

Felforgató technológiák és Megnyugtató megoldások

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CEE Ambassador

ExO Works



What are exponential technologies?

Biotech

Neurotech & Medtech

Nanotech

New energy & sustainability

Sensing

IoT

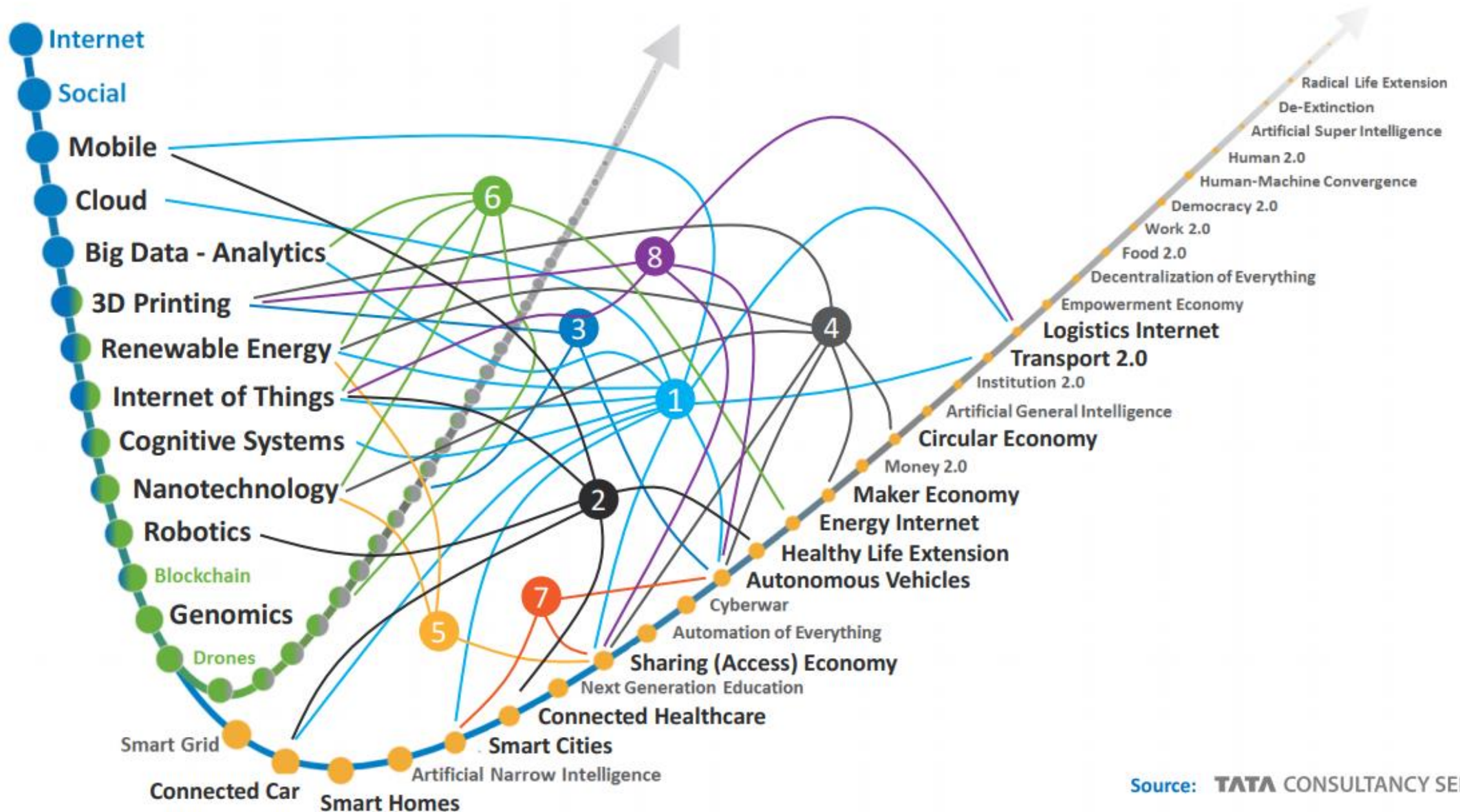
3D printing

Artificial intelligence, machine/deep learning

Robotics & drones

Blockchain

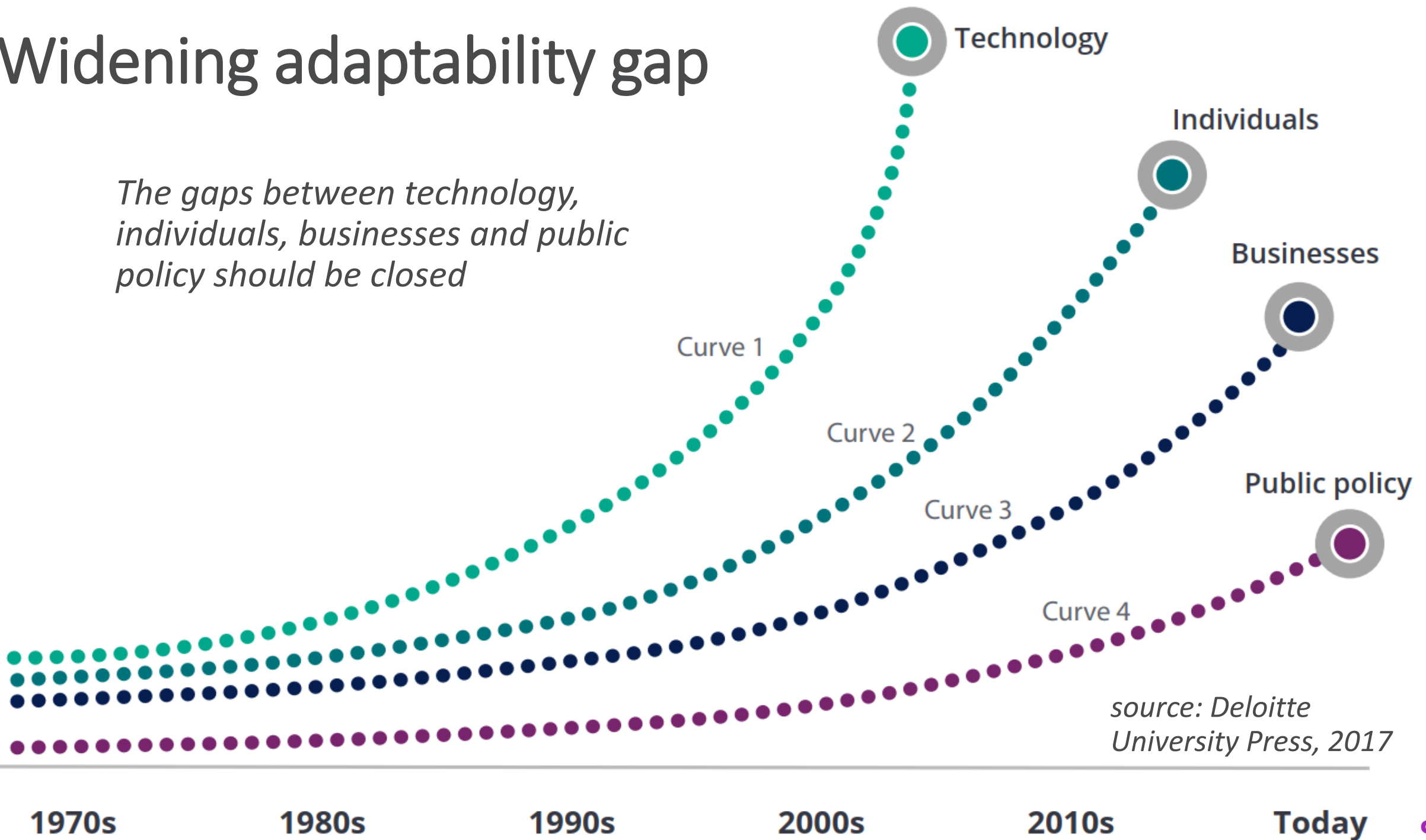
Intersecting technologies – Parallel Gutenberg moments



