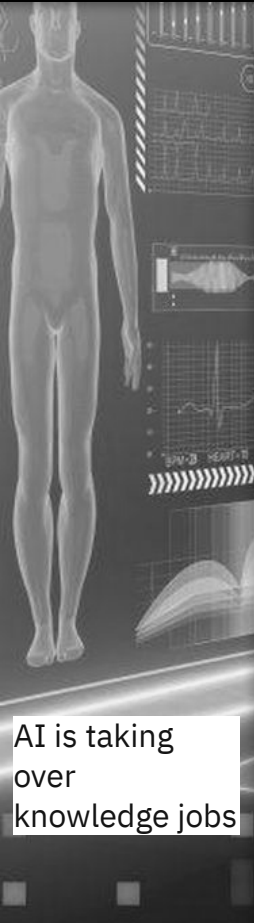


New way of
working,
flexjobs & the
gig economy

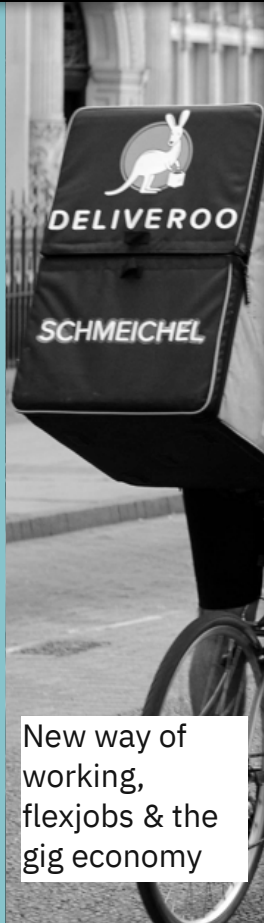
Work - the challenges



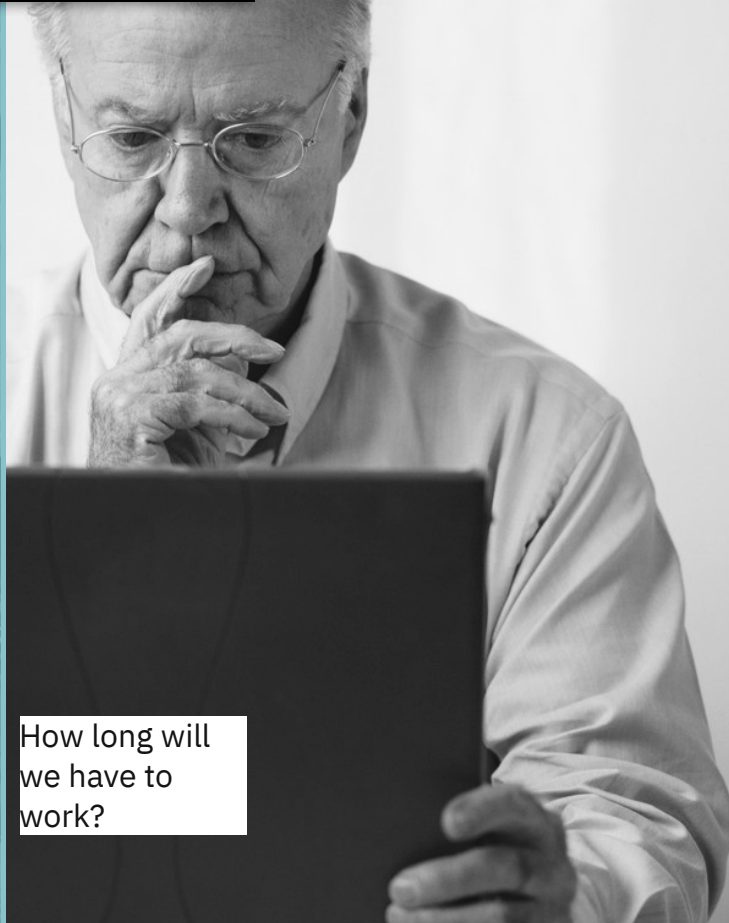
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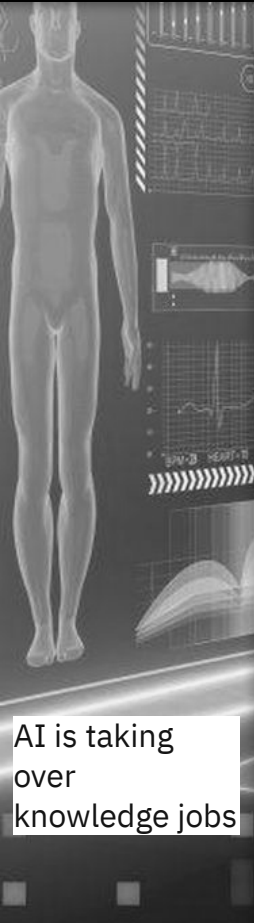


How long will
we have to
work?

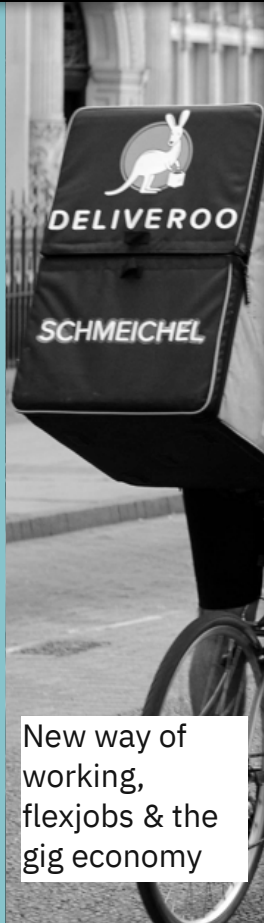
Work - the challenges



Production jobs move and are automated



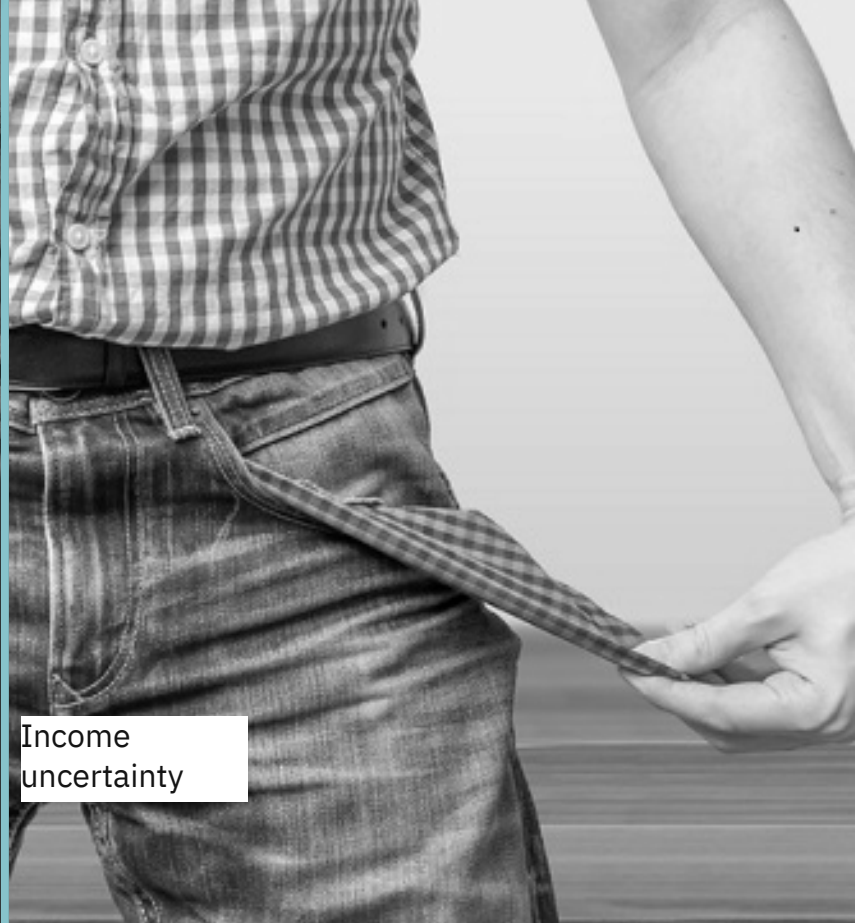
AI is taking over knowledge jobs



New way of working, flexjobs & the gig economy



How long will we have to work?

