Digital Engagement

making
responsible behaviour
the cornerstone of
digital transformation

Kankan*Tree
DIGITAL AGE – RESEARCH + CONSULTING

An Engaged Person
is a Better Person

Employee – Citizen – Consumer:

Change your
Behaviour and
Change the World

Digitisation is disrupting our Lives, Organisations, and Society

"Data is the oil of the 21st century and Algorithms are the vehicles it fuels"

Hyper-connectivity The number of people and things (IoT) that are connected thru the internet continues to grow exponentially, with an ever increasing speed of communication

Hyper Intelligence Artificial intelligence (AI) and machine-learning become more powerful and affordable, and are outperforming humans in a growing number of tasks

Pervasiveness Not only are we turning every aspect of life and business into data (Big Data), the technology is everywhere and available to us all the time

Virtualisation The smart phone and sensorification give us an almost perfect interactive copy of the world in cyberspace, blurring the lines between the physical- and virtual worlds

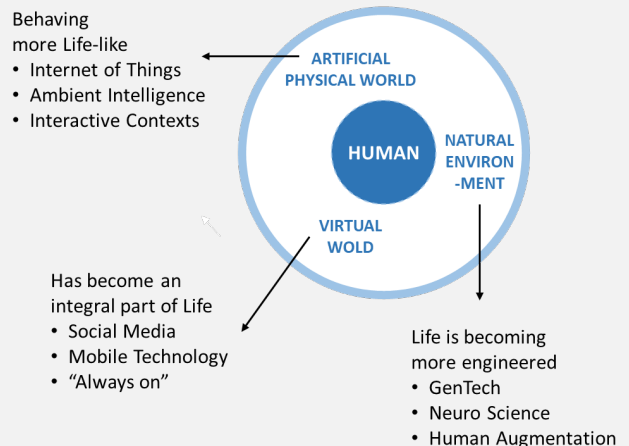**Is your organisation ready for its inevitable Digital Transformation?**

THE IMPACT OF DIGITAL TECHNOLOGY IS MORE PROFOUND THAN WE CAN FORESEE

The Digital age brings threats - eg. cyber crime, job displacement, disruption - and opportunities

Opportunities to solve some of societies' most pressing problems or to create new businesses

Change is so vast and so complex that we need to find a new paradigm and new tools to thrive

Our research led consulting approach aims for a renewed understanding of human behaviour and human organization, fitting today's technology

Behaving more Life-like
• Internet of Things
• Ambient Intelligence
• Interactive Contexts

ARTIFICIAL PHYSICAL WORLD

HUMAN

NATURAL ENVIRON-MENT

VIRTUAL WOLD

Has become an integral part of Life
• Social Media
• Mobile Technology
• "Always on"

Life is becoming more engineered
• GenTech
• Neuro Science
• Human Augmentation

Four Levers of Digital Transformation

Digital Leadership

Leaders in organisations must have an in-depth understanding of the drivers of societal and technological change. They understand that Digitisation, unlike "old school" ICT, cannot be delegated to the CIO. True leaders will bridge the Digital Chasm and adopt non-linear thinking

Purposeful Digital Strategy

Determining where to sit on the innovation spectrum – optimisation, adoption, adaptation, transformation – is driven by the possible impact of Digital Technology on business models. In times of turbulence, having a defined Purpose engages all and guides the change process

Organisation Redesign

Digitisation requires and enables new capabilities and an emphasis on certain organisational design principles, e.g. agility, culture, trust, engagement, and collective intelligence. Platform technologies within organisations and ecosystems enable network-based processes and ways of working

Smart Society

Solving today's big societal problems is no longer the sole responsibility of governments. Digitisation enables business, government, science and citizens to collaborate and create a society that is sustainable, inclusive, and prosperous. New value-creation and –sharing approaches will emerge

Design Digital Engagement to foster Responsible Behaviour

*"We could change the situation we are now in. Probably **not by technologizing** our way out of it, but by radically changing our **behavior**"*

Stephen Emmott, "10 Billion", 2013

For the first time in human history we are on the brink of a world – enabled by digital technology – that is completely "man made". With this great power comes great responsibility. Let us beware and behave

Just Imagine!

We are reaching planetary boundaries and (global) inequality is becoming problematic. What if technology could help us solve this?

Engagement Deficit

The high speed and vast complexity of change render some disengaged. Just at a time when we need more of us to be inspired to bring our ingenuity into play

All problems are Behavioural problems

Society cannot afford anyone – employees, citizens nor consumers – not being part of the conversation, doing their part, and behaving responsibly

Digital Transformation Point of View

Using technology to influence behaviour and engagement is seen as the cornerstone when designing solutions and crafting innovative businesses, services and policies

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THE SEVEN IMPERATIVES FOR DIGITAL ENGAGEMENT

Leaders need to understand digitisation and the "laws of engagement" to transform their organisations. As individuals we must do our part to engage and not be left behind

BUSINESS imperatives

- True Responsibility (beyond CSR)
- Nudging of Employees and Customers to create and capture Value

GOVERNMENT imperatives

- E-Government and fostering of Responsible Citizenship
- Countervailing Power for Big Tech co's
- Leading the way to Ethical Invention

