

DEEP

Digital Experience for Executives Program

Exponential Thinking + Leading Transformation

Kyle Hermans





An extremely rapid increase



The Art of getting people to
want to do what needs to be done



Exponential Thinking + Leading Transformation

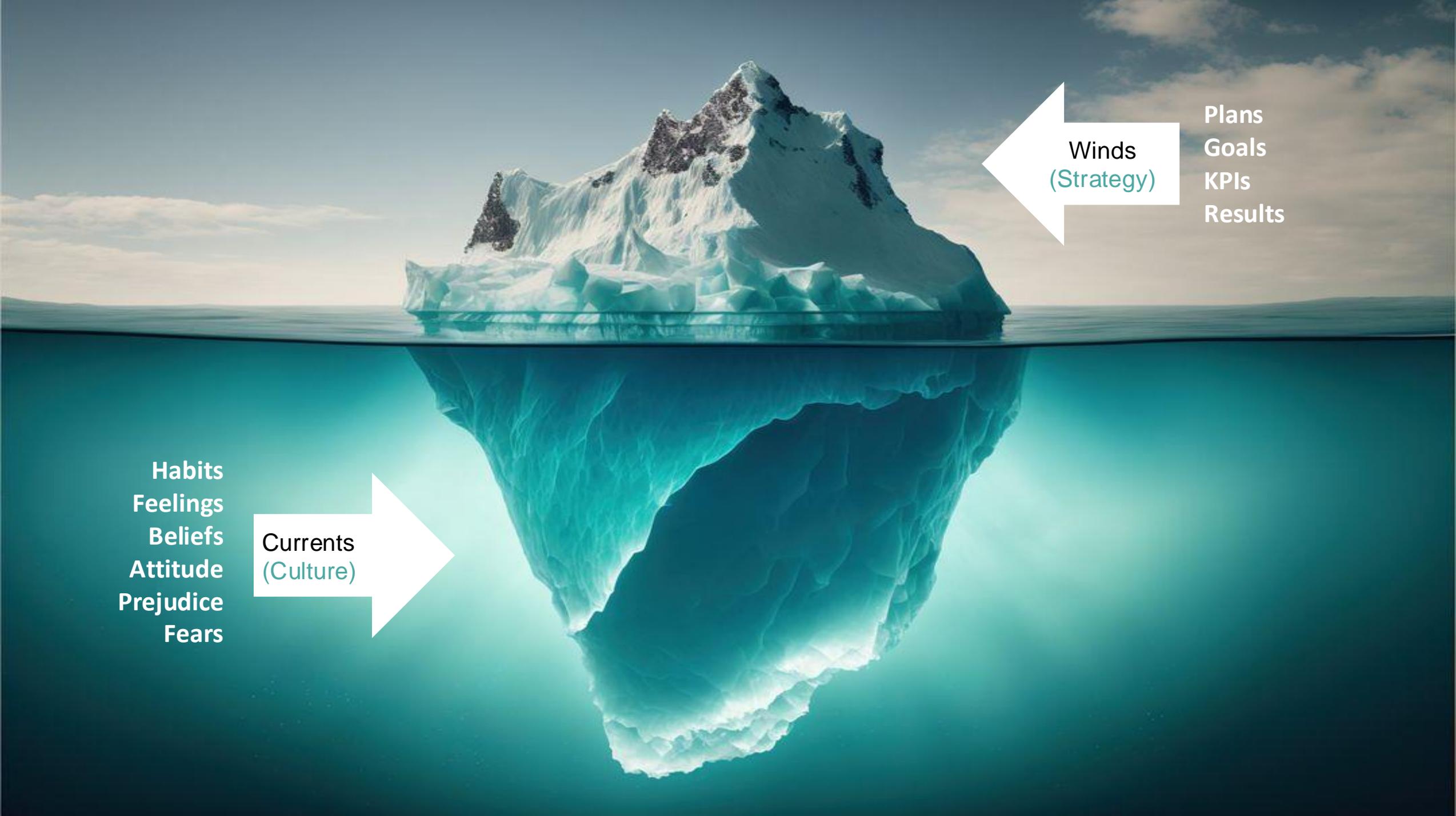


Process of using our mind
to consider, reason and produce thoughts



A complete change
in appearance and character