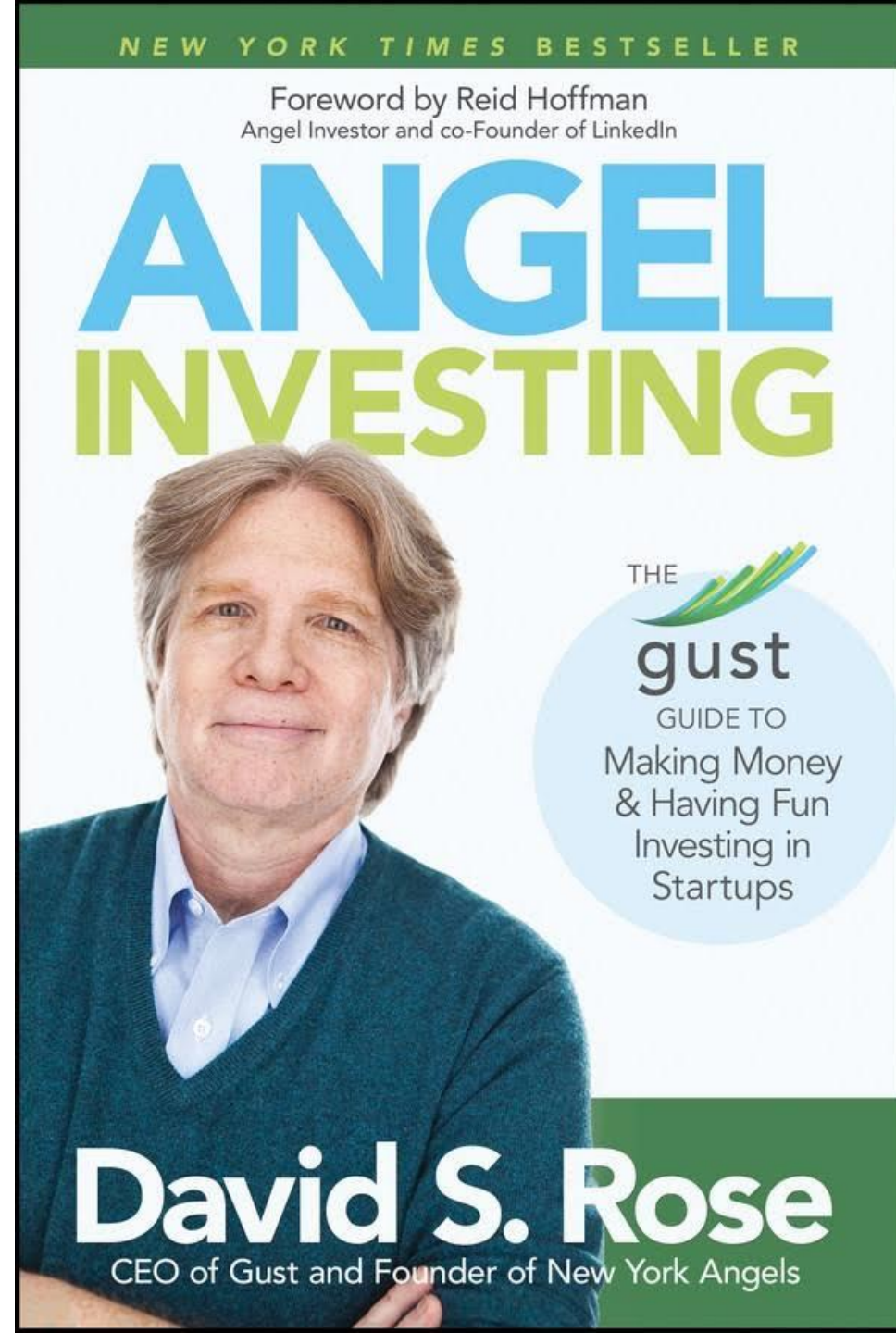
Widening adaptability gap

The gaps between technology, individuals, businesses and public policy should be closed

Rate of change



*„Any company
designed for success in
the 20th century is
doomed to failure in
the 21st”*



EXPONENTIAL ORGANIZATIONS

exoworks

Why new organizations are ten times
better, faster, and cheaper than yours
(and what to do about it)

SALIM ISMAIL

with MICHAEL S. MALONE and YURI VAN GEEST

FOREWORD and AFTERWORD by PETER H. DIAMANDIS

A SINGULARITY UNIVERSITY BOOK

The ExO formula

$$\left[\begin{array}{c} \text{ExO} \\ = \\ \text{MTP} + \text{SCALE} + \text{IDEAS} \end{array} \right]$$

Massive Transformative Purpose (MTP)

The higher, aspirational purpose of the organization.

The MTP serves as a guiding principle when key decisions need to be made.

