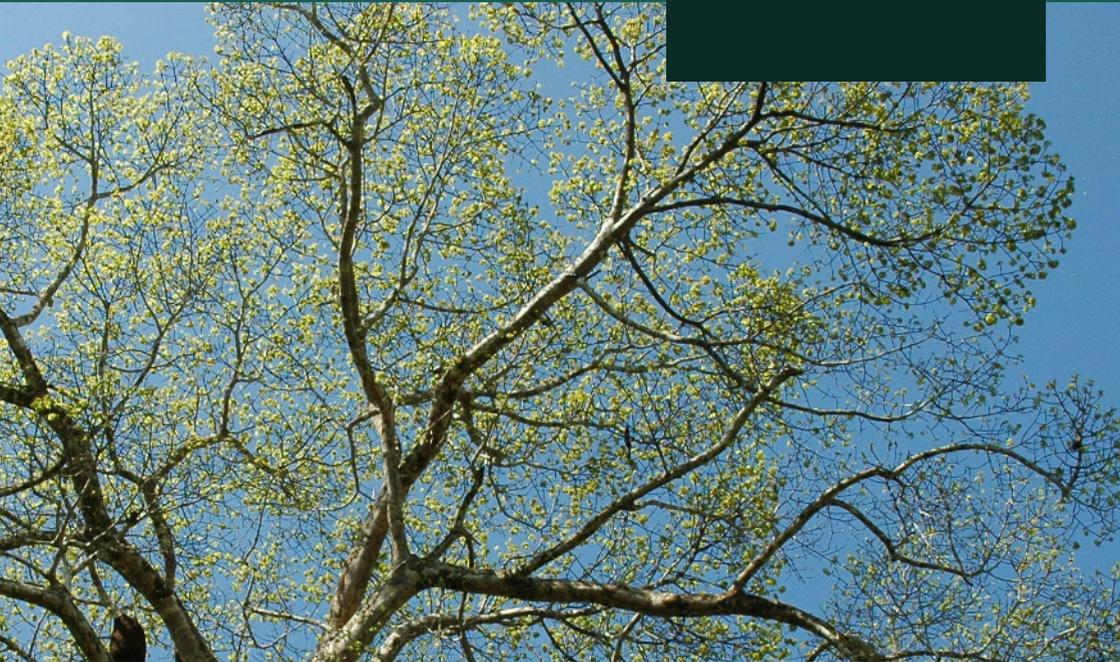


# Digital Engagement

Making  
behaviour  
the cornerstone of  
digital  
transformation



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**Kankan\*Tree**  
DIGITAL AGE  
RESEARCH + CONSULTING



## Digitalisation is disrupting our Lives, our Organisations and our Society



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

*Stephen Emmott,  
"10 Billion", 2013*

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

### Hyper-connectivity

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

### Hyper Intelligence

Artificial intelligence (AI) and -agents 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

Smart devices and sensorification give us an almost perfect interactive copy of the world in cyberspace, blurring the lines between the physical- and virtual worlds.

The confluence of these four forces cause profound and accelerating change. Systems become ecosystems. People who cannot keep up, may disengage. New business models emerge. Jobs change. Democracies falter.

*Are we ready for this  
inevitable Digital Transformation?*

## The physical- and virtual world merge into one AI engrained world

The Digital Age brings threats - eg. cyber crime, job displacement, mis-information - and opportunities. Opportunities to solve some of societies' most pressing problems. However, 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.

The "One World" **paradigm** fosters systemic change. It requires us to **change** the way we build systems, organise ourselves and make policies.

### Behaving more life-like

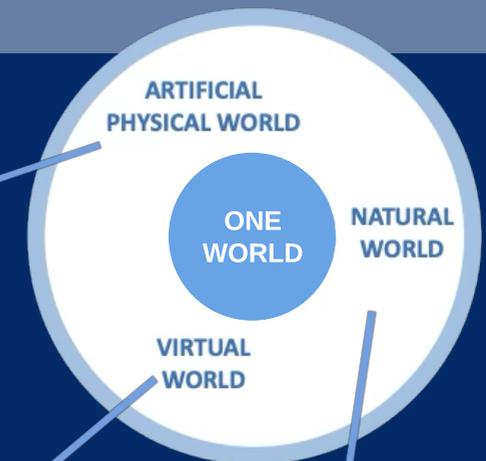
- Internet of Things
- Ambient Intelligence
- Automization

### Has become an integral part of life

- Social Media
- Artificial Agents
- "Always on"

### Life is becoming more engineered

- GenTech
- Neuroscience
- Human Augmentation





An **Engaged** Person  
is a **Better** Person.

Change your  
**Behaviour** and  
change **the World**.

## Design Digital Behaviour to foster Engagement and Systemic Resilience

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, for each of us.

By taking behaviour in socio-technical systems as the cornerstone of transformation, we aim to understand and change individual engagement and increase both organisational as well as ecosystemic resilience.

