

# DIGITAL FUTURES PRESENTATION

Do you feel left behind?

SPECIFICALLY DESIGNED FOR YOUR AUDIENCE

## LIVE DIE RE-IMAGINE



In this presentation, John will share with your people the three simple steps to growing digitally and successfully navigating future technology.



Customised to your organisation, the ideas will relate directly to the industry your people are faced with each day. We will focus on the steps needed to remain successful, whilst holding onto your vision for the future within our hyper-connected world.



John will help you reimagine your business model, whilst strengthening your firm's ability to leverage leading edge technologies appropriate to your stage of business growth.

### What clients say

"We were so delighted with John Hale's keynote presentation "Growing Digital Wings" at our Annual Digital Conference. John's presentation was so well received, that we scheduled it again on the second day of the conference, so even more people could learn from John."

Margaret Blade - CEO | Regional Development Australia.

## Be more AGILE

### The Three Simple Steps to Achieving Your NEXT VERSION & Your DIGITAL DESTINY

WHAT YOUR PEOPLE WILL TAKE AWAY...

### LIVE

- Learn the *business growth stages* and *success factors* for each stage.
- Decide if you will be more *systems* or more *customer focused* or *both*.
- Grow digitally via *reach, richness, response, range and removal*.

### DIE

- Learn why *96% of business models fail within a decade*.
- Identify products, platforms and customers that must be *cannibalised*.
- Explore probable risks to your *internal* and *external* digital platforms.

### RE-IMAGINE

- Learn to reimagine your *value chain and business ecosystem*
- Identify customer experiences which will disrupt your *value proposition*.
- Explore new sources of *competitive advantage* using digital futures.

