



The European House
Ambrosetti



ma[®]ca
by  **BolognaFiere**
PRIVATE LABEL CONFERENCE AND EXHIBITION

LA MARCA DEL DISTRIBUTORE: IL VALORE E IL RUOLO PER IL SISTEMA-PAESE

BOLOGNA, 17 GENNAIO 2018

PRESENTAZIONE DI GERD LEONHARD

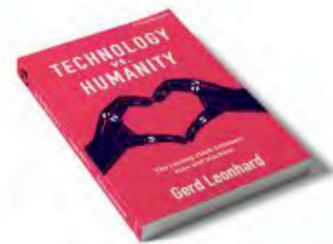


ASSOCIAZIONE
DISTRIBUZIONE MODERNA



The European House
Ambrosetti

The **Megashifts** impacting
business, commerce and
society in the next 10 years



techvshuman.com



[@gleonhard](https://twitter.com/gleonhard)



gerdtube.com

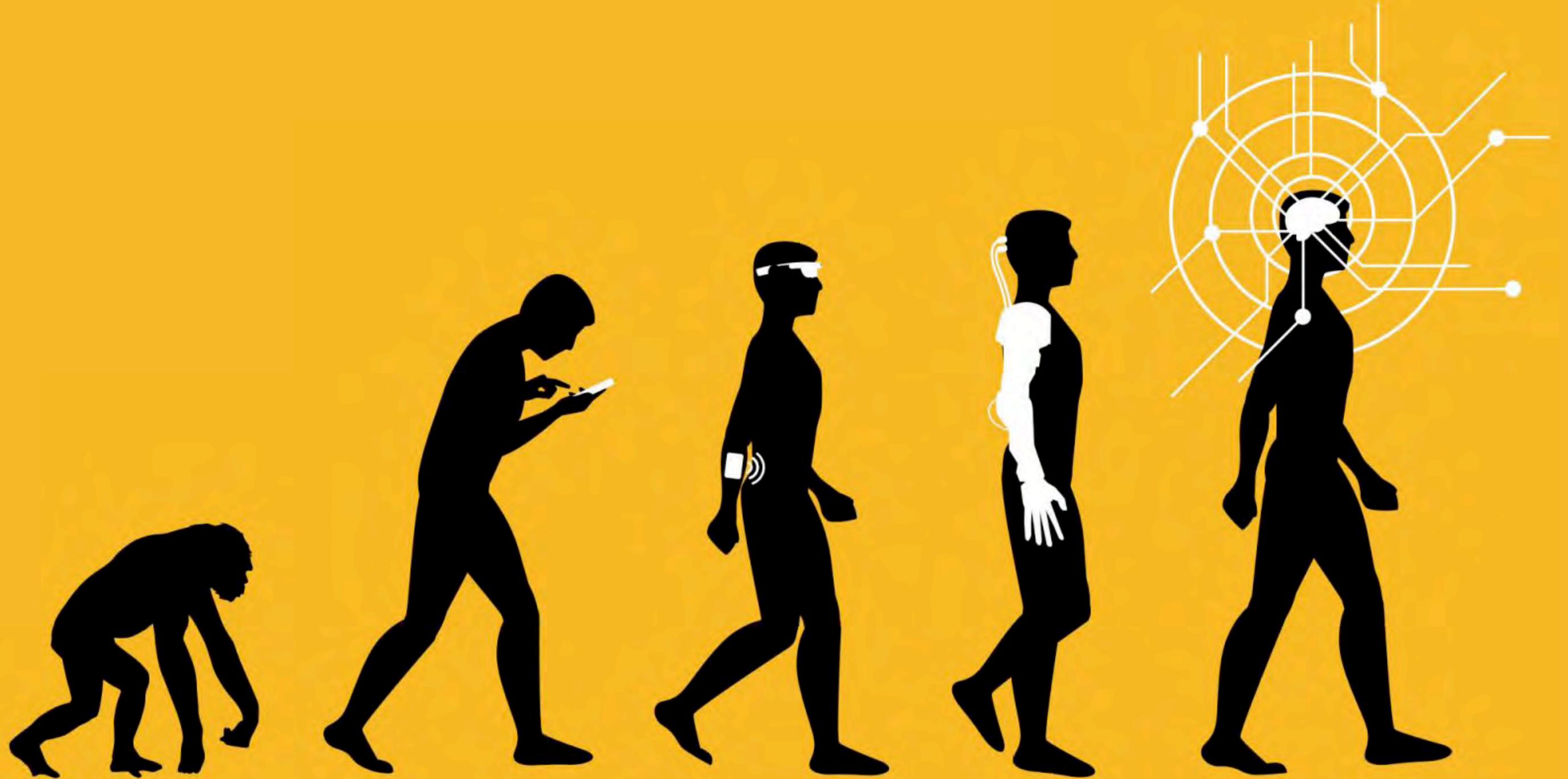


gerdcloud.com



futuristgerd.com

Humanity will change more in the next 20 years than the previous 300 years



Science fiction is increasingly becoming science fact



A close-up photograph of a glass test tube held vertically. The tube contains a yellowish, slightly opaque liquid. Inside the liquid, there is a white, cylindrical object that appears to be a piece of cultured meat or a biological sample. The background is a blurred, close-up view of human skin, showing natural skin tones and texture. The lighting is soft, highlighting the liquid's surface and the white object.

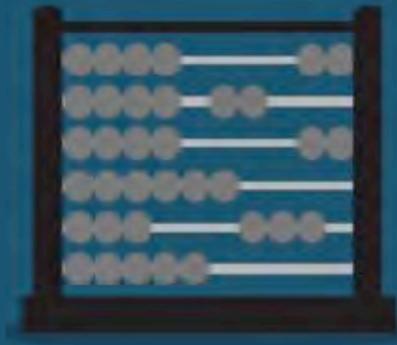
**A new start-up is
growing **meat** in **tanks****

Source: Bloomberg

... and technology offers amazing new possibilities

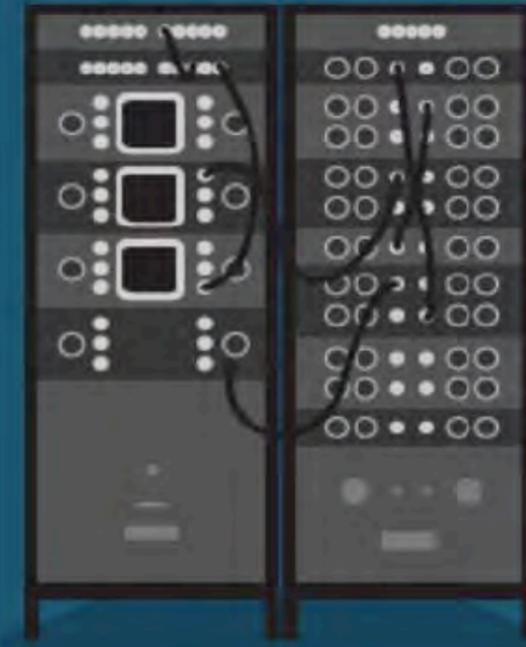


A fundamental change in computing: machines that can hear, see, understand and learn