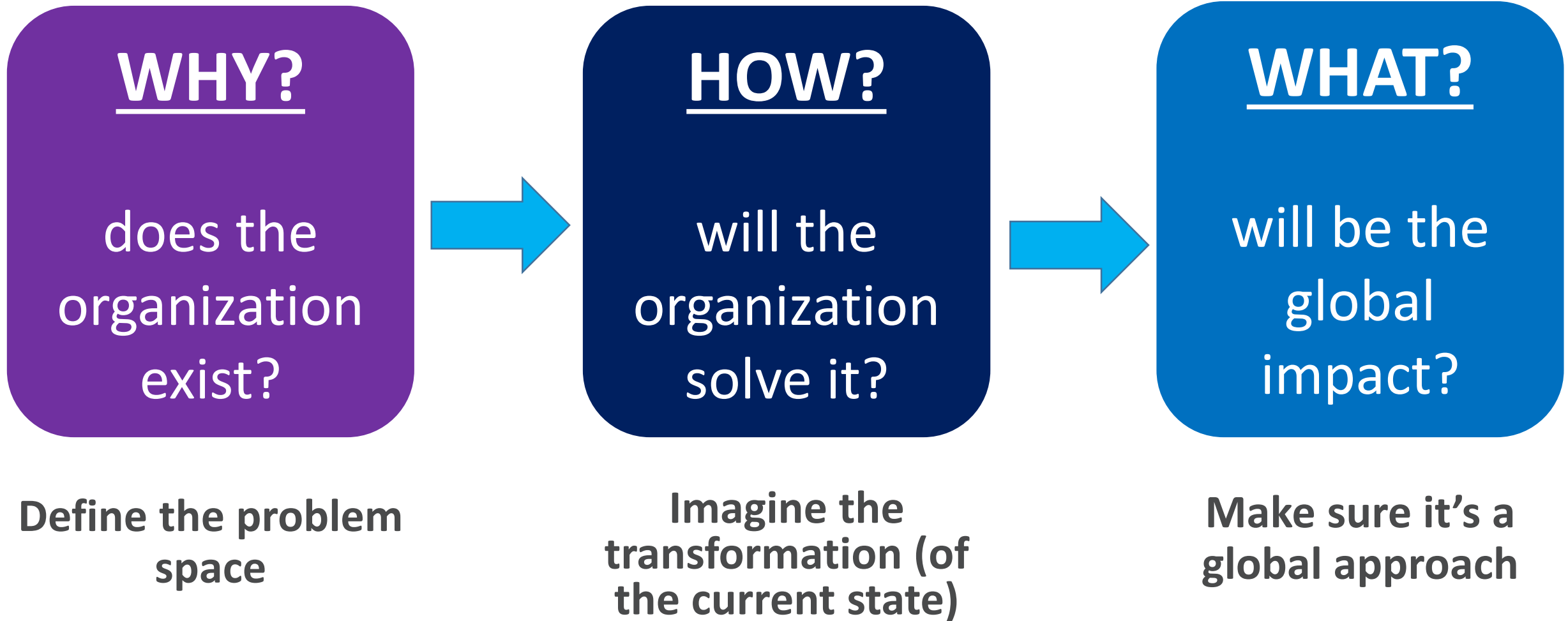
an MTP is:

- Emotional: reaches hearts and minds
- Credible: stakeholders need to be confident in their daily work
- Simple: clear and easy to understand
- Guide people: from the inside and outside
- Guide scale: when needed
- About passion

An MTP is NOT:

- Just about the organization: not a vision statement
- Only about the „How To”: not a mission statement
- A marketing slogan
- A sentence for us („we): not about business
- The value proposition: not the literal promise

3 steps to create an MTP



MTP examples

“Organize the World’s Information.”

GOOGLE

“Make the world healthier.”

PHILIPS

“Create a better everyday life for people.”

IKEA

“Changing business for good.”