### Just imagine!

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

### 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.

### Engagement deficit

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

### Digital Transformation point of view

Using technology to influence behaviour of people and adjacent systems is seen as the cornerstone when designing solutions and crafting innovative businesses, services and policies.

# 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 Digitilisation, unlike “old school” ICT, cannot be delegated to the CIO. They 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 and processes. In times of turbulence, having a clear purpose engages all and guides the change process.

## Organisation Redesign & Change Management

Digitalisation requires and enables new capabilities and an emphasis on design principles, e.g. agility, culture, trust, engagement and collective intelligence. Platform technologies within organisations and ecosystems enable new ways of working.

## Smart Society

Solving today’s big societal problems is no longer the sole responsibility of governments. Digitalisation enables business, government, science and citizens to collaborate and create a society that is sustainable, inclusive and prosperous. New ways to create and share value will emerge.

## The imperatives for digital transformation

The speed and complexity of change today means that there are no simple recipes. Leaders need to understand digitalisation and the “laws of engagement” to transform their organisations. As individuals we must do our part to become digitally literate and not be left behind. Unnecessary technology 'backlash' must be avoided. Adhering to the following imperatives may ensure that digital transformation really drives (systemic) behavioural change for good.

### BUSINESS imperatives

- Innovate with digitalisation, data and AI
- Nudge employees and customers to create and capture value
- Practise Social Responsibility

### GOVERNMENT imperatives

- Foster responsible (corporate) citizenship
- Provide countervailing power for Big Tech
- Safeguard ethical design and public values

### INDIVIDUAL imperatives

- Stay engaged:  
Informed, Involved, Inspired
- Become resilient through continuous learning:  
Resourceful, Respectful, Responsible\*

\* Source: Jill Jenkins, 2015



## Research led Consulting

Our research at the intersection of Digitalisation, Governance and Behaviour aims to understand how to improve digital engagement and systemic resilience. This is done in order to use this research foundation to build actionable strategies and practical policies.

### 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?

Worldwide  
**62%**

of employees working for an organisation are not engaged; meaning they are not involved in-, enthusiastic about- and committed to their work. (Gallup, 2024)

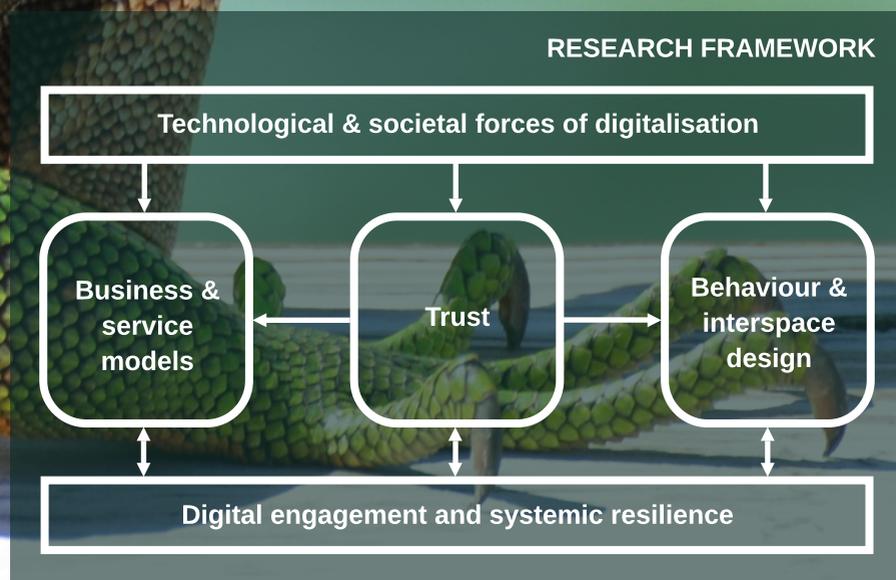
**61%**

of people fear foreign attacks on their media to inflame differences. (Edelmann Trust Barometer, 2024)

### Research Themes

- Platforms & ecosystems
- Organisation (re)design
- Behaviour & engagement
- Trust, culture & AI ethics
- Governance of technology

### RESEARCH FRAMEWORK



# About Kankan\*Tree

## Philosophy

Seeking insight, spreading and sharing ideas and working in business ecosystems, nourish creativity needed to design solutions for the Digital Age.

## Mission

To digitally transform organisations and the way they engage citizens, consumers and employees.

## Service

- Business Consulting & Facilitation
- Digital transformation Masterclass
- Inspirational Speaking
- Joint Research Initiatives

## Founder

Haydee Sheombar had more than 20 years experience working with PWC and IBM as an international management consultant, business development executive and Smarter Cities leader, when she founded Kankan\*Tree.

Working at the intersection of business and digital technology, she helps international (board room) clients to design strategies and implement change. She has 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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