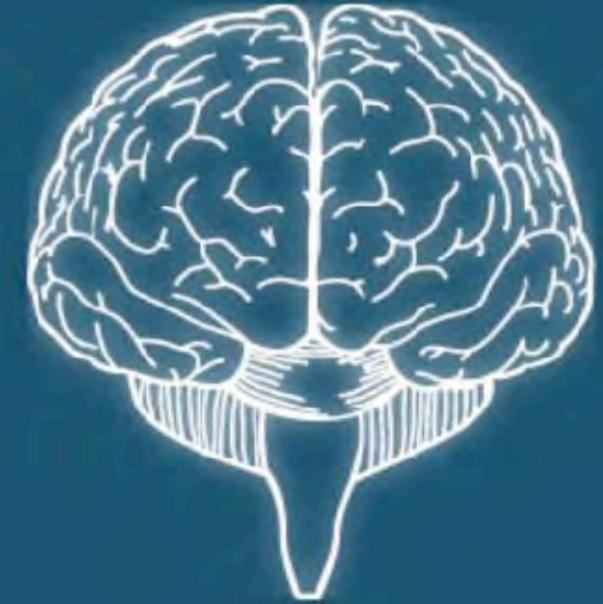
*Tabulating
Systems Era*

1900



*Programmable
Systems Era*

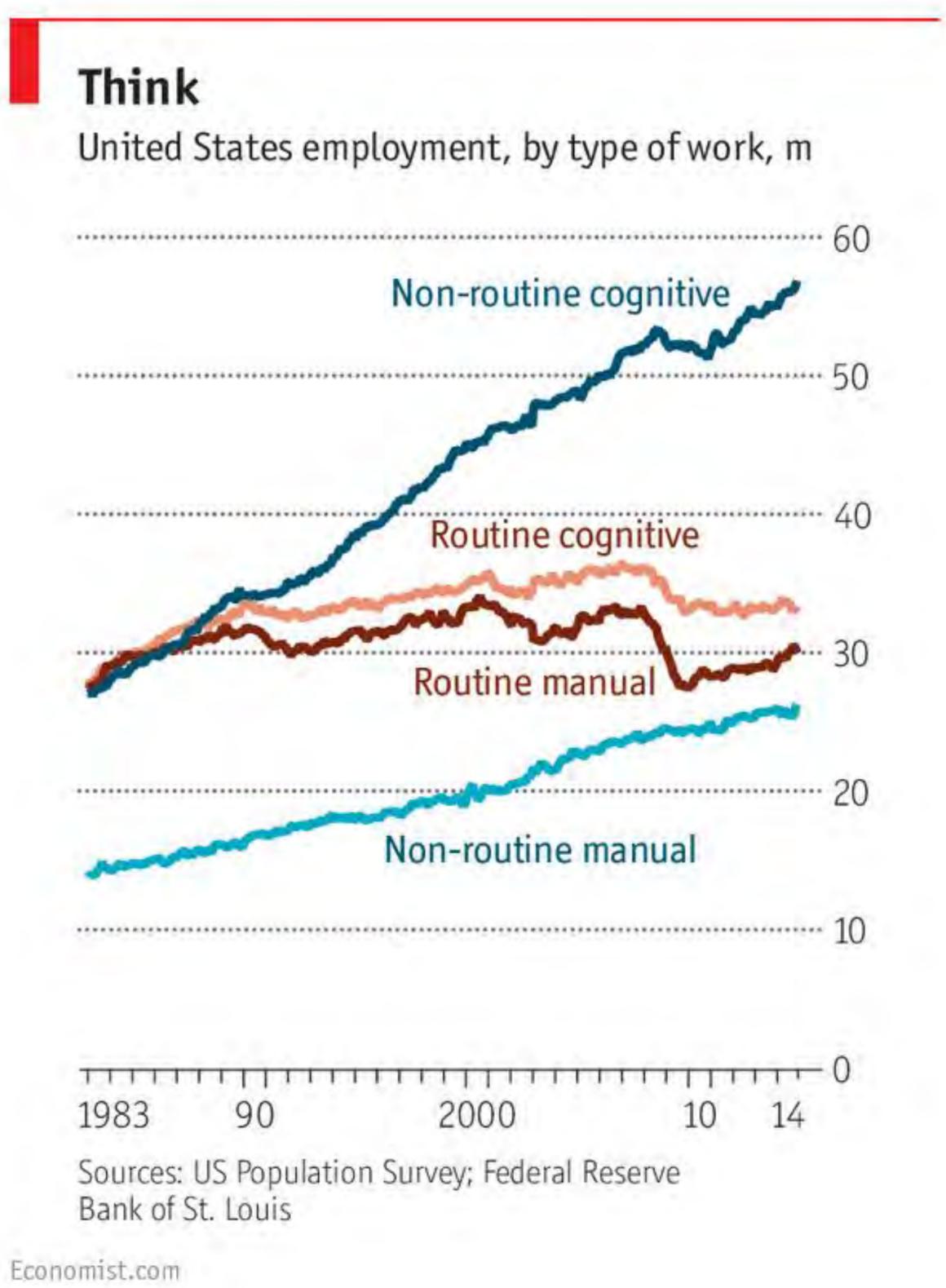
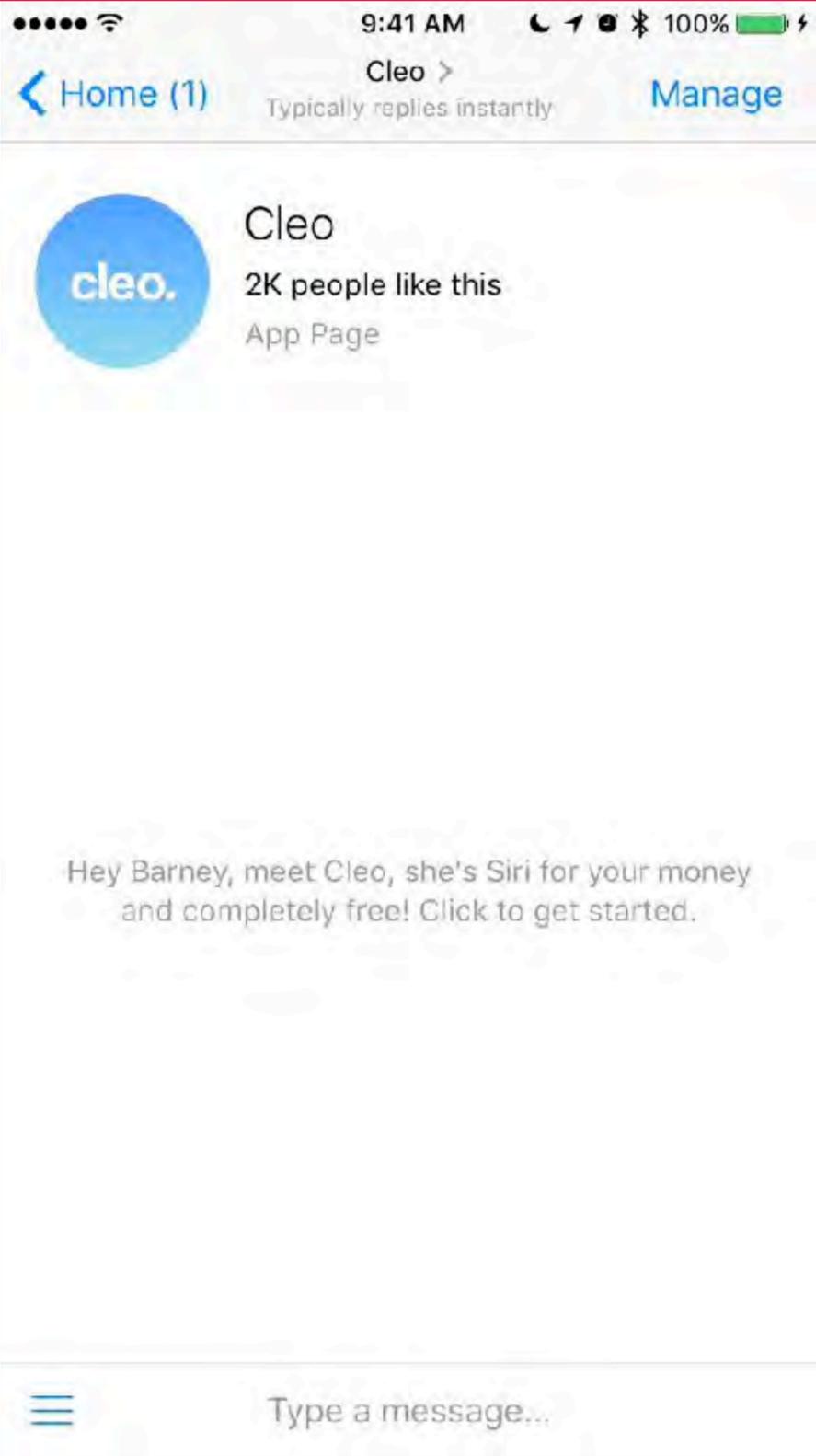
1950



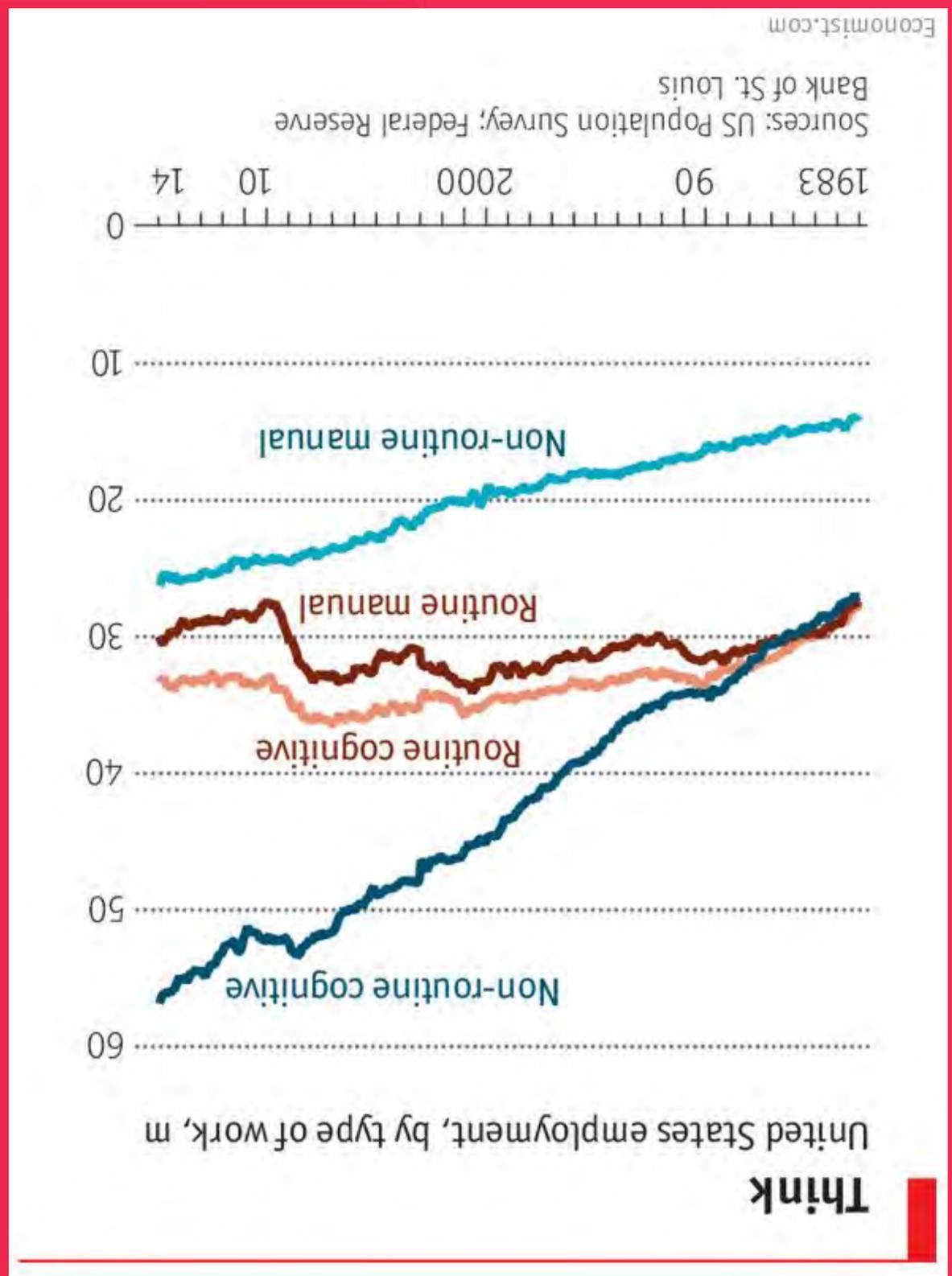
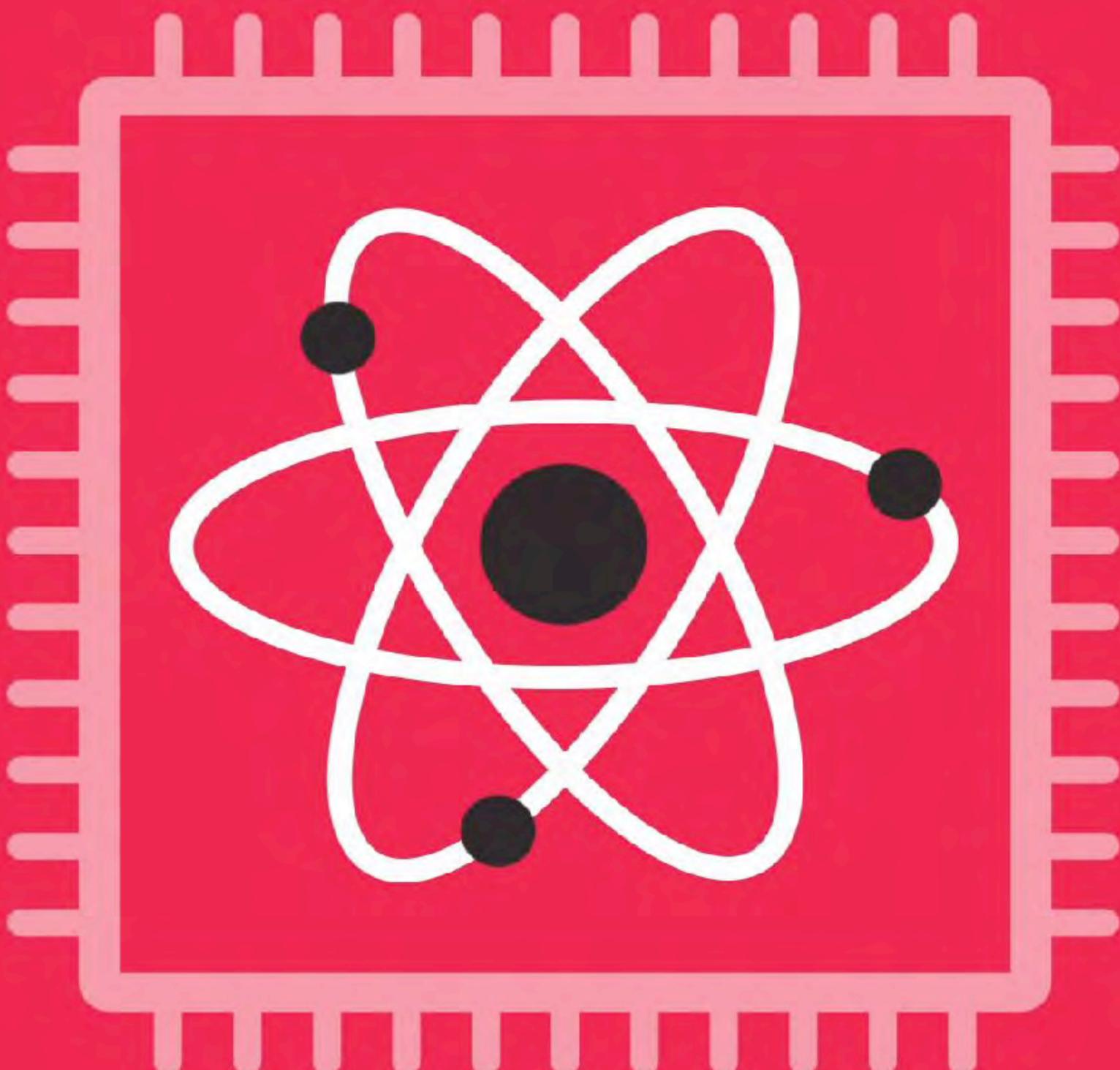
*Cognitive
Systems Era*