VIRGIN GROUP

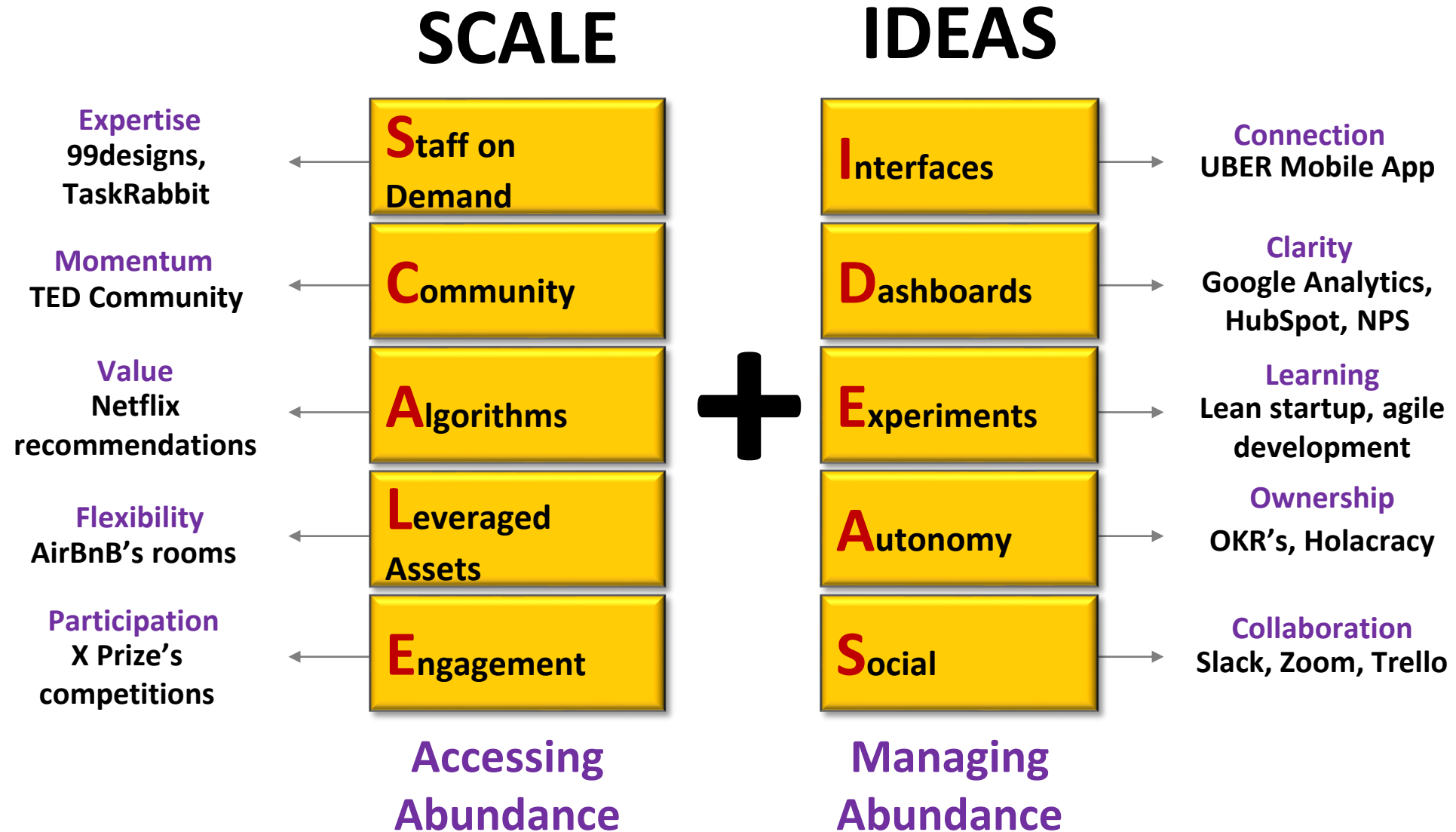
“Ideas worth spreading.”

TED

The ExO formula

$$\left[\begin{array}{c} \text{ExO} \\ = \\ \text{MTP} + \text{SCALE} + \text{IDEAS} \end{array} \right]$$

The ExO attributes



Global impact – stock market effect

In a partnership with Hult School of Business, we tracked and scored the Fortune 100, from 2014 to 2016 on how exponential the organization and paired that against their returns.

Top 10

Fortune 100 Company	ExQ
Google	72.9
Amazon	66.2
Apple	62.6
International Business Machines (IBM)	61.0
Verizon Communications	58.8
General Electric	56.6
Microsoft	55.9
Cisco Systems, Inc.	55.8
The Walt Disney Company	54.8
Oracle Corporation	54.0

