

Built to Last or Gone Too Fast!

Becoming a World Class Digital Leader

Prepared by Entwine Digital
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FOREWORDS

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DIGITAL MARKETING:

INTEGRATING STRATEGY AND TACTICS WITH VALUES

A GUIDEBOOK FOR EXECUTIVES, MANAGERS, & STUDENTS

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Snapshot on World Class Digital Leadership

***What I
Hear***

***What I
Read***

***What I
See***

***What
They
Do***

***What
You Do***



Challenges of the Networked Economy

**What I
Hear**

New Values of Millennials

Talent Acquisition

Digital Darwinism...Survival

Exponential Technologies (10X)

Customer Decision Journey (CX)

Leadership for the Digital Economy

Path to Digitally Integrated Organization

Hyperconnectivity

Global Classes	Haves Havenots Hyperconnected
Ideas	X globe in seconds
Commerce	Amazon sales \$83,000/internet min.
Mobile	\$1.2 trillion rev/2020

[Link to Video](#)



<https://www.youtube.com/watch?v=IDIksoWRUcl>



What You Are Saying?



What I Read

- *80% of business leaders expect to digital to take over their industry in two yrs*
- *<50% have implemented a digital strategy at the enterprise level*
- *Only 34 % of business leaders are well prepared for digital in terms of leadership and management practices*
- *Only 21% percent of business leaders would call themselves a digital business today*

* Accenture study



Right priorities ...Vast challenges

Ill-prepared Leaders



What I See

What changes are demanded?

- *World redefined from the outside.. in--Listening*
- *Digital requires high degree of **Collaboration***
- *Focus on **Integration** of values, media, functions, generations
Competitive advantage vs **transformative** advantage*
- ***Digital is about making a resource more information rich and hyper connected to create new sources of value***



Going Digital...