2011

Smart bots and intelligent assistants: the new normal in 3 years



Smart bots and intelligent assistants: the new normal in 3 years



To keep thinking linear is becoming extremely dangerous

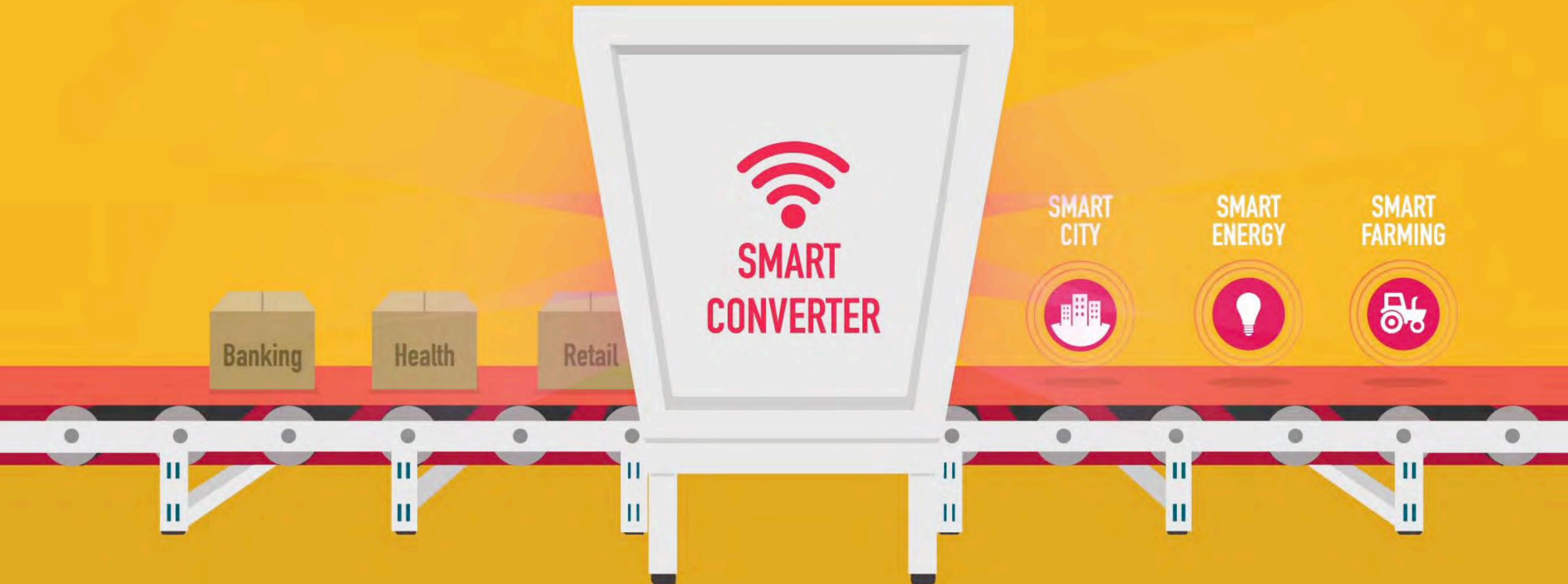
We are at the
pivot point
of exponential
change

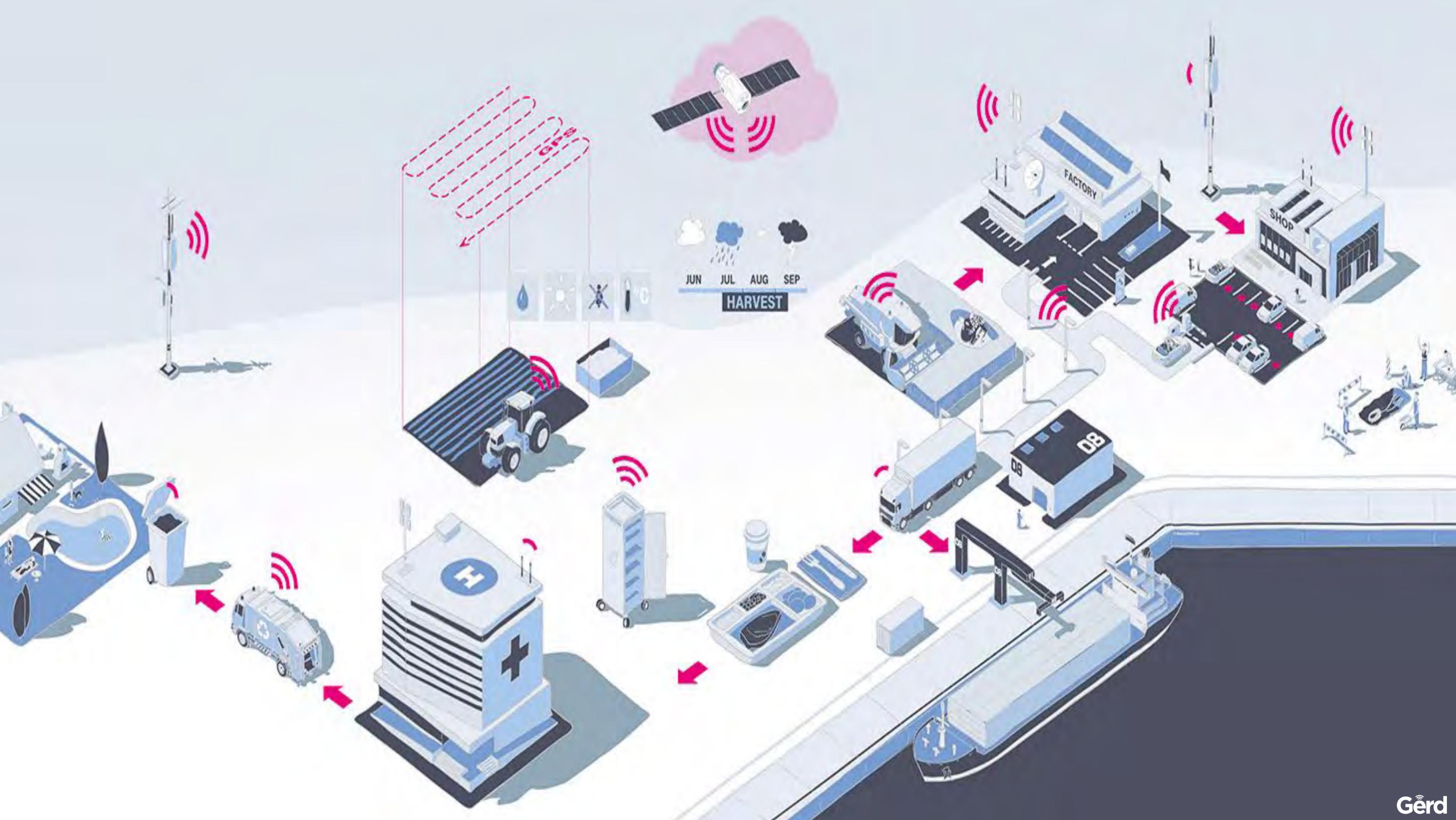


Hyper-connectivity changes everything: do new things not just better things!