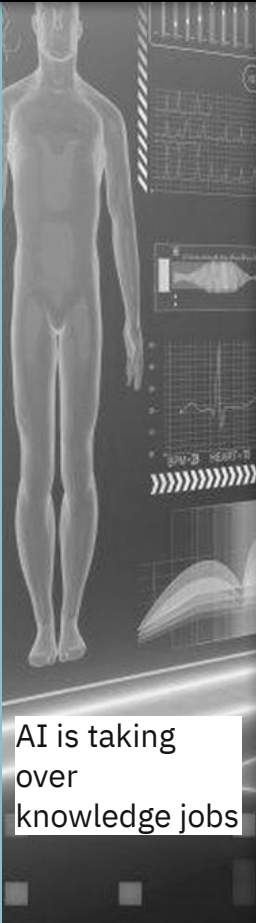


Income uncertainty

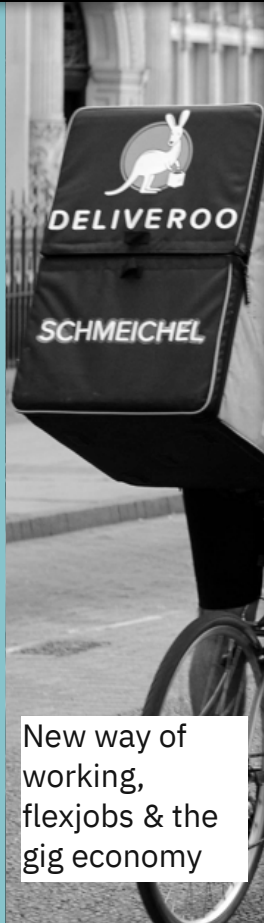
Work - the challenges



Production jobs
move and are
automated



AI is taking
over
knowledge jobs



New way of
working,
flexjobs & the
gig economy



How long will
we have to
work?



Income
uncertainty

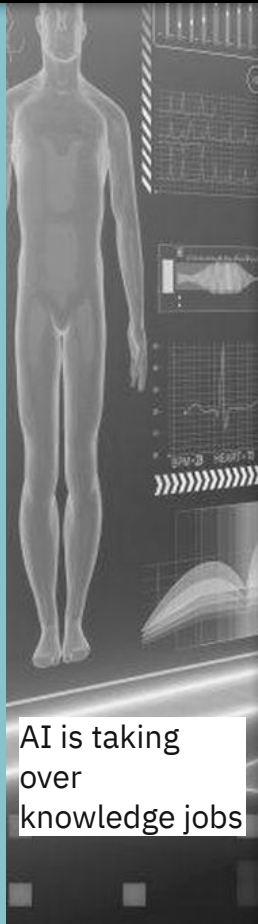


What will the
new jobs be,
when will they
come?

Work - the challenges



Production jobs
move and are
automated



AI is taking
over
knowledge jobs



New way of
working,
flexjobs & the
gig economy



How long will
we have to
work?



Income
uncertainty



What will the
new jobs be,
when will they
come?



Is our
educational
system ready?