Does not = being digital

= adopting Digital Mindset

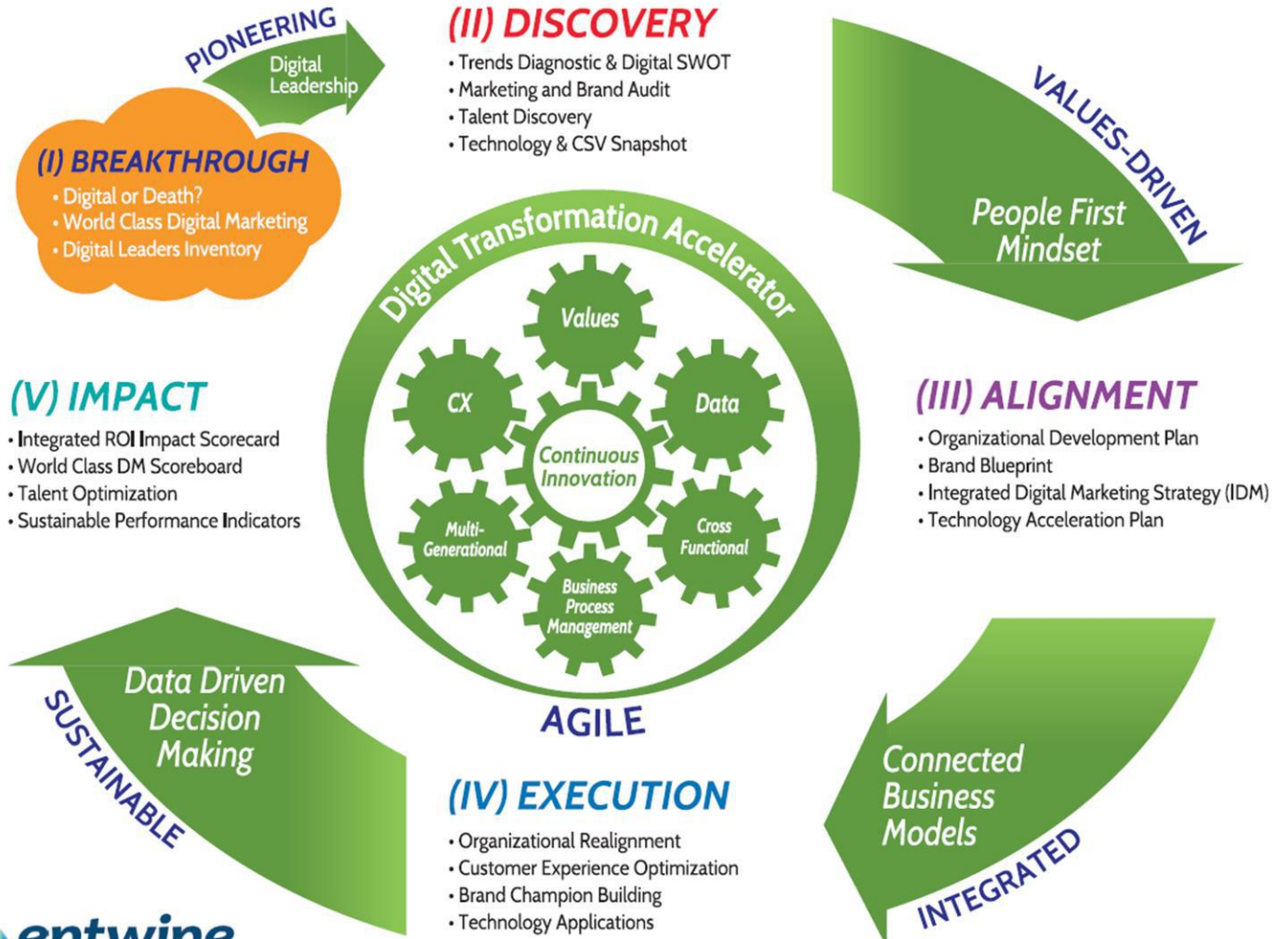


Executive's questions...

- *How do we transition to a Digitally Integrated Organization?*
- *Where do we start ?*

Necessities of Digital Transformation

WORLD CLASS DIGITAL LEADERS





**What
They
Do**

How does a business become a World Class Digital Leader?

Criteria:

- *Pioneering*
- *Values driven*
- *Integrated*
- *Sustainable*
- *Agile*


Pioneering – Leadership Dimension

- Creates the future rather managing the present
- Motivates ongoing learning and change
- Initiates dialogue up and down communications channel



Pioneering... Digital Leadership

Embrace the Tension




Integration VS Stimulation

ROI VS Intuition

Enabler VS Gatekeeper

Collaboration VS Chaos

Formal VS Informal Power



Digital Dualisms

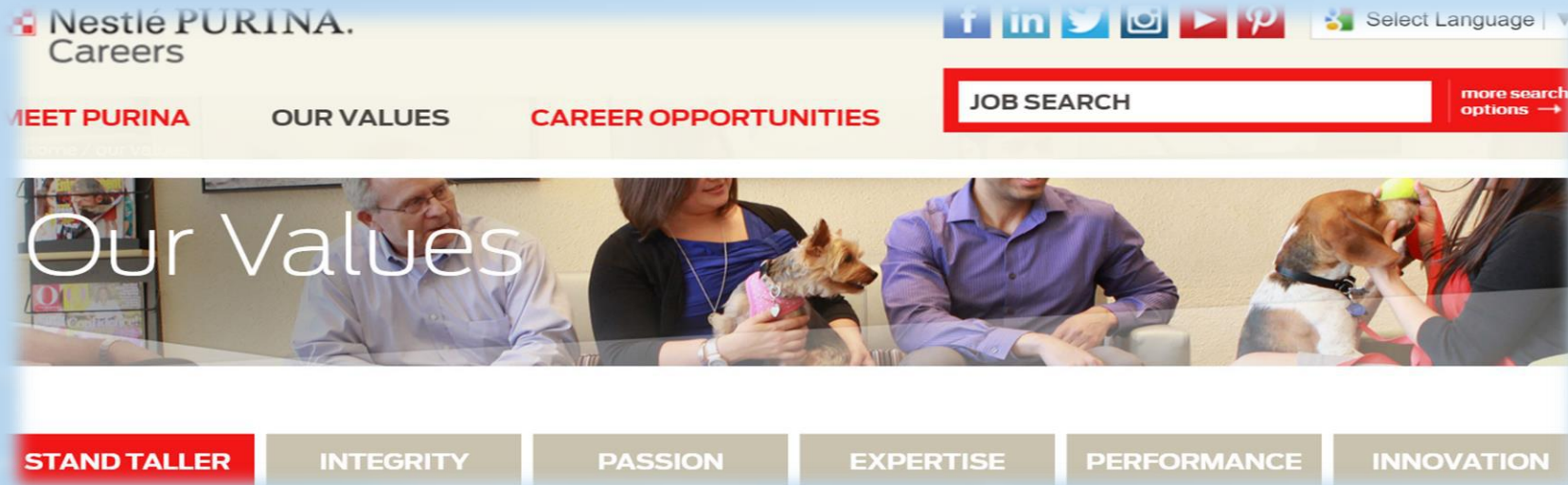


Values Driven – Cultural Dimension

- Incorporates values throughout the entire corporate culture and operations
- Creates an abundance mindset fostering tolerance, creativity and collaboration



Values Driven (People driven mindset)



The screenshot displays the top portion of the Nestlé PURINA Careers website. At the top left is the Nestlé PURINA logo with the word 'Careers' below it. To the right are social media icons for Facebook, LinkedIn, Twitter, Instagram, YouTube, and Pinterest, followed by a 'Select Language' dropdown menu. Below the logo is a navigation bar with links for 'MEET PURINA', 'OUR VALUES', and 'CAREER OPPORTUNITIES'. A prominent red 'JOB SEARCH' button is also visible. The main content area features a large image of four people sitting on a couch with a dog, overlaid with the text 'Our Values'. At the bottom of this section is a horizontal menu with seven categories: 'STAND TALLER', 'INTEGRITY', 'PASSION', 'EXPERTISE', 'PERFORMANCE', and 'INNOVATION'. The 'STAND TALLER' category is highlighted in red.