'Smart everything': €25 Trillion in new economic value







PERSONALIZATION

INTELLIGIZATION

VIRTUALIZATION
MAGNIFICATION

MOBILIZATION

MEGASHIFTS

ROBOTIZATION

AUGMENTATION

DATAFICATION

DISINTERMEDIATION

AUTOMATION

Digitization

Datafication

Cognification

Virtualization

Disintermediation

Automation

Robotization

Augmentation



Digitization

Datafication

Cognification

Virtualization

Disintermediation

Automation

Robotization

Augmentation



DIGITIZATION

Digitization
Datafication

Cognification

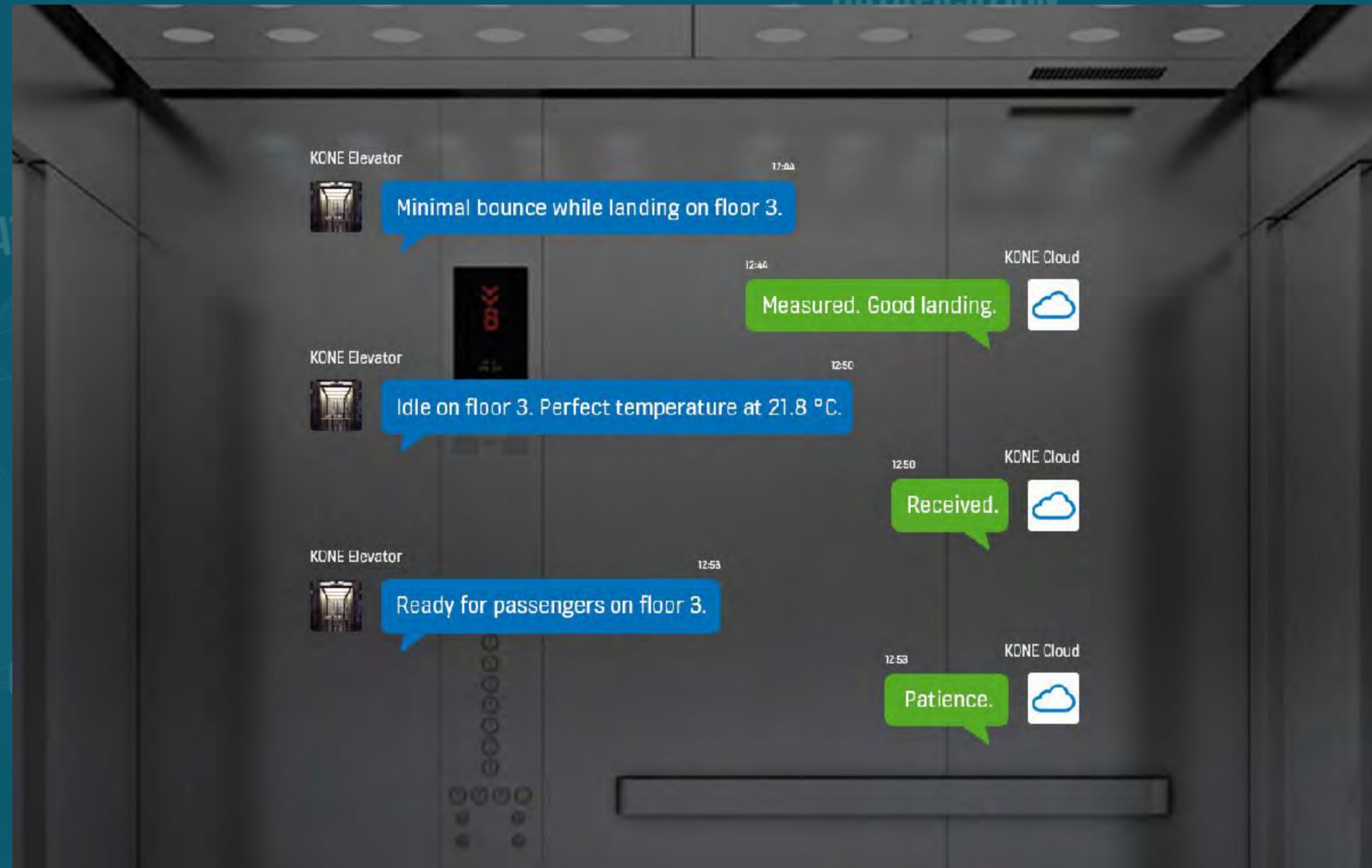
Virtualization

Disintermediation

Automation

Robotization

Augmentation



Digitization

Datafication

Cognification

Virtualization

Disintermediation

Automation

Robotization

Augmentation



Amelia

The Most Human AI

Amelia is the most comprehensive AI platform on the market. She can increase the effectiveness of your operations by getting work completed more efficiently than ever before.

Digitization

Datafication

Cognification

Virtualization

Disintermediation

Automation

Robotization

Augmentation



Digitization

Datafication

Cognification

Virtualization

Disintermediation

Automation

Robotization

Augmentation



"Knowing this technology is progressing, we definitely want to be involved with its development and deployment so that we can learn from it." [Photo: Navya]

Digitization

Datafication

Cognification

Virtualization

Disintermediation

Automation

Robotization

Augmentation

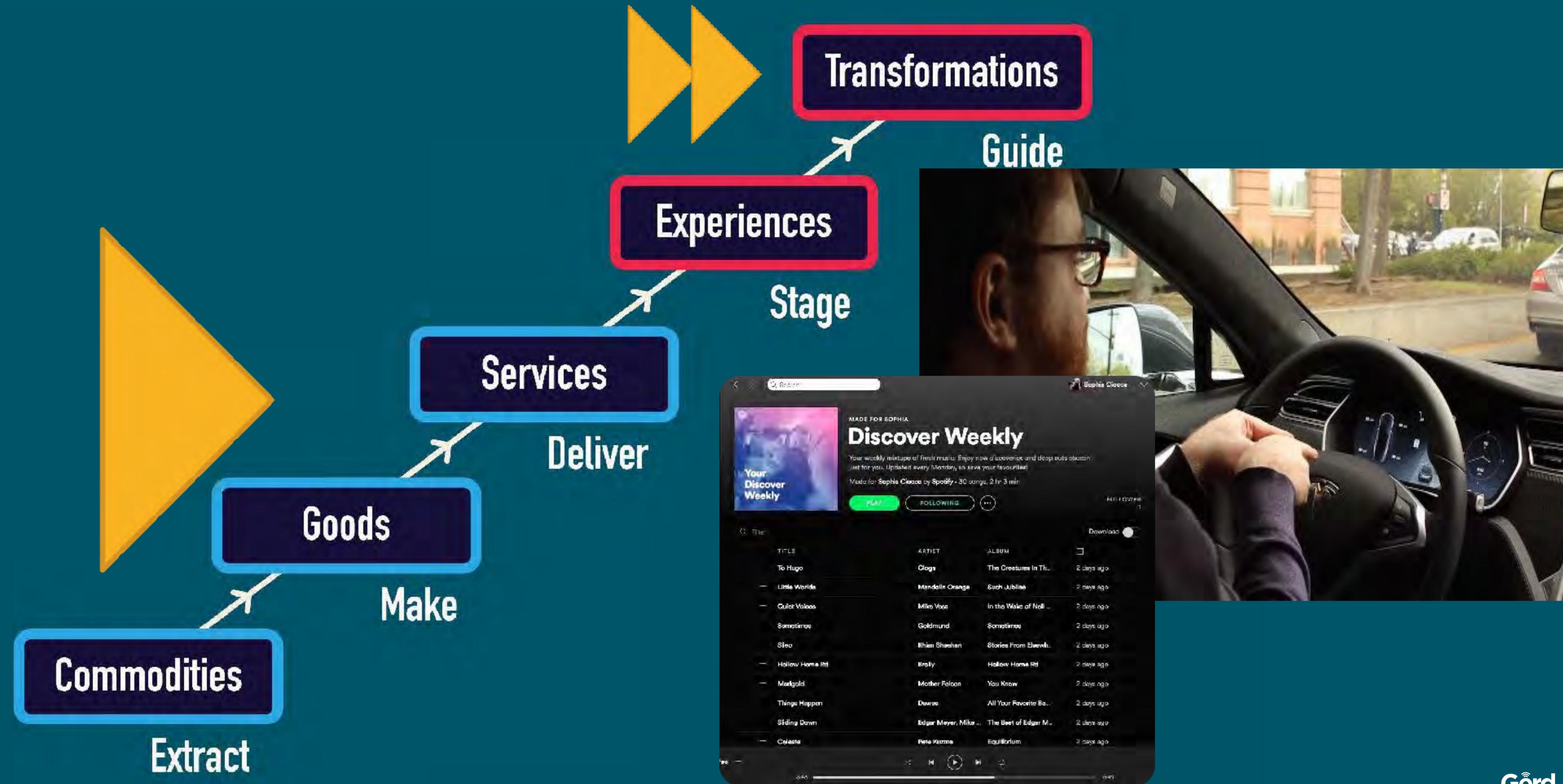


Digitization
Datafication
Cognification
Virtualization
Disintermediation
Automation
Robotization
Augmentation



DIGITIZATION

The Megashifts drive the shift from products and services to experiences and transformations



Creating amazing experiences is essential to retail, especially food (and these are not:)



BUSINESS

Printing Your Own Food

By Quartz May 22nd 2013 1:44 PM
FOLLOW More Stories by Quartz

The next frontier in the fight against hunger may be manufacturing food through 3-D printers.