TRENDS AND CHALLENGES FOR LIVING & HOUSING



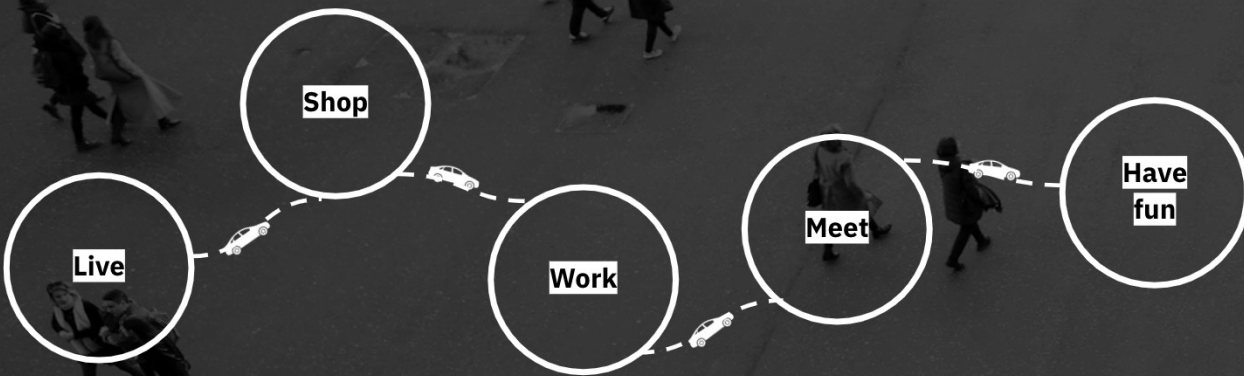
Living & housing - the challenges

Linear living
and urban
sprawl



Living & housing - the challenges

Linear living
and urban
sprawl

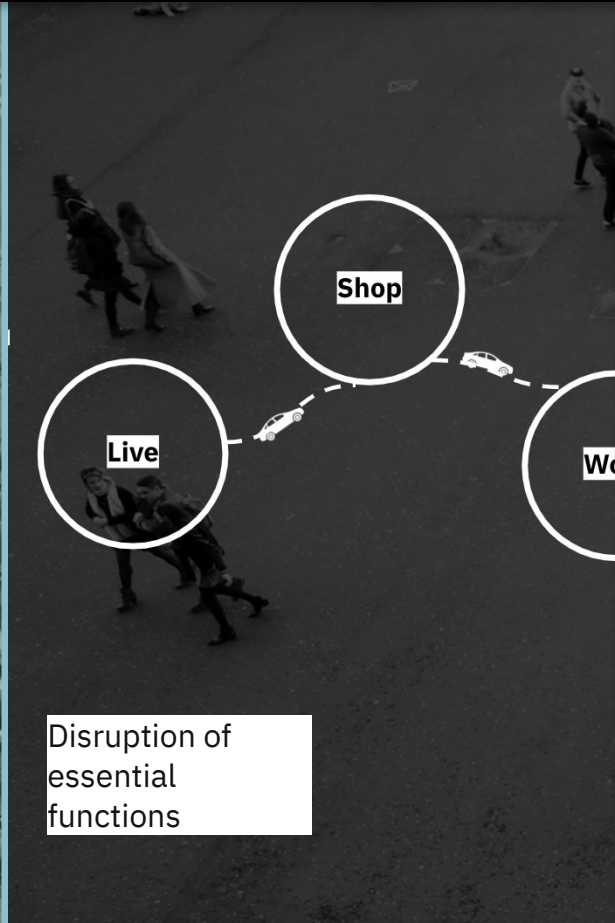


Disruption of
essential
functions

Living & housing - the challenges



Linear living
and urban
sprawl



Disruption of
essential
functions



impact on
health, society
and planet

TRENDS AND CHALLENGES FOR

MOBILITY



Mobility - the challenges

SAFETY:
1.3mio casualties
per year, cost is
500 billion




Mobility - the challenges

SAFETY:
1.3mio casualties
per year, cost is
500 billion

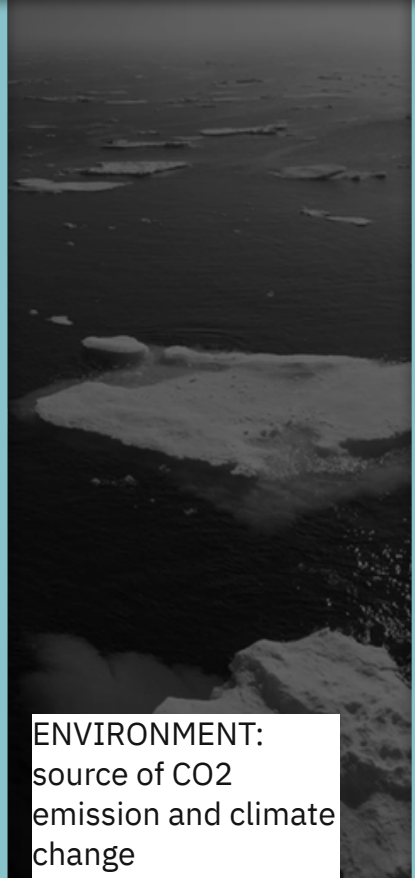
ENVIRONMENT:
source of CO2
emission and climate
change




Mobility - the challenges



SAFETY:
1.3mio casualties
per year, cost is
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ENVIRONMENT:
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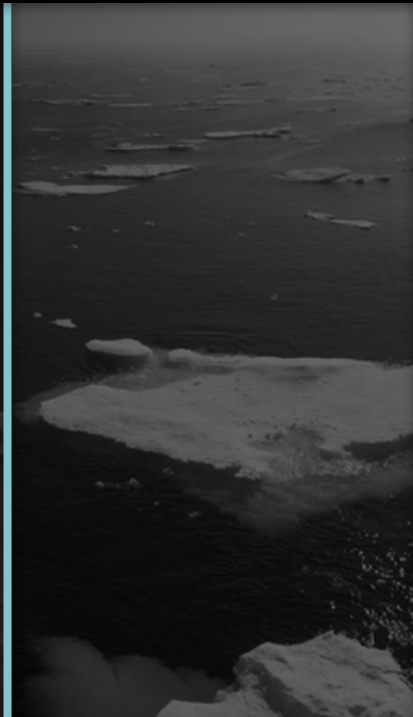


PERSONAL IMPACT:
on average we spend
5 years waiting in
queues and lines


Mobility - the challenges




SAFETY:
1.3mio casualties
per year, cost is
500 billion



ENVIRONMENT:
source of CO2
emission and climate
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PERSONAL IMPACT:
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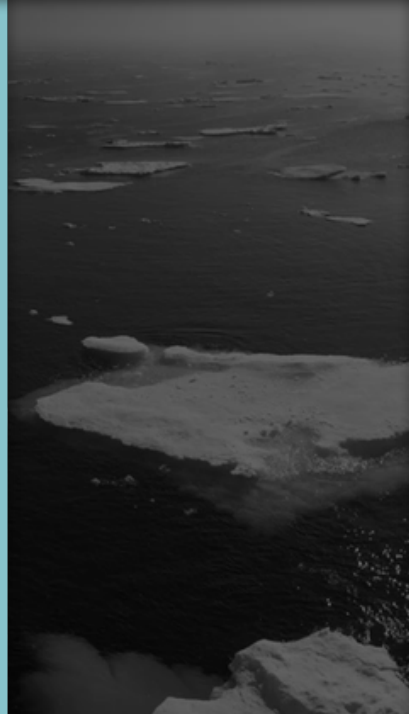


INEFFICIENT:
our cars are unused
for 90% of the time


Mobility - the challenges




SAFETY:
1.3mio casualties
per year, cost is
500 billion




ENVIRONMENT:
source of CO2
emission and climate
change



PERSONAL IMPACT:
on average we spend
5 years waiting in
queues and lines



INEFFICIENT:
our cars are unused
for 90% of the time



EXPENSIVE:
cars are the 2nd
biggest component
of family budget



**Machines took
my job**



**Over-
Population**



**Alone &
Unhappy**



**Declining
Income**



**Mobility
Sucks**



**Climate &
Environment**

FROM **PESSIMISME**



**Machines took
my job**



**Over-
Population**



**Alone &
Unhappy**



**Declining
Income**



**Mobility
Sucks**



**Climate &
Environment**

FROM **PESSIMISME** TO **OPTIMISME**



**Work
Reinvented**



**Living
Reinvented**



**Connected &
Happy**



**Rebalanced
Income**



**Mobility
Solved**




**Climate
(WIP)**

A scenario for an optimistic future

IN 2030*

**nothing what follows is
true, but it could be...*

A photograph of several industrial robotic arms in a factory setting. The arms are primarily grey and white, with some red accents on the joints. They are positioned in a way that suggests they are working on a production line. The background is blurred, showing industrial structures and lighting.

IN 2030*

**Machines will have taken
over many tasks and jobs**

A photograph of two healthcare professionals, a man and a woman, both wearing blue scrubs and stethoscopes. The man is in the foreground, looking directly at the camera with a slight smile. The woman is slightly behind him to the right, also smiling. The background is a blurred clinical setting.

IN 2030*

**For most, main tasks will be human:
creative, caring, empathic,
entrepreneurial, problem solving, ...**

IN 2030*

**New jobs
are created
in high-tech**





IN 2030*

**New jobs are
created by the
return of local
manufacturing**



IN 2030*

**New jobs are
created by the
return of local,
high-tech farming**

IN 2030*

**New jobs are
created by
the return of
local energy
production &
storage**





**We will work
less & with more
flexibility**

IN 2030*

A woman with blonde hair, wearing a light pink shirt and blue jeans, is kneeling in a garden. She is smiling and looking down at a small white watering can. A young boy with brown hair, wearing a yellow shirt and blue jeans, is kneeling next to her, also looking down at the watering can. A young girl with brown hair in a ponytail, wearing a white shirt and blue jeans, is kneeling to the left, looking down at the ground. A green wheelbarrow filled with various colorful flowers is on the right. The background is a lush green garden with many plants and trees.

IN 2030*

**We will reclaim personal and
community care functions**



IN 2030*

**We will work
where we live
“Job Mobility”**



IN 2030*

Circular living in Urban Villages

live / work / education /
leisure / shops / ...