+26.7%

S&P +9.9%

Bottom 10

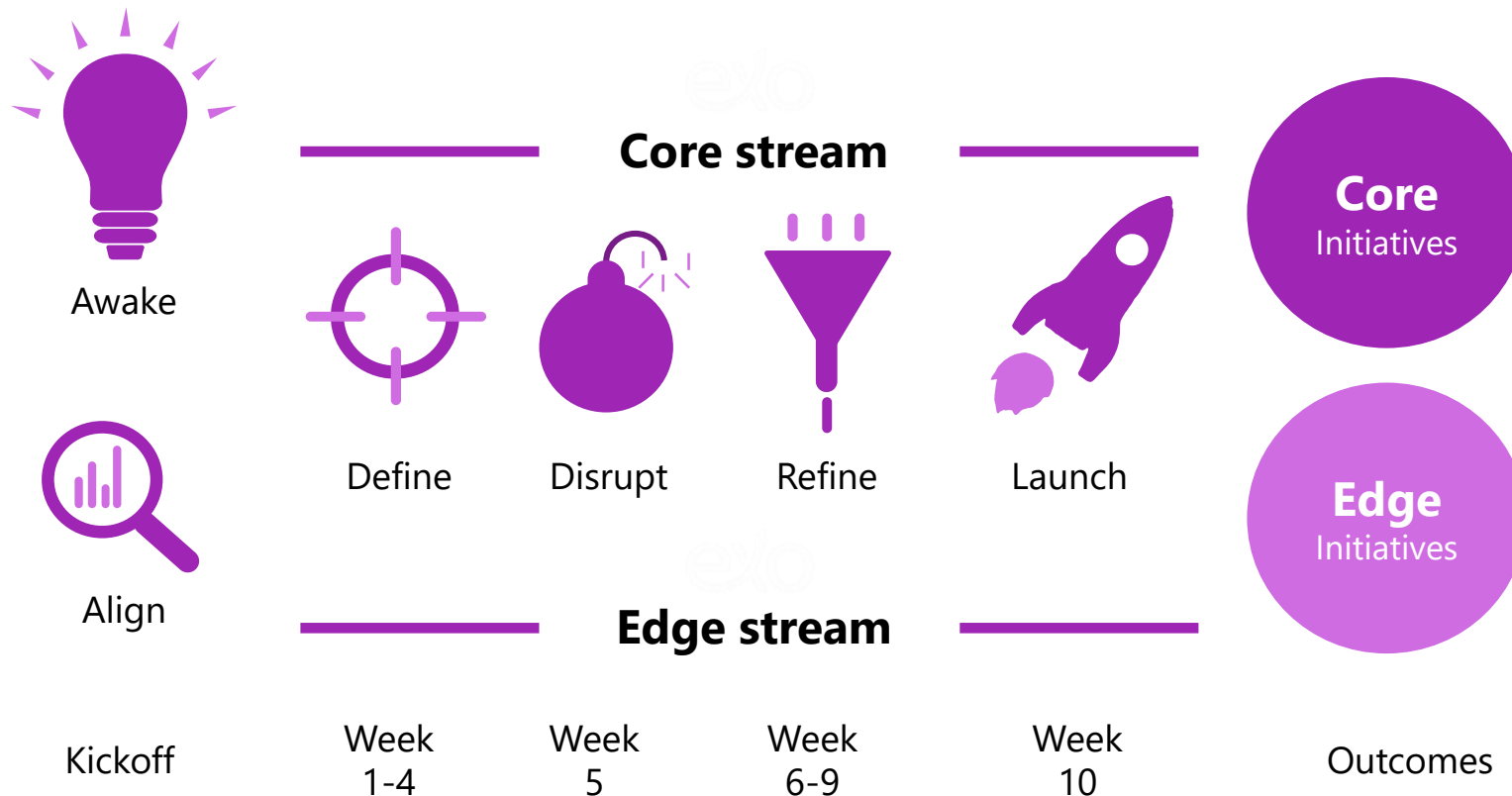
Fortune 100 Company	ExQ
Costco Wholesale	32.0
Phillip Morris International Inc.	31.6
Hess Corporation	31.3
HCA Holdings, Inc.	31.0
Phillips 66	30.7
Tesoro Corporation	30.0
Valero Energy	29.8
Plains GP Holdings, L.P.	27.5
Energy Transfer Equity, L.P.	26.5
Enterprise Products Partners L.P.	23.0

-1.7%

*ExQ is an automated scoring algorithm based on ExO attributes.

How to become an ExO? The ExO Sprint

The 10-week program is divided into various stages where **certified ExO Coaches** guide the senior management in discovering new internal (CORE) and external (EDGE) initiatives, while educating them on the methodology behind exponential organizations. The goal is to implement new initiatives that transform the organization into an exponential organization (an ExO).



The case of P&G

P&G is a public Fortune 100 company with \$70.7 billion in sales and 110,000 employees in 70+ countries.

P&G's **challenge** was how to transform and update its inner workings to be able to incorporate disruptive innovation into the organization and ensure continued leadership in that space for the next ten years.

Before the sprint

Transactional oriented business unit

Ideation stagnation

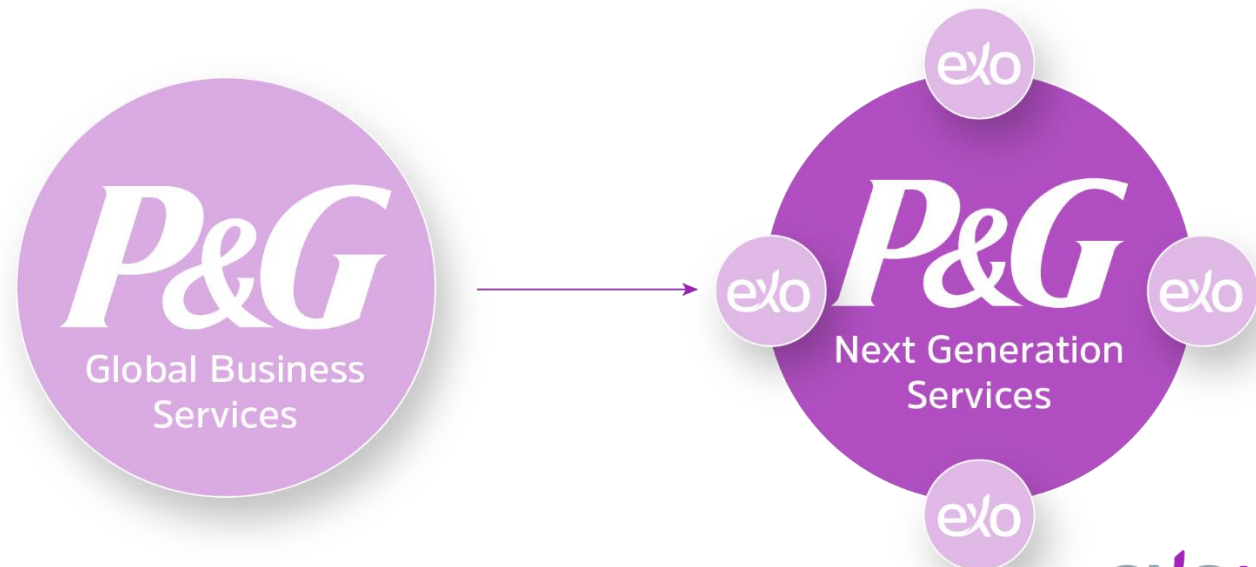
Resistance to:

- New technologies
- Adapt services to new context
- New mindset

After the sprint

New massive transformative purpose (MTP)

- Created new innovation division, learned to run their own Sprints
- Have launched 25 initiatives to date
- 8 are on track to deliver \$50M+ in value or 10x lift in customer satisfaction
- Turned several IT shared services into revenue generators



The case of IKÉ Asistencia

IKÉ Asistencia is a multinational organization providing independent assistance: medical assistance, travel, roadside, home, employee, and legal.

Annually, IKÉ handles more than 4.4 million cases including nearly 33,000 repatriations on behalf of insurance companies, tour operators, corporates, governments and non-profit organizations.

Before the sprint

Service oriented approach

Roadblocks in B2B2C model

Resistance to:

- New mindset
- Consumer marketplace
- New platforms & technology

After the sprint

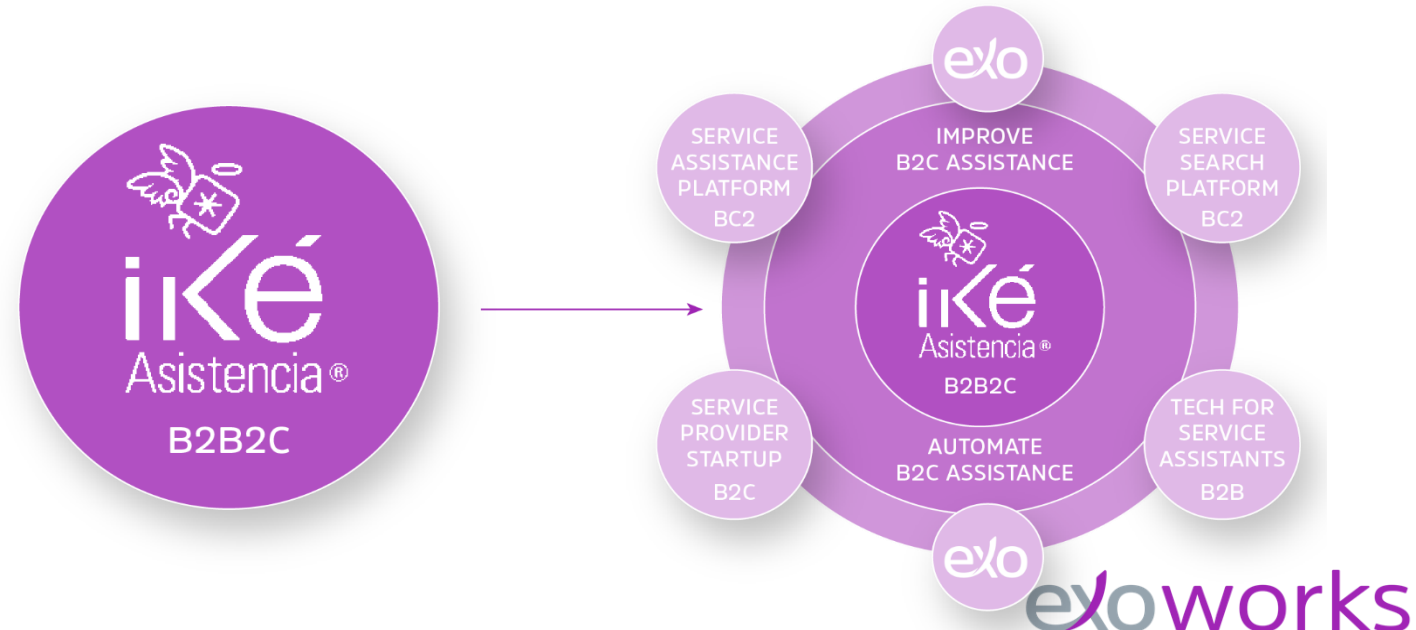
New MTP & Innovation Lab

Six initiatives: four external, two internal

- Platform based model & industry innovation

Implementation of B2C processes & tools

- Initiate community & automation



Some business leaders who have sprinted with us



Tim Hockey
CEO, TD Ameritrade
USA



Fernando Teles
Country Manager, Visa
Brazil



Jim Lore
CEO, Stanley Black and
Decker
USA



Josue Alencar
CEO, Springs Global
Brazil

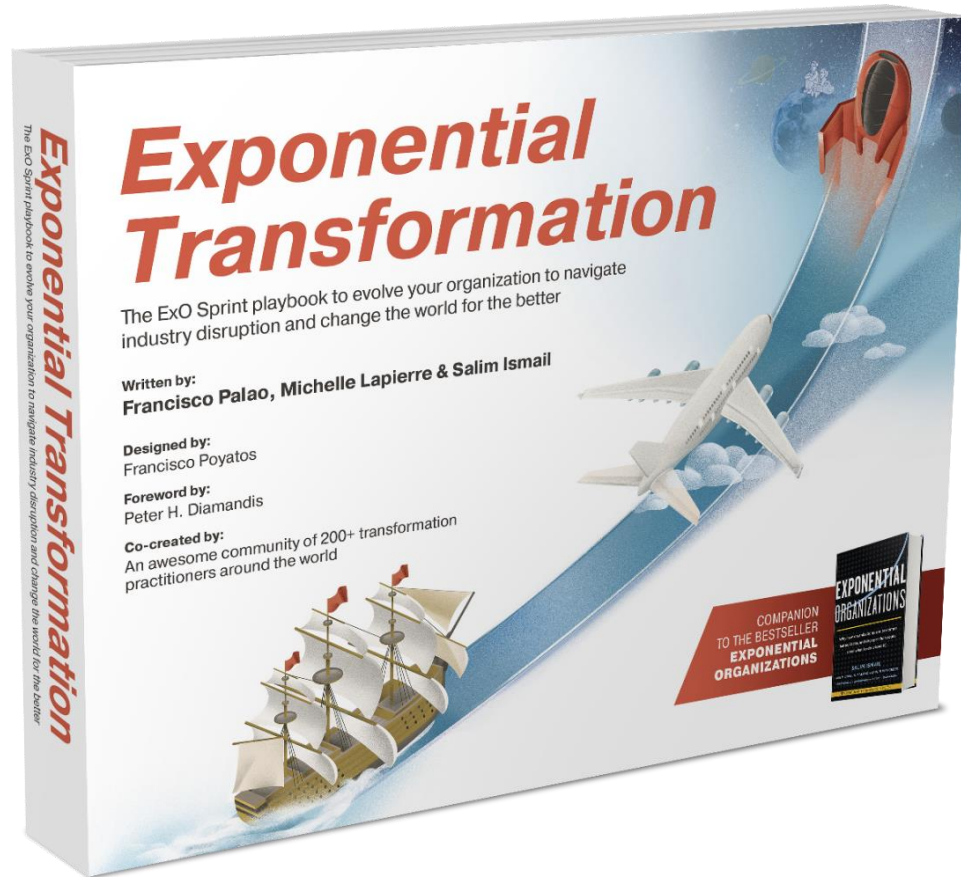


Jaime Echegoyen
President, Sareb
Spain



Tony Saldanha
VP, P&G
USA

How to transform?



ExO Lever: The global transformation ecosystem

<https://www.exolever.com/>

Virtual Book Launch Event on **September 20th, 2018** from **18:00-20:00 CET**

<http://www.exponentialtransformationbook.com/>

*“Today, if you’re not disrupting yourself someone else is;
your fate is to be either the disrupter or the disrupted.
There is no middle ground.”*

Salim Ismail (co-founder of ExO Works)

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<https://www.exo.works/>

exo**works**