QUARTZ

PRINTING AND COOKING PIZZA



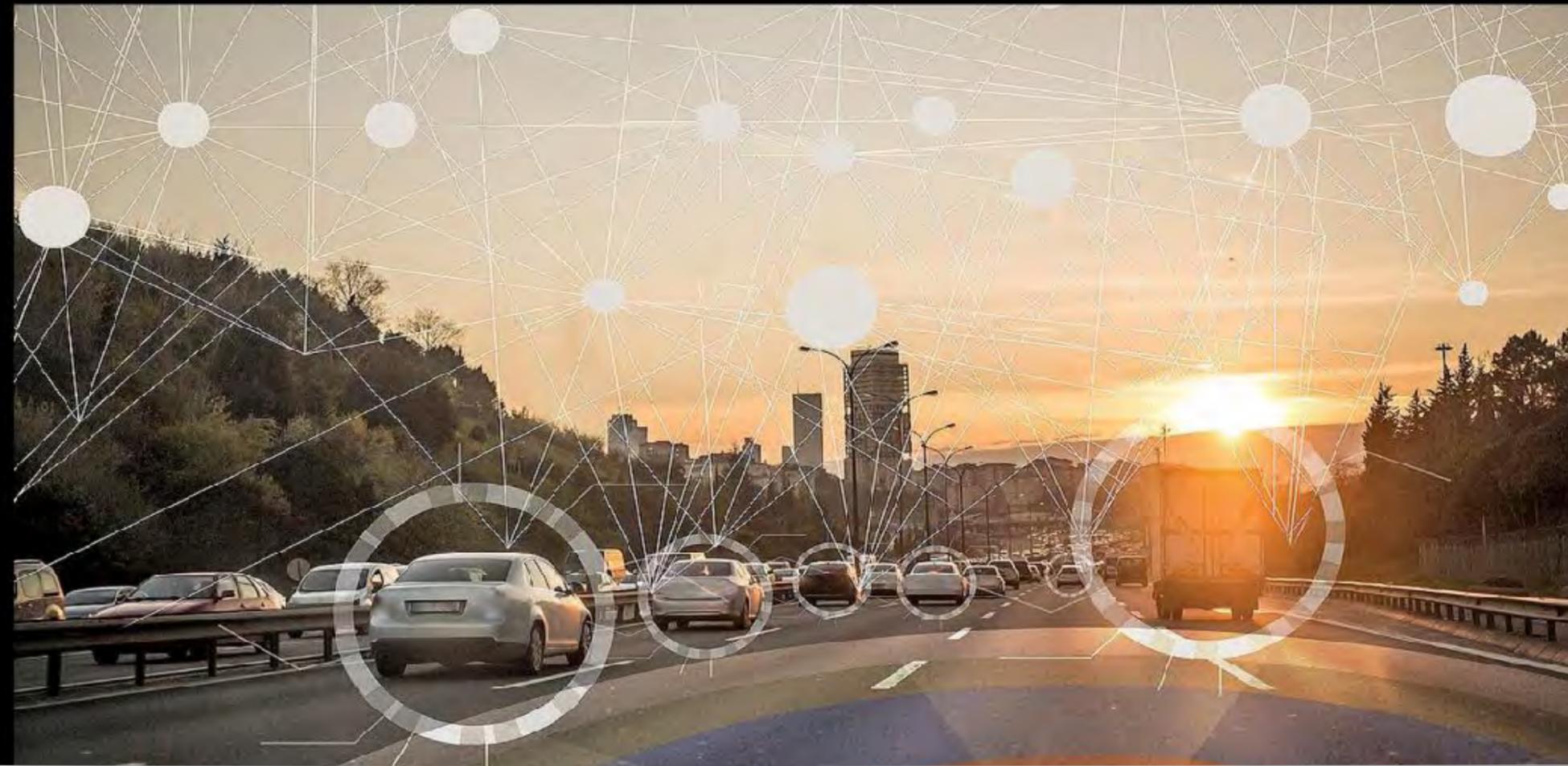
human
inside



Bob Lutz: Kiss the good times goodbye

'Everyone will have 5 years to get their car off the road or sell it for scrap'