*Holmene - Copenhagen
a prototype Urban Village*



co-housing



sustainable

commerce

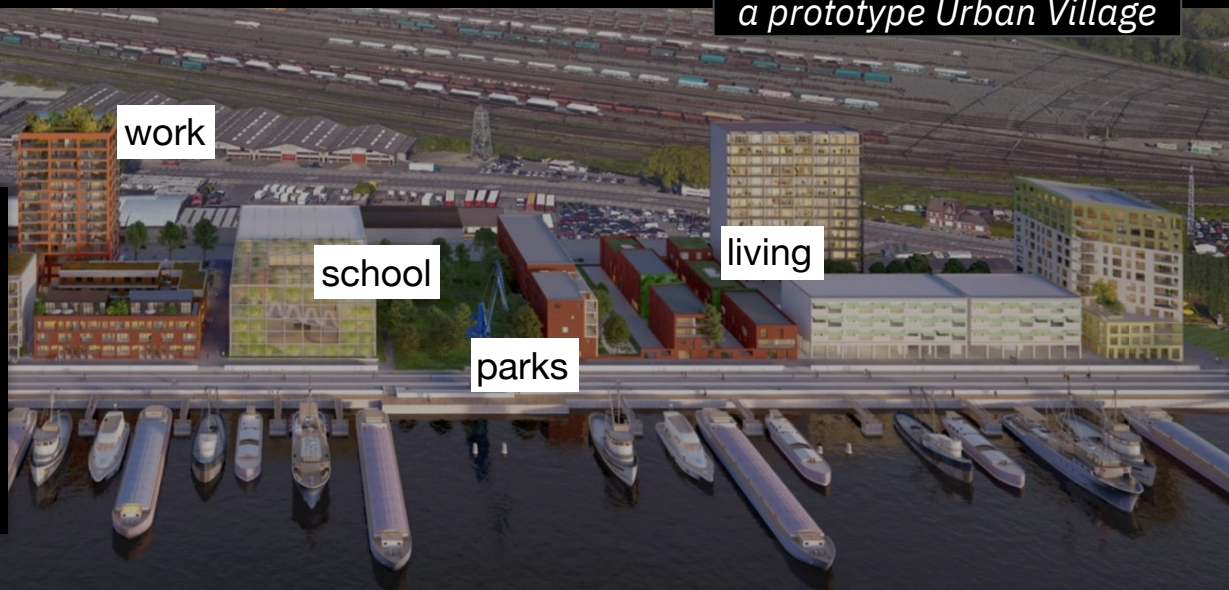
shared mobility

*De Nieuwe Dokken Ghent
a prototype Urban Village*

IN 2030*

Circular living in Urban Villages

live / work / education /
leisure / shops / ...



work

school

parks

living

An architectural rendering of a modern urban development. A central, tall, glass-clad skyscraper with multiple balconies and rooftop gardens stands out. It is surrounded by lower, white, rectangular buildings. To the left is a body of water, and to the right is a green park area with a soccer field and a playground. The scene is set during sunset or sunrise, with a warm glow.

IN 2030*

Circular living in Urban Villages

live / work / education /
leisure / shops / ...

*Nieuw Zuid Antwerp
a prototype Urban Village*

URBAN VILLAGES ARE HYBRID

Glued together with facilities & services

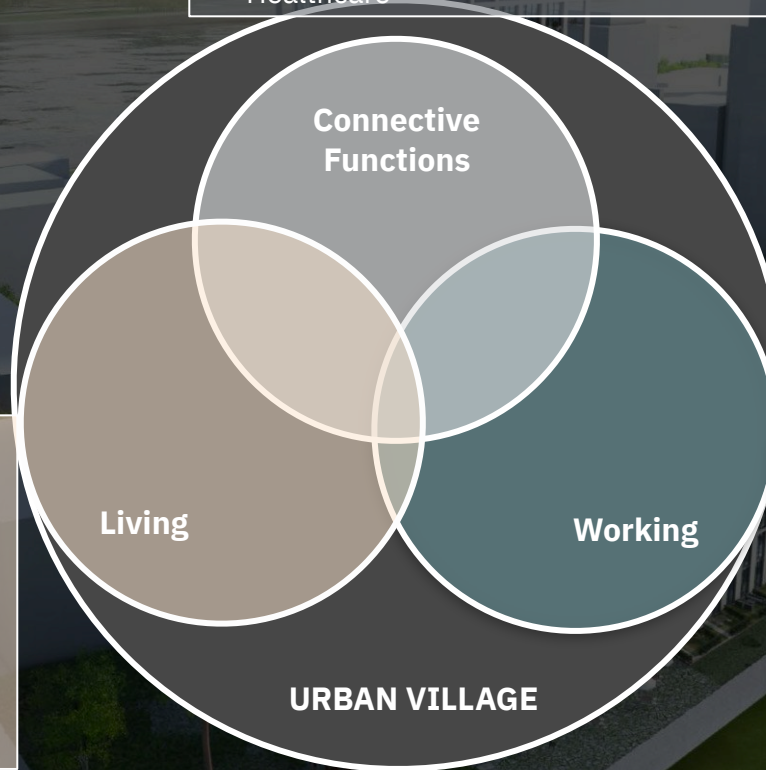
- Shops, supermarkets, ...
- Education, schools, daycare, sports, ...
- Restaurants, cafés, ...
- Entertainment (cinema, theatre, ...)
- Healthcare

Shared Infrastructure

- Gardens, outdoor space
- Laundry
- Playgrounds
- Ecommerce pick-up
- Logistics hub
- “Townhall”
- Mobility

Living formats should be hybrid

- Students
- Couples
- (Starting) families
- “It’s complicated” families
- service flats
- Social housing
- Co-housing
- ...



Work formats should be hybrid

- Start-ups
- Small & medium companies (architects, lawyers, ...)
- Decentralized corporates
- High-tech hubs
- Maker Labs
- Tech & Domo Maintenance
- ...



Tech-driven Solution Economy Will Flourish

e-commerce / home delivery

IN 2030*

Tech-driven Solution Economy Will Flourish

car-sharing / ...

IN 2030*



Marriott is launching a home-sharing product in the US

Megan Rose Dickey @meganrosedickey / 19 hours ago

Comment



Living-as-a-service

all-in subscriptions / cheaper

IN 2030*



welive

operations. They provide ultimate flexibility and financial security to their members.

In Switzerland, rents in cooperative and social housing average around 20% less than market rates.



5.1%

Percent of total Swiss housing stock that is cooperatives

Percent of all cooperatives based in cities

63%



In Zurich, housing cooperatives make up 20% of the market



Cooperatives are held to the Swiss principles of Sustainable Development

Cooperative houses can range in size from a few units to upwards of 5,000 and by virtue of their size, can even create a neighborhood feel

Living-as-a-service
cooperative living / cheaper

IN 2030*

Reconnecting to the hybrid community

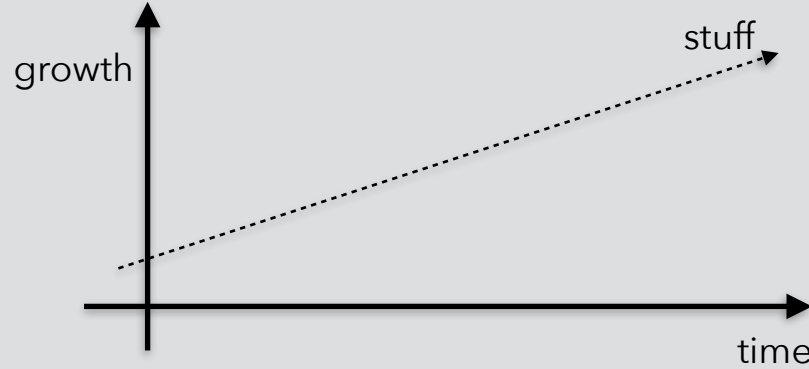
IN 2030*

Campo S. Giacomo dell'Orio



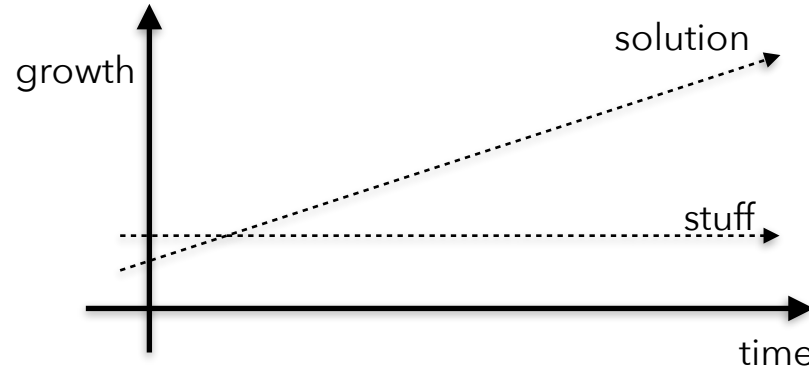
IN 2030*

We will embrace the “Peak Stuff Economy”



KPI for value : convincing customers to **replace stuff** as much as possible.

Stuff is B2C



KPI for value: providing relevant **solutions**, and stretching the investment in stuff, **using it as long** as we can.

Stuff becomes B2B

Buy now! Latest



2 + 1 Free!



Buy KWh



IN 2030*

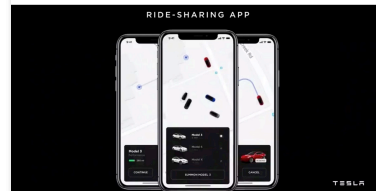
We will
embrace
the
“Peak Stuff
Economy”



Tesla unveils ‘Robotaxi’ plan for self-driving ride-sharing network next year

Fred Lambert - Apr. 22nd 2019 5:46 pm ET @FredLambert

TESLA TESLA NETWORK



Energy as a Service
Market Research

A2Z
Market
Research



IN 2030*

**We don't "take our
country back"**



Oudegem Oude Baan


IN 2030*

**We will take “our country
forward”**

The return of Glocal

Live Local - Be Global



An overhead, top-down view of a modern office environment. Several people are seated at long white desks, working on computers. The desks are cluttered with various office supplies, including keyboards, mice, papers, folders, and small personal items. The office has a clean, professional look with a neutral color palette. A large black text box is overlaid on the right side of the image, containing the text "We will have co-working spaces for the boring" in white, bold, sans-serif font. To the right of this text box, the text "IN 2030*" is written in a smaller, white, italicized font.

**We will have co-
working spaces for
the boring**

*IN 2030**



IN 2030*

**Remote eduction will be the
new normal**

**Decentralized
health-as-a-
service is the
model**

IN 2030*



**Mount
Sinai**

**I LIVED
HERE ALL MY LIFE.
WHY STOP NOW?**



**Decentralized
health-as-a-
service is the
model**

IN 2030*





IN 2030*

Tech as an enabler for cars of the future

Connected - Autonomous - Shared - Electrified

**But the real change
will come from moving
less & differently**

IN 2030*



**An evolution that is
on-going and where
cities take the lead**

TODAY!



IN 2030*

MOBILITY IN (CURRENT) CITIES AND (FUTURE) URBAN VILLAGES SHOULD BE...

Walkable,

Embrace micro mobility,

Use shared fleet of autonomous vehicles
on-demand in predetermined zones,

Evolve from MAAS 1.0. to MAAS 2.0.



A photograph of a young man and an older woman. The young man, on the left, is wearing a grey hoodie and looking slightly to his right with a neutral expression. The older woman, on the right, has short grey hair, wears glasses, and a red sweater, looking towards the young man. The background is a plain, light-colored wall.

he doesn't

she doesn't

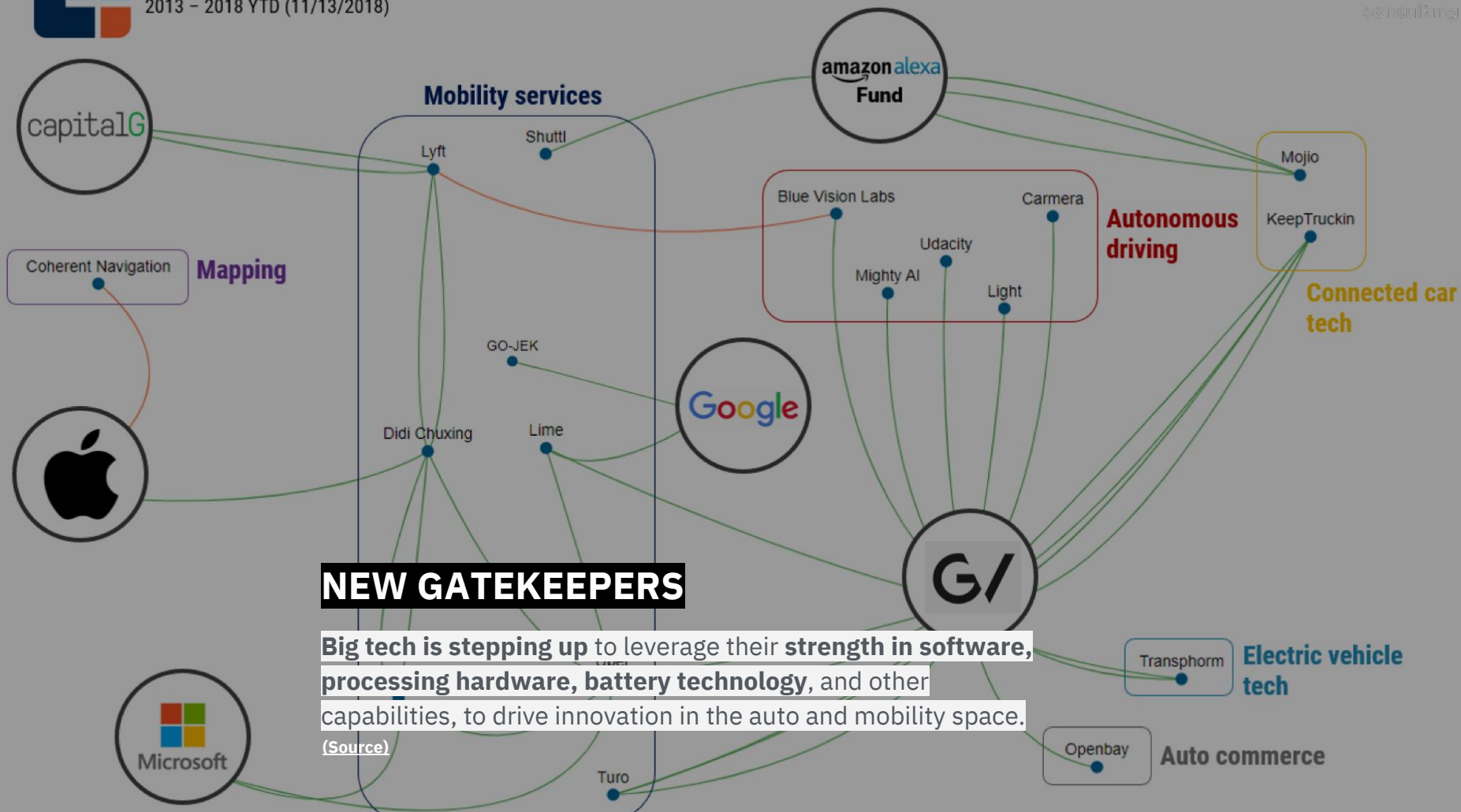
New generations, new needs

*"The people will always
want their cars"*



IN 2030*

**Different business
models by new
players**



NEW GATEKEEPERS

Big tech is stepping up to leverage their strength in software, processing hardware, battery technology, and other capabilities, to drive innovation in the auto and mobility space.

(Source)

THE OLD WAY

Carmakers used to be **on the top of the pyramid**, able to squeeze the margins of their suppliers by playing them off against each other and thereby cut the costs of vehicles.

The carmaker also gets to **put its badge on the vehicle**, even though **most of what it does is assemble pieces** supplied to it through its supply chain.

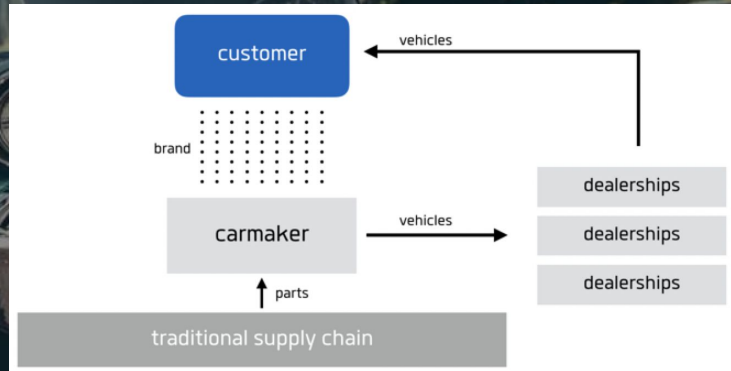
Carmakers are good at **3 things**:

1/ spending heavily on **vehicle R&D** to differentiate themselves

2/ spending a lot on advertising and **growing a brand**

3/ Selling the vehicles through a **dealership network** without having to deal directly with the end customer.

(Source)



TESLA PAVED THE WAY

Tesla has **vertically integrated** key components, most notably batteries built in its Gigafactory, while focusing on electric vehicle innovation, a technology that most carmakers ignored.

Tesla has also **used digitization** in order to build a **direct relationship** with its customers—not only can its customers **use the internet to buy** a vehicle or request maintenance, but **over-the-air software updates** have allowed Tesla to offer **new services** over the lifetime of the vehicle. (Source)

Other players are **following the D2C model**.

Volkswagen to overhaul dealer sales model in 2020

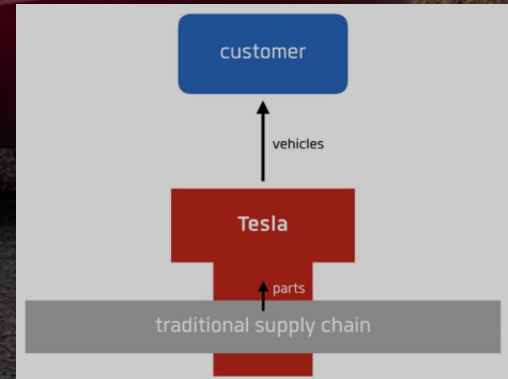
VW will refresh its sales network with new online sales channel ahead of ID brand launch

Peugeot & Citroen are now selling Cars online - PSA's Step into Digital Transformation

Lynk & Co plans online retail, subscription model

April 2, 2018

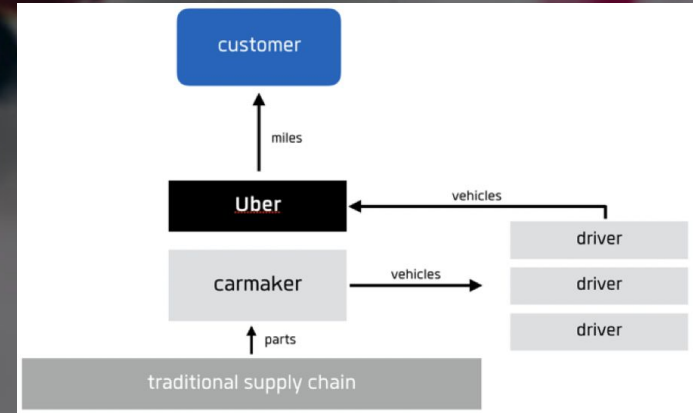
Volvo's Polestar Electric Cars Will Be Sold Online



UBER & CO

Companies like Uber are modularizing trips. This has **allowed Uber to insert itself above carmakers** and become the brand that consumers interact with.

Uber aggregates various vehicle brands under its platform, weakening their value by replacing itself as the consumer-facing brand. (Source)



FROM OWNERSHIP TO ACCESS

A seamless MAAS 2.0 solution, shared autonomous fleets and adjusted infrastructure will make owning a car redundant in most cases. We will no longer pay for a car. Instead we will pay for mobility.

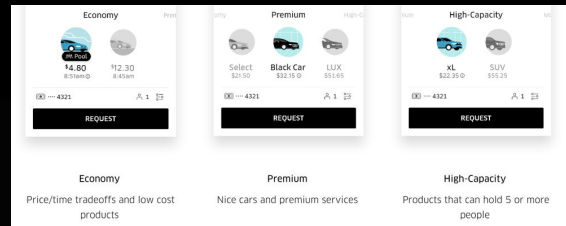
WE WILL CHOOSE TIERS

ABOVE BRANDS

Leading mobility-as-a-service providers will manage big fleets, **providing different functional formulas and “classes”**.

Making **car brands redundant**. We will rather choose a vehicle of our choice in function of distance, number of persons, leisure, pets...

Do you ever ask yourself which brand of airplane manufacturer you're on?



A NEW MOBILITY ARCHITECTURE WILL ARISE

Where will **you** play ?

Mobility Operating system

Platform standards, safety, data, public infrastructure, interoperability, mobility roaming, IoT...



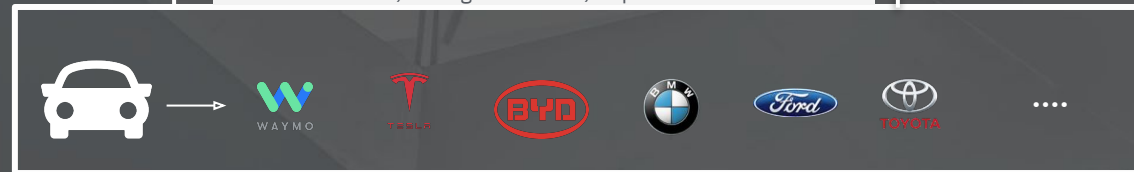
Mobility Solution Platform

Providers commercialising mobility solutions. They own the customer relationship.



Mobility Hardware

The actual vehicles, driving from A to B, as part of one or more MSP's.



DEATH OF THE CAR RETAIL

In a shared & autonomous fleet market, car manufacturers can't sustain their sales model through dealerships and will **move to a B2B model and bargain with new mobility solution providers** who manage large fleets.



EVOLUTION TOWARDS MICRO MAINTENANCE













Autonomous connected cars of shared fleets driving 90% of the time, **will drive themselves on a daily basis to maintenance points** for cleaning, charging and small repairs.

Current dealer networks out of the cities will disappear and **current parkings in cities could be used as service points.**

Mechanic maintenance will become redundant and (remote) **software updates the norm.**

LEVEL 5 IS DEAD

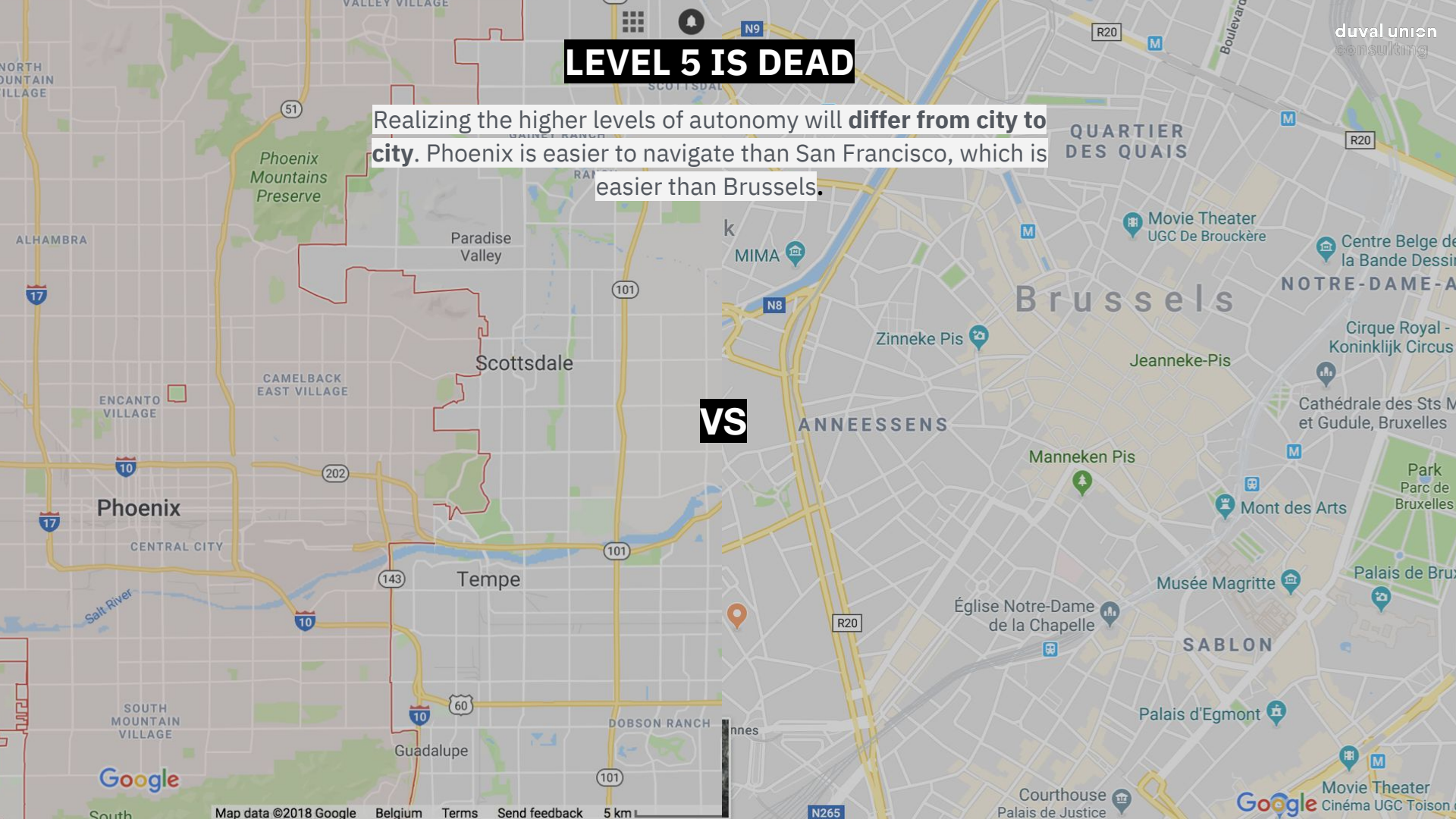
But will we **ever be able**
to reach **level 5** autonomy?
And if not, does it matter?

← driver		automated vehicle →			
0	1	2	3	4	5
 <p>The driver constantly performs all aspects of the dynamic driving task. No systems intervene – only those that warn the driver.</p>	 <p>The system can take over either steering or acceleration / deceleration. The driver must continuously carry out the other.</p>	 <p>The system takes over both steering and acceleration / deceleration in a defined use case.</p>	 <p>The system takes over both steering and acceleration / deceleration in a defined use case. It is capable of recognizing its limits and notifying the driver.</p>	 <p>The driver can hand over the entire driving task to the system in a defined use case.</p>	 <p>The system can take over the entire dynamic driving task in all use cases.</p>
 <p>The driver must constantly monitor the drive.</p>	 <p>The driver must constantly monitor the drive. He must be ready to resume full control immediately.</p>	 <p>The driver must constantly monitor the drive. He must be ready to resume control immediately.</p>	 <p>The driver does not need to monitor the drive, but be ready to resume control within a given time frame if the system so requests.</p>	 <p>The driver would not be required at all during these cases – neither for monitoring, nor as backup.</p>	 <p>The driver is no longer required at all.</p>

LEVEL 5 IS DEAD

Realizing the higher levels of autonomy will **differ from city to city**. Phoenix is easier to navigate than San Francisco, which is easier than Brussels.

VS



LEVEL 5 IS DEAD

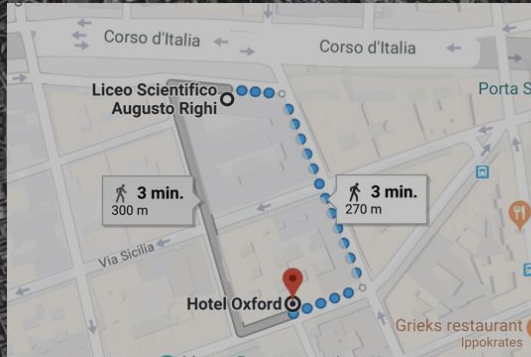
But do **we really need Level 5** to make autonomous vehicles work? What if they would follow the logic of public transportation? What if **Automated Vehicles would only need to use 10% of the streets**. Would that be **feasible**?

Even in the most difficult cities to navigate (think Rome, ...) it is already possible to adapt certain main roads for autonomous vehicles.

They would not have to deal with the complexity of every individual small street.

This set-up would allow autonomous vehicles today.

A good set-up would cover the entire city and make every individual destination "walkable" in under 5 minutes.



A pink piggy bank is the central focus, sitting on a pile of US dollar bills. In the foreground, a silver 5-dollar coin is visible, featuring a tree design and the text "5 DOLLARS" and "1oz FINE SILVER 999". The background is a light gray gradient.

IN 2030*

We will earn less

Living will be up to
20% cheaper

Mobility will be up to 80%
cheaper



**Machines took
my job**



**Over-
Population**



**Alone &
Unhappy**



**Declining
Income**



**Mobility
Sucks**



**Climate &
Environment**

FROM **PESSIMISME** TO **OPTIMISME**



**Work
Reinvented**



**Living
Reinvented**



**Connected &
Happy**



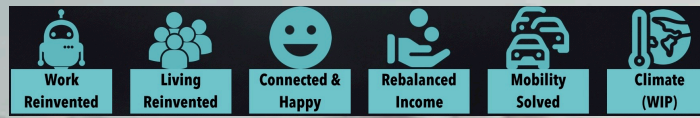
**Rebalanced
Income**



**Mobility
Solved**



**Climate
(WIP)**



new perspective

“Peak Stuff”
economy

old perspective
“Stuff” economy



THE FUTURE OF WORK

Robots & AI
New jobs
Local manufacturing
Work where we live
Work less
Earn less

YOUR INDUSTRY



THE FUTURE OF LIVING

Urban Villages:
Circular Living
Mixed functions
New business models
Solution Economy
Technology-driven
Cheaper living

THE FUTURE OF MOBILITY

Move less
Cities in the lead
New business models
New players
Technology-driven
Cheaper mobility

THE METASTORM

Climate
(Food) Production
Migration
Globalisation
Healthcare
Education

MANAGING THE METASTORM

The Metastorm has the potential for **CHAOS** ...

... but also the potential to build a **new optimistic vision**, a new perspective for people, companies, industries and society.

It's our choice!

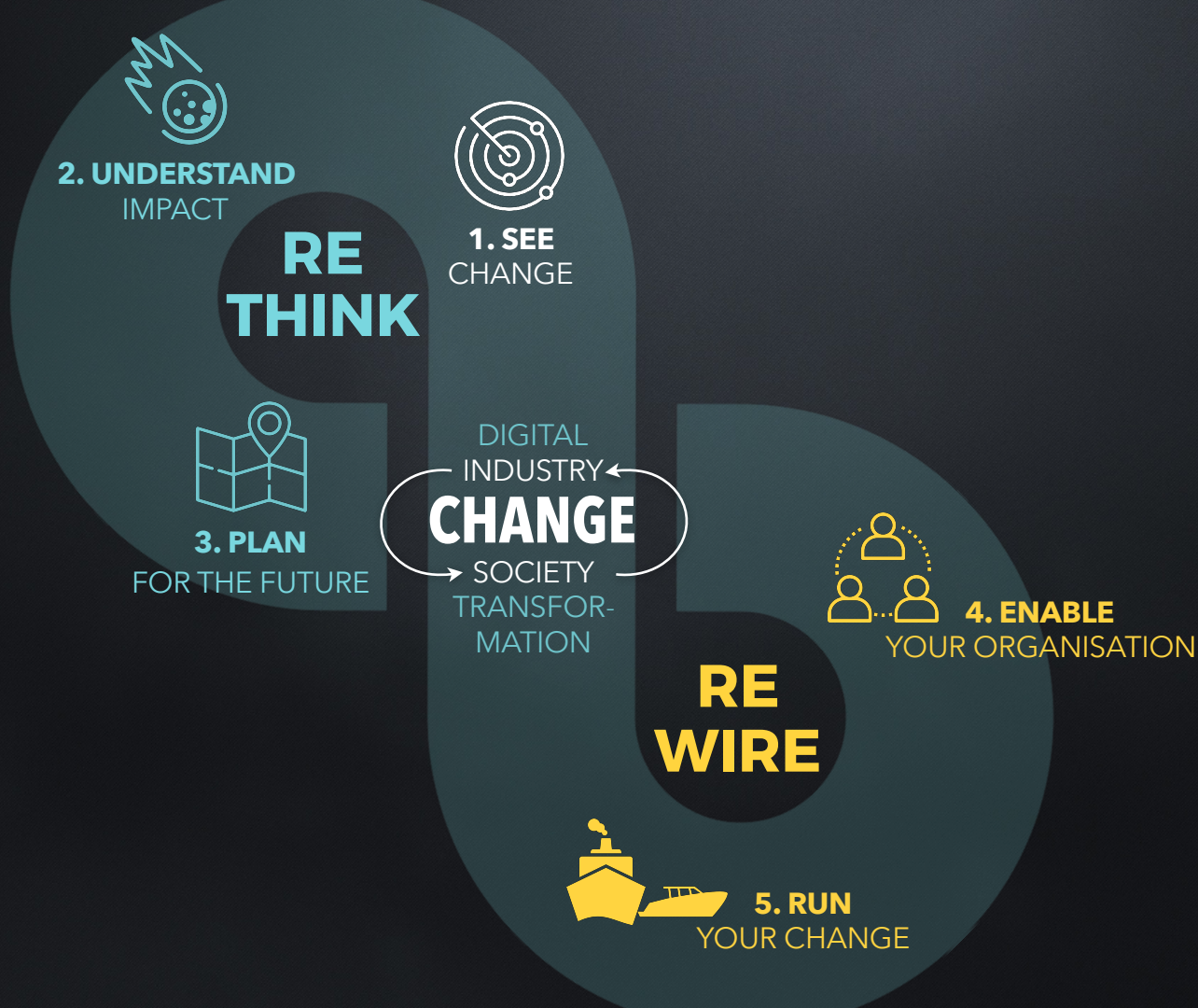
THE FUTURE OF WORK



SEE
UNDERSTAND
PLAN
ENABLE
RUN

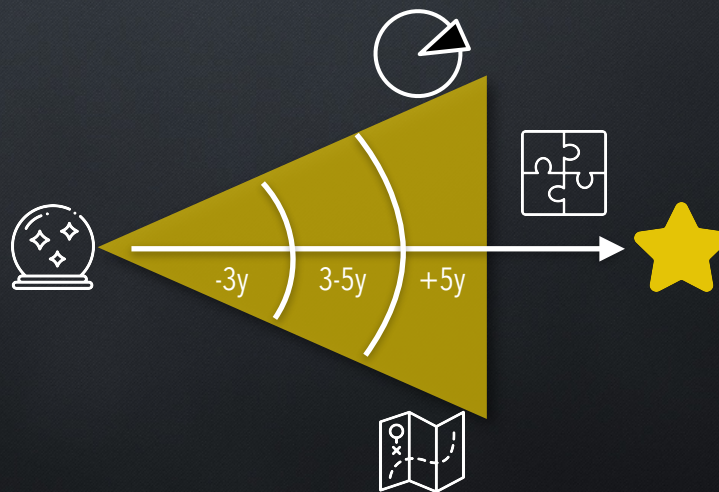
SUPERCHANGE

MODEL





SEE
UNDERSTAND
Scan Your Industry 
Scan The World 
Define Impact 
SUPERCHANGE
MODEL



SEE
UNDERSTAND
PLAN

Imagine The Future 

Define Your 45° 

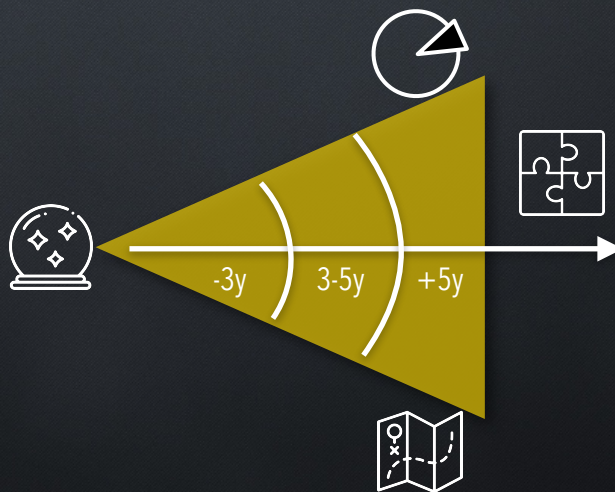
Create Strategy 

Ideate Solutions 

Build Roadmap 

SUPERCCHANGE

MODEL



- Transformation Governance
- Transformation Skills
- Culture Change
- Sell The Vision & Plan
- Corporate Venturing
- Partnerships & Ecosystems
- Run new business models

ENABLE RUN SUPER CHANGE MODEL

SUPERCCHANGE MODEL

WHERE ARE YOU?
ARE YOU READY FOR
DIGITAL TRANSFORMATION?
AND WHAT ABOUT SOCIETY?
WHERE DOES IT HURT?



2. UNDERSTAND
IMPACT

**RE
THINK**



1. SEE
CHANGE



3. PLAN
FOR THE FUTURE

DIGITAL
INDUSTRY
CHANGE
SOCIETY
TRANSFOR-
MATION



4. ENABLE
YOUR
ORGANISATION

**RE
WIRE**



5. RUN
YOUR CHANGE

THE METASTORM

*A STORY OF DISRUPTION AND HOPE
BEYOND DIGITAL TRANSFORMATION*

MAIL ME TO GET THE SLIDES!

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