<https://www.youtube.com/watch?v=eSngb6HyD28>



Integrated- Organizational Dimension

- Integrates vision and capacities- across all media, between generations & functions
- Powers connected business models that boost changing technologies
- Flattens structure and silos to encourage collaboration



Integrated



Integrated digital media campaign

<http://www.dubailynx.com/winners/2015/media/entry.cfm?entryid=678&award=4>

Sustainable – Impact Dimension

- Operational real-time decision making, leveraging data for all touch points
- Delivers efficient outcomes
- Sustains competitive position by optimizing network connectivity
- Incorporates “quadruple bottom line” as the standard to mobilize consumers, empower employees, prosper community and generate shared value for investors



Creating Shared Value



<https://www.youtube.com/watch?v=1vK3cxnP6I4>

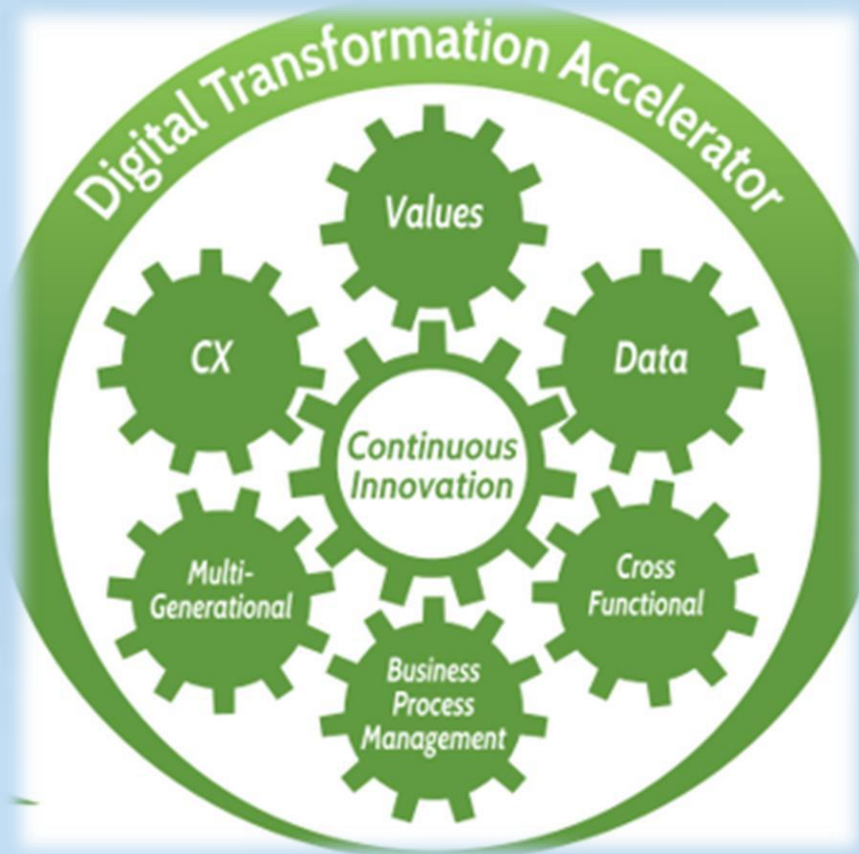


Agile ***Transformative Dimension***

- Deconstructs the business model to generate breakthrough innovation
- Drives customer advocacy –passionately riveted on end-to-end customer experience
- Scales brand - powers conversations, mobilizes influencers
- Leverages millennials' talent with executive expertise

Digital Transformation Accelerator

Change the way you think about and structure change



- **Forces**
 - Creativity vs Continuous Innovation
 - Random chaos vs collaboration
 - Integration vs siloed thinking
- **Function**
 - Manage change and innovation
 - Break down siloes
 - Cross-function departments



Rate your Readiness for Digital Transformation

***What
You Do***

Your assignment compete this scorecard for each characteristic of World Class Digital Leader

Rankings:

- 1 - Demonstrates total absence or resistance to change*
- 2 - Begins effort to implement*
- 3 - Strives to implement change*
- 4 - Realizes significant gains/changes*
- 5 - Achieves complete mastery, excellence*



Thank you!