Bob Lutz



**“Business
as usual”
is dead**

India will sell only electric cars within the next 13 years



In India, almost as many people die from air pollution as cigarette smoke

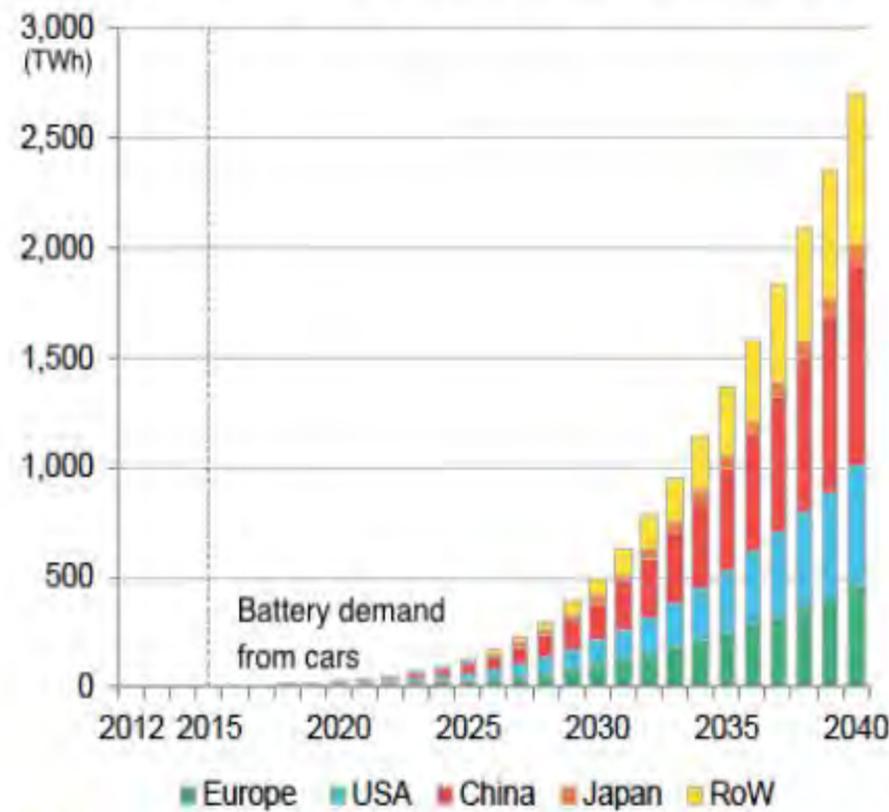
Image: REUTERS/Rupak De Chowdhuri

“Business
as usual”
is dead

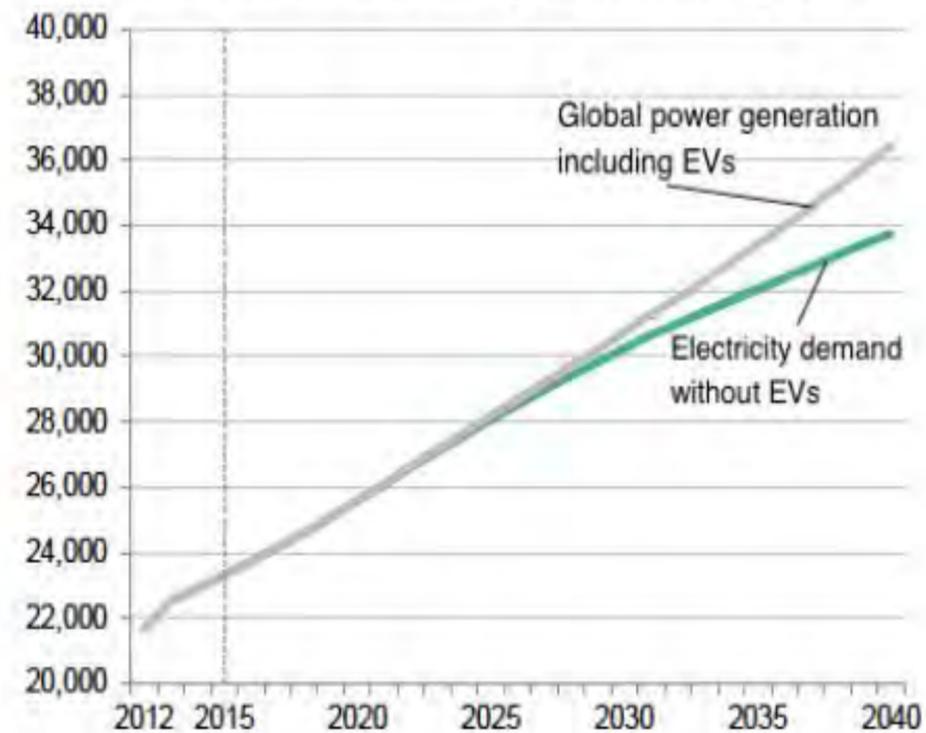


Electric Cars Go Mainstream

Plug-in vehicles hit the accelerator



EVs boost electricity demand by 8%



Bloomberg New Energy Finance

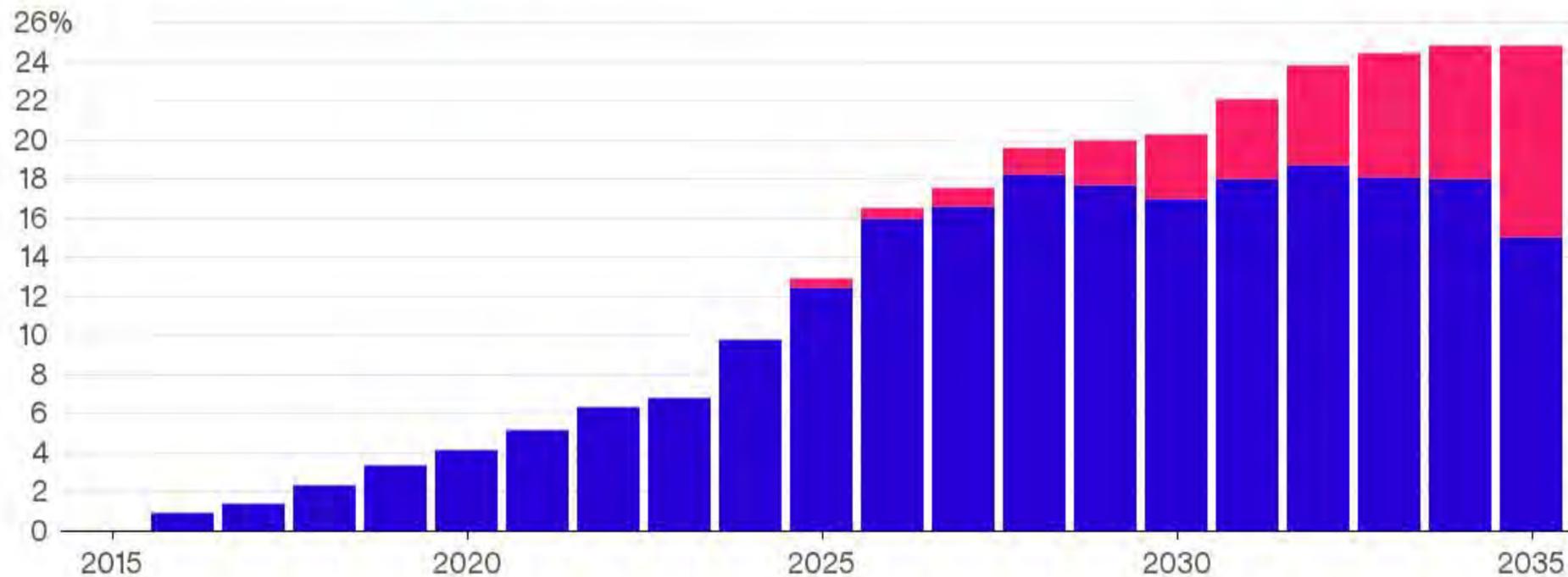
“Business
as usual”
is dead



Autonomous Car Sales Will Surge By 2035

The cars will represent 25 percent of the global market

■ Partially autonomous cars ■ Fully autonomous cars



Source: The Boston Consulting Group

Note: 2015 data

Bloomberg

“Business
as usual”
is dead

Tesla's Wild Rise

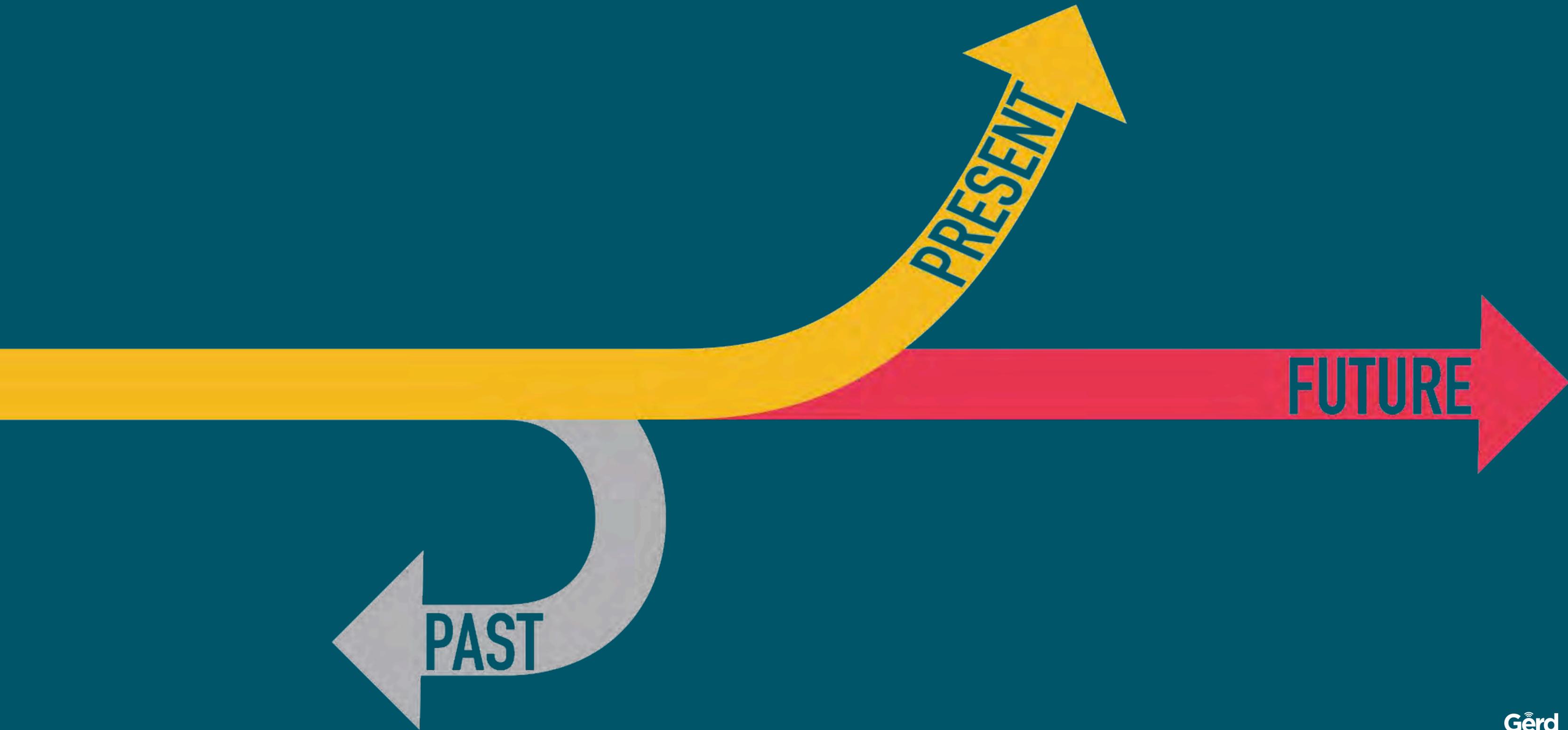
Electric carmaker surpasses GM in market cap

■ General Motors Co ■ Tesla Inc

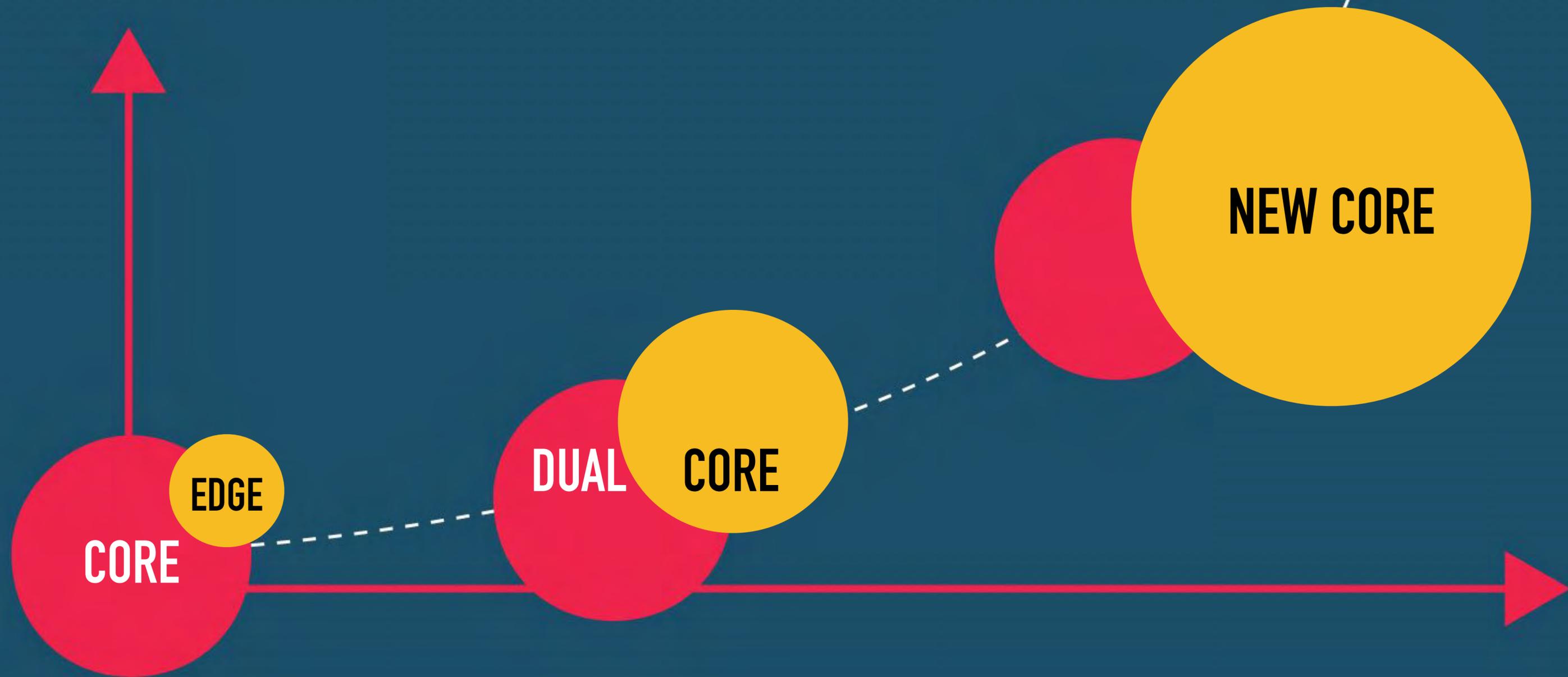


**“Business
as usual”
is dead**

The future is no longer an extension of the present



Hybrid thinking: what is your future core?



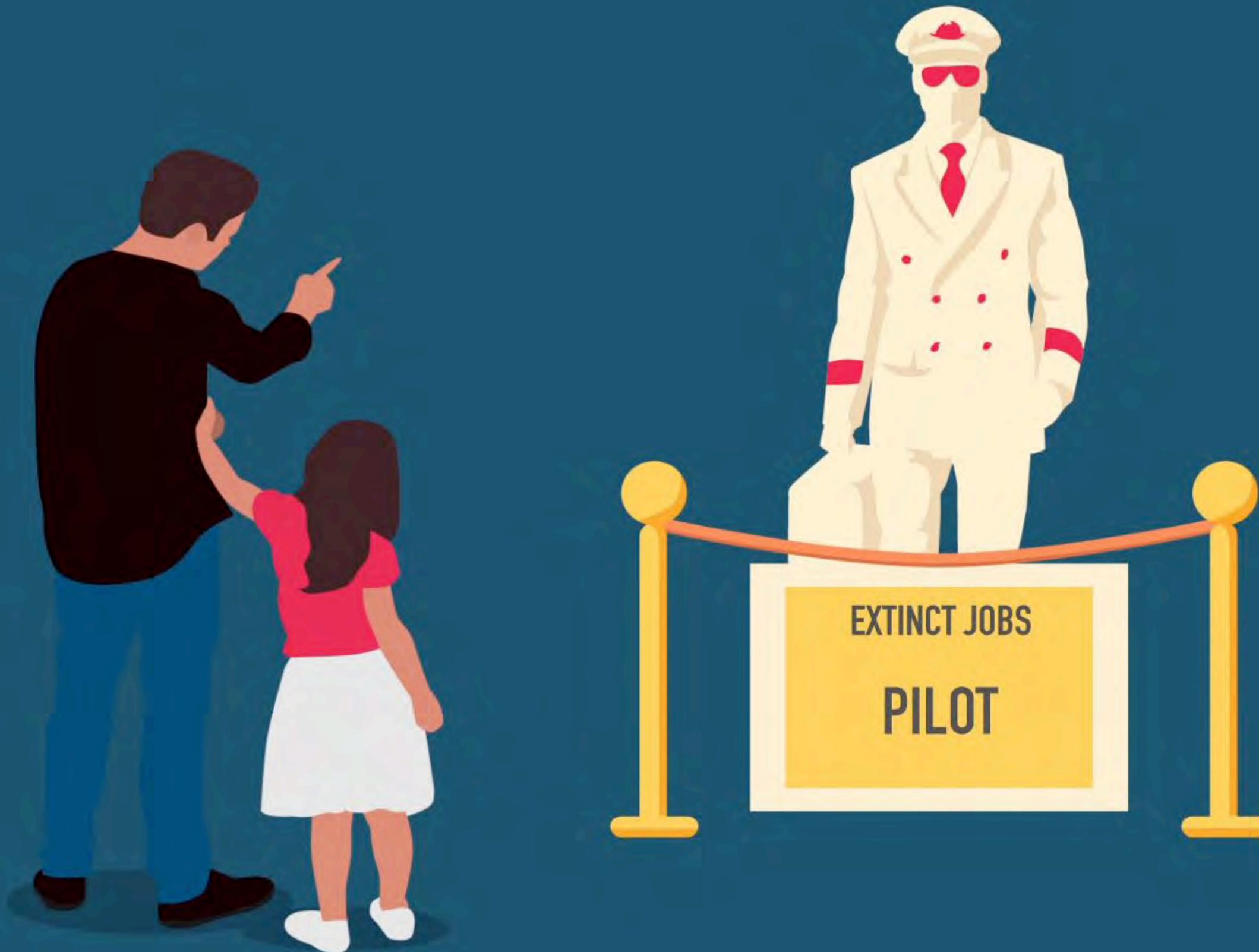
Adapted from John Hagel, Deloitte 2015



Are humans the
horses of the
coming
digital
era?

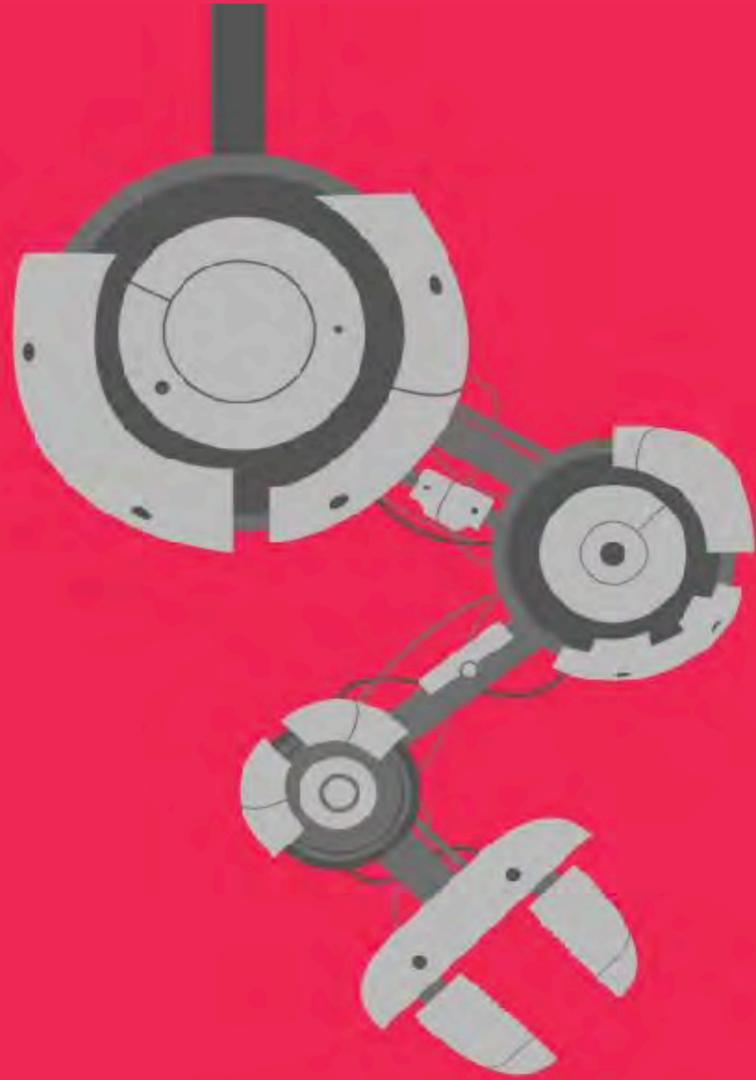


Are humans the
horses of the
coming
digital
era?



Are humans the
horses of the
coming
digital
era?

The end of routines is **not** the end of our jobs

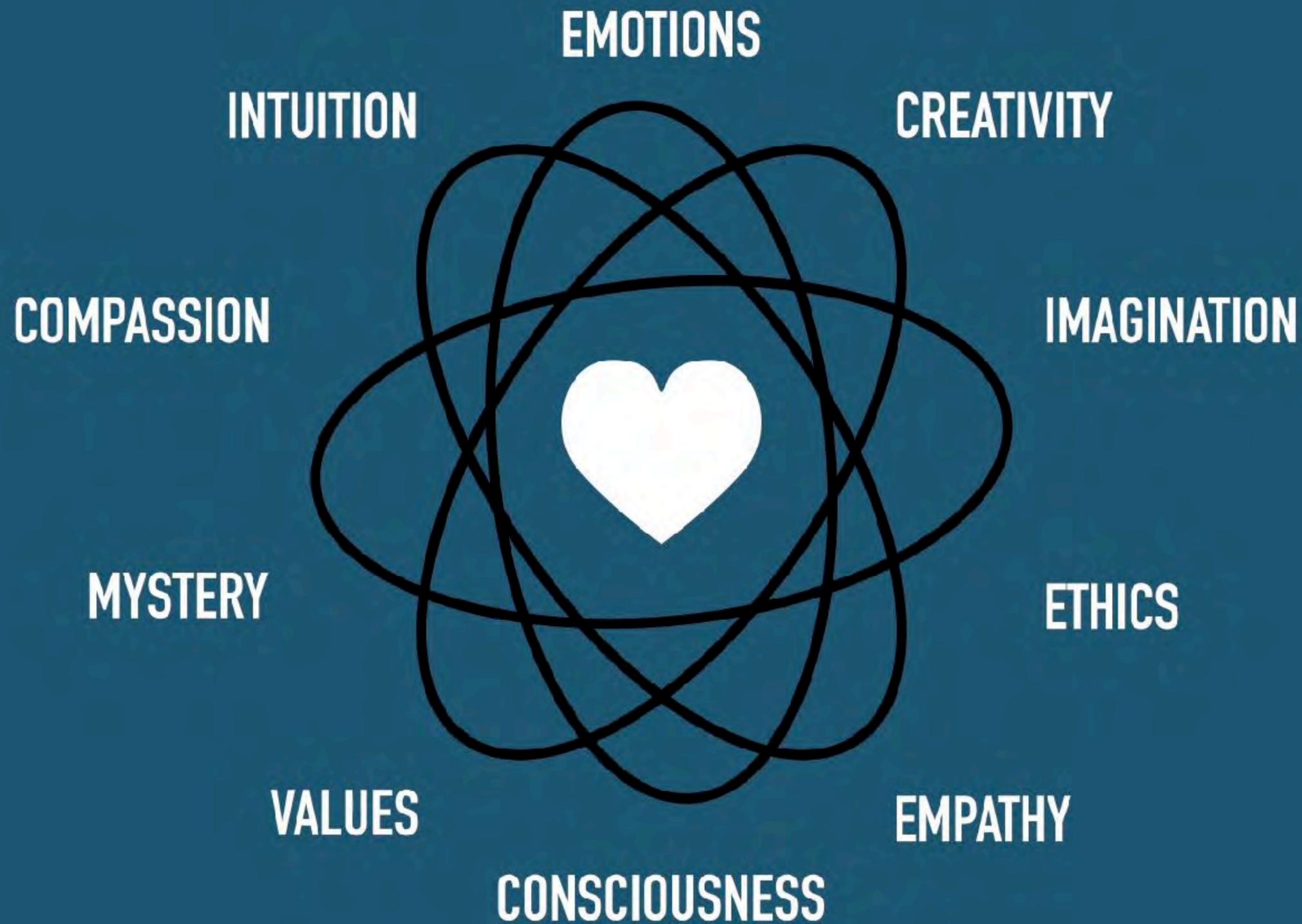


R O U T I N E

Anything that can be digitized, automated or virtualized, will be . . .



Yet anything that cannot be digitized or automated will become much more valuable



Skills Disruption



35% of core skills will change between 2015 and 2020

2020

- 1 Complex Problem Solving
- 2 **Critical Thinking**
- 3 **Creativity**
- 4 People Management
- 5 Coordinating with Others
- 6
- 7 Judgement and Decision Making
- 8 Service Orientation
- 9 Negotiation
- 10

Disruption across countries and industries



43%	Financial Services & Investors	48%	Italy	average disruption
42%	Basic & Infrastructure	42%	India	
39%	Mobility	41%	China	
		41%	Turkey	
		39%	South Africa	
		39%	Germany	
		38%	France	
		37%	Mexico	
35%	Information & Communication Technology	31%	Brazil	
33%	Professional Services	29%	United States	
30%	Energy	28%	United Kingdom	
30%	Consumer	27%	Australia	
29%	Health	25%	Japan	
27%	Media, Entertainment & Information	21%	Gulf Cooperation Council	
		19%	ASEAN	

Computers are for answers – humans are for questions



Do **NEW THINGS** with new technology – not just faster, better or more efficient things

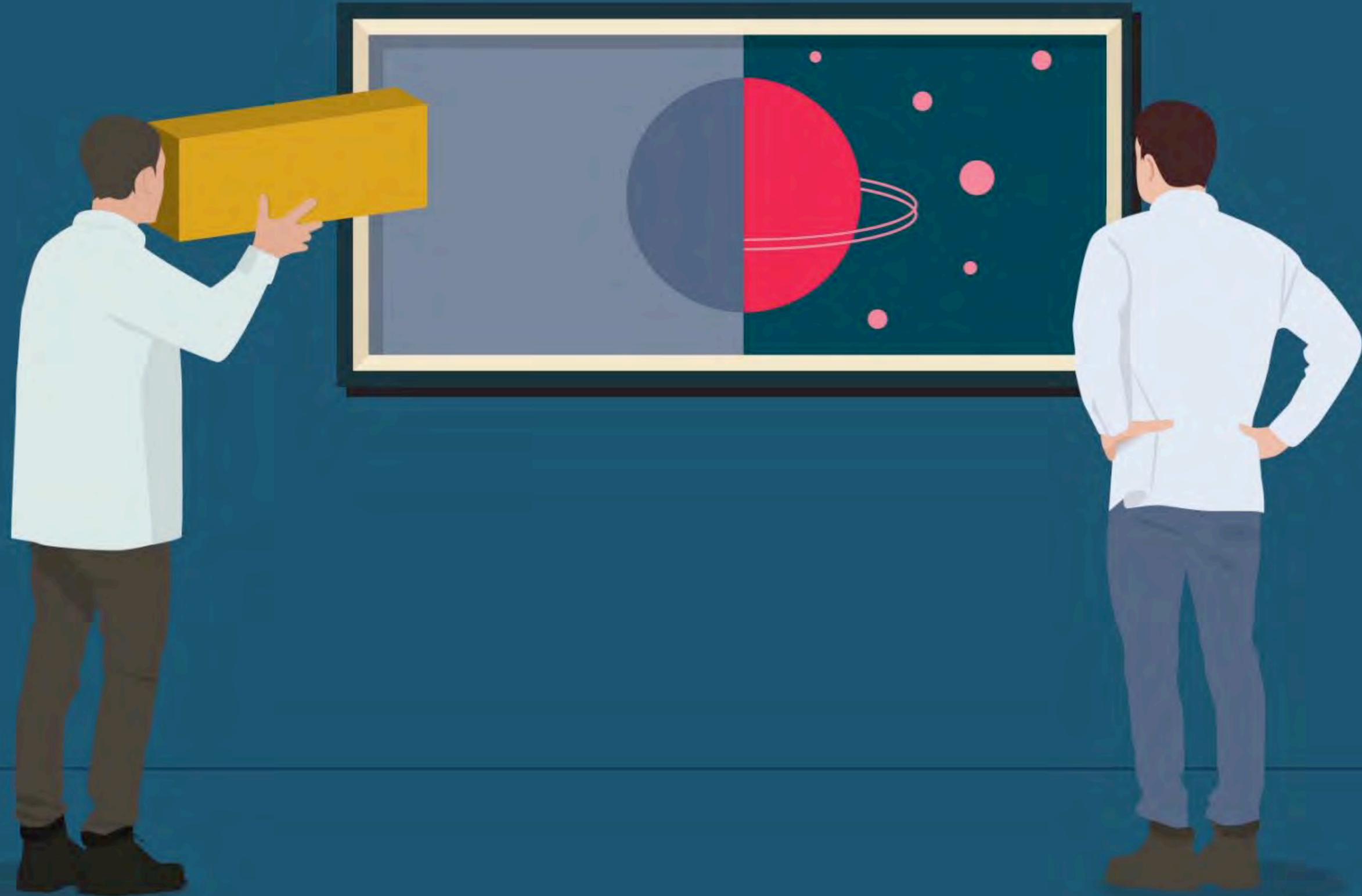
HYPER-EFFICIENCY
THIS WAY →



The future is no longer a timeframe, it's a mindset!



The future is better than we think – take a wider view!



Imagine

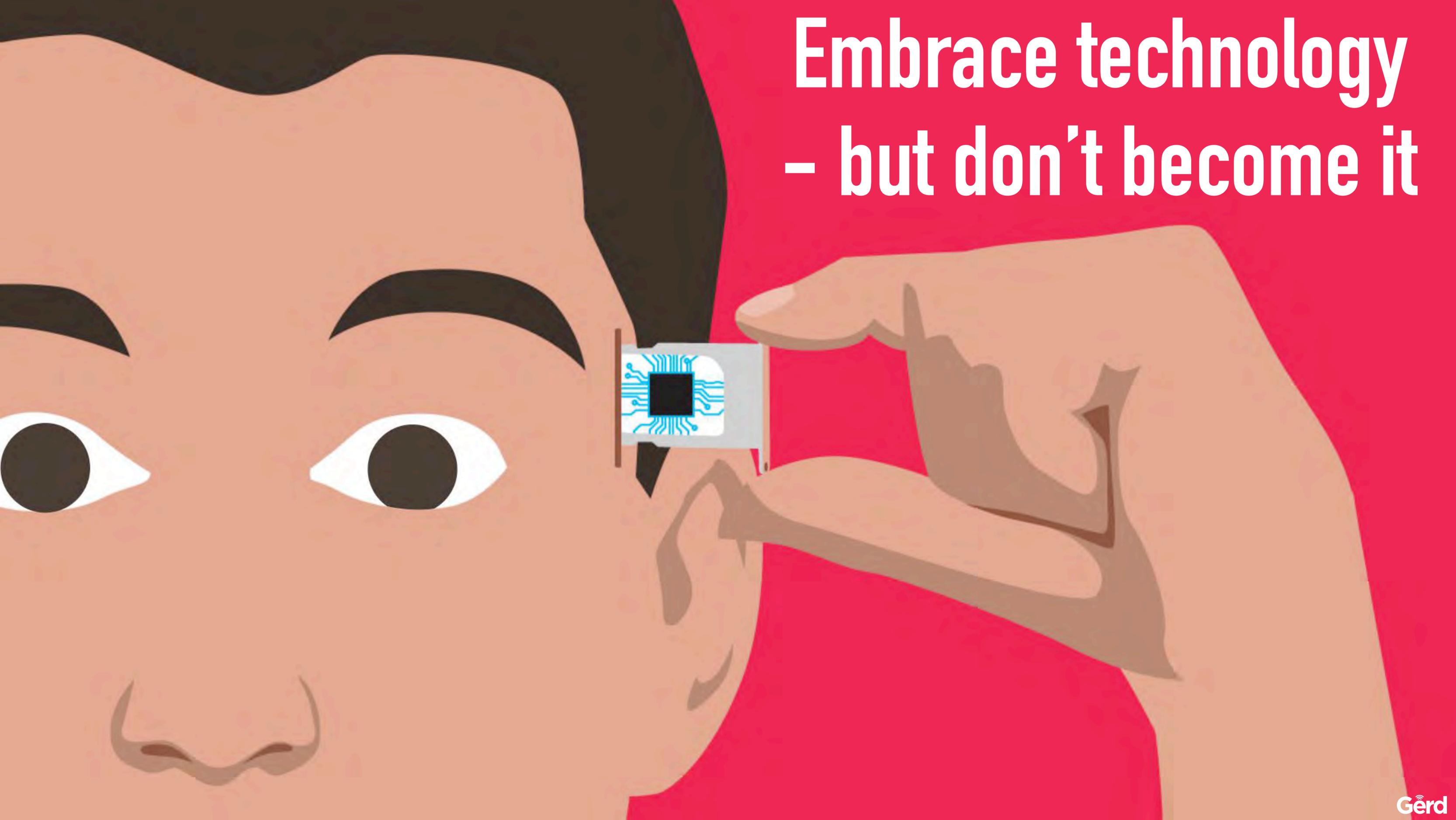
Transform

Understand

Observe



**Embrace technology
- but don't become it**





**ASSOCIAZIONE
DISTRIBUZIONE MODERNA**



The European House
Ambrosetti

**Thanks for your time
and attention – now, let's talk!**



techvshuman.com



[@gleonhard](https://twitter.com/gleonhard)



gerdtube.com



gerdcloud.com



futuristgerd.com