INDIVIDUAL imperatives

- Engagement:
  Informed, Involved, Inspired
- Resilience thru Continuous Education:
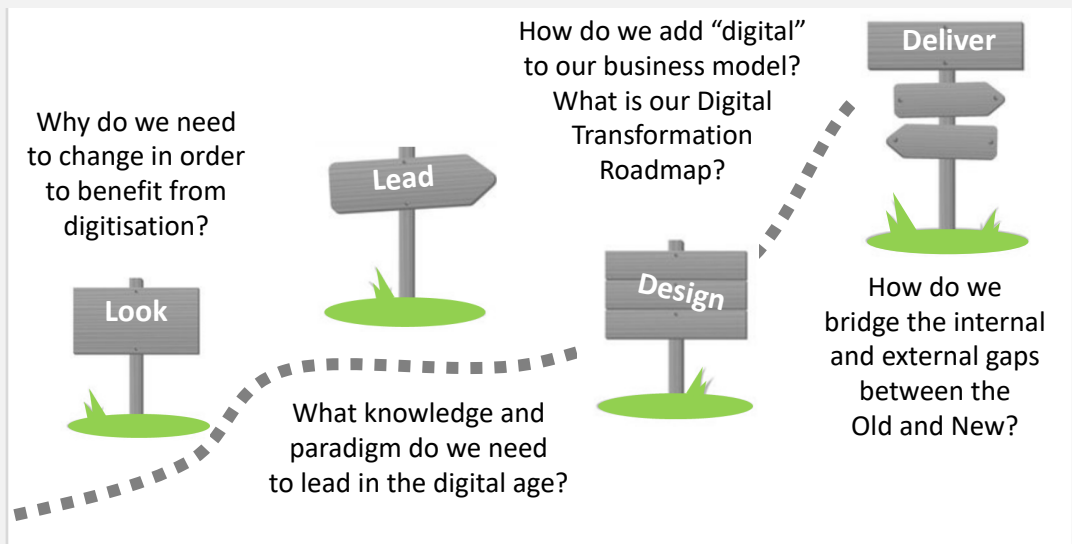 Resourceful, Respectful, Responsible*

* Source: Jill Jenkins, 2015

Shaping your Digital Future

KANKAN*TREE KEEPS YOUR DIGITAL TRANSFORMATION JOURNEY "ON TRACK"

Stages in Journey

How do we add "digital" to our business model? What is our Digital Transformation Roadmap?

Deliver

Why do we need to change in order to benefit from digitisation?

Lead

Look

Design

How do we bridge the internal and external gaps between the Old and New?

What knowledge and paradigm do we need to lead in the digital age?

Value Proposition Kankan*Tree

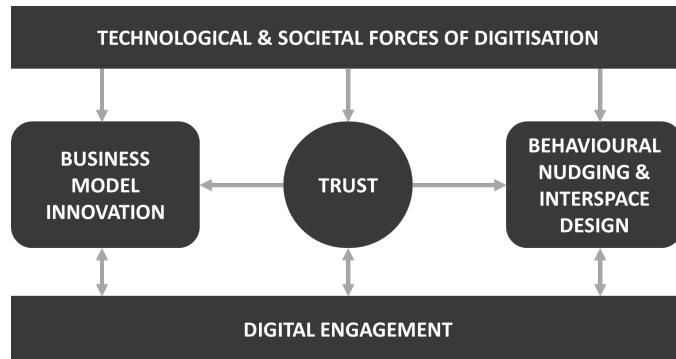| Digital Maturity Scan*	Masterclass Digital Transformation	Discovery Driven Design Thinking*	Transformation Management
Consultant	**Teacher**	**Facilitator**	**Bridge Builder**
Assess organisational readiness (re. behaviour, value creation, ICT) to embrace digitisation and advise management on the next steps	Provide a basic but comprehensive understanding of the forces of digital technology and give tools to apply this insight to the own organisation	Facilitate strategic decision making about the Business Model and Roadmap by using a proven method that combines design with discovery	Support (project) leadership to manage their innovation ecosystem and integrators, by bridging cultural, technological and information gaps

Research led Consulting

Our research at the intersection of Digitisation, Governance, and Behaviour aims to understand how we can improve Digital Engagement. So we can use this research foundation to build actionable strategies and practical policies

Trust

43% of people are willing to share their personal data if it benefits society (Catapult 2015)

Research Framework

TECHNOLOGICAL & SOCIETAL FORCES OF DIGITISATION

BUSINESS MODEL INNOVATION

TRUST

BEHAVIOURAL NUDGING & INTERSPACE DESIGN

DIGITAL ENGAGEMENT

Trust

Trust becomes the invisible hand of the digital age as we move more of our lives to cyberspace

- How does trust impact behaviour?

- How to regain or improve trust?

- How to embed trust in technology?

Unique & Multi-disciplinary

- Behaviour Economics

- Social & Persuasive Technology

- Culture & Ethics

- Organisation Design & Coordination Theory

Worldwide only **13%** of employees working for an organisation are engaged, meaning they are involved in, enthusiastic about and committed to their work (Gallup 2017)

Research Themes

- Business- & Services Models

- Nudging and Trust

- Impact of Digitisation

- Ecosystem Plays

Joint Research   Kankan*Tree offers organisations the opportunity to engage in tailored research for the purpose of strategy, change, and policy design

- Industry or sector analyses
- (Behavioural) Surveys
- Nudging Experiments
- MSc Thesis projects

About Kankan*Tree

Philosophy	Seeking insight, spreading and sharing ideas, and working in business ecosystems nourish the creativity needed to design solutions for the Digital Age
Mission	To digitally transform organisations and the way they engage citizens, consumers and employees
Services	• Business Consulting & Facilitation • Digital transformation Masterclass • Implementation "Bridge Building" • Inspirational Speaking • Joint Research Initiatives
Founder	Haydee Sheombar has more than 20 years experience working with PWC and IBM as a management consultant, business development executive and Smarter Cities leader. Working at the intersection of business and ICT, she has helped international (board room) clients to design strategies and implement change. She has extensive experience in both the Public- and Private sector, and holds a MSc degree in Electrical Engineering and a PhD in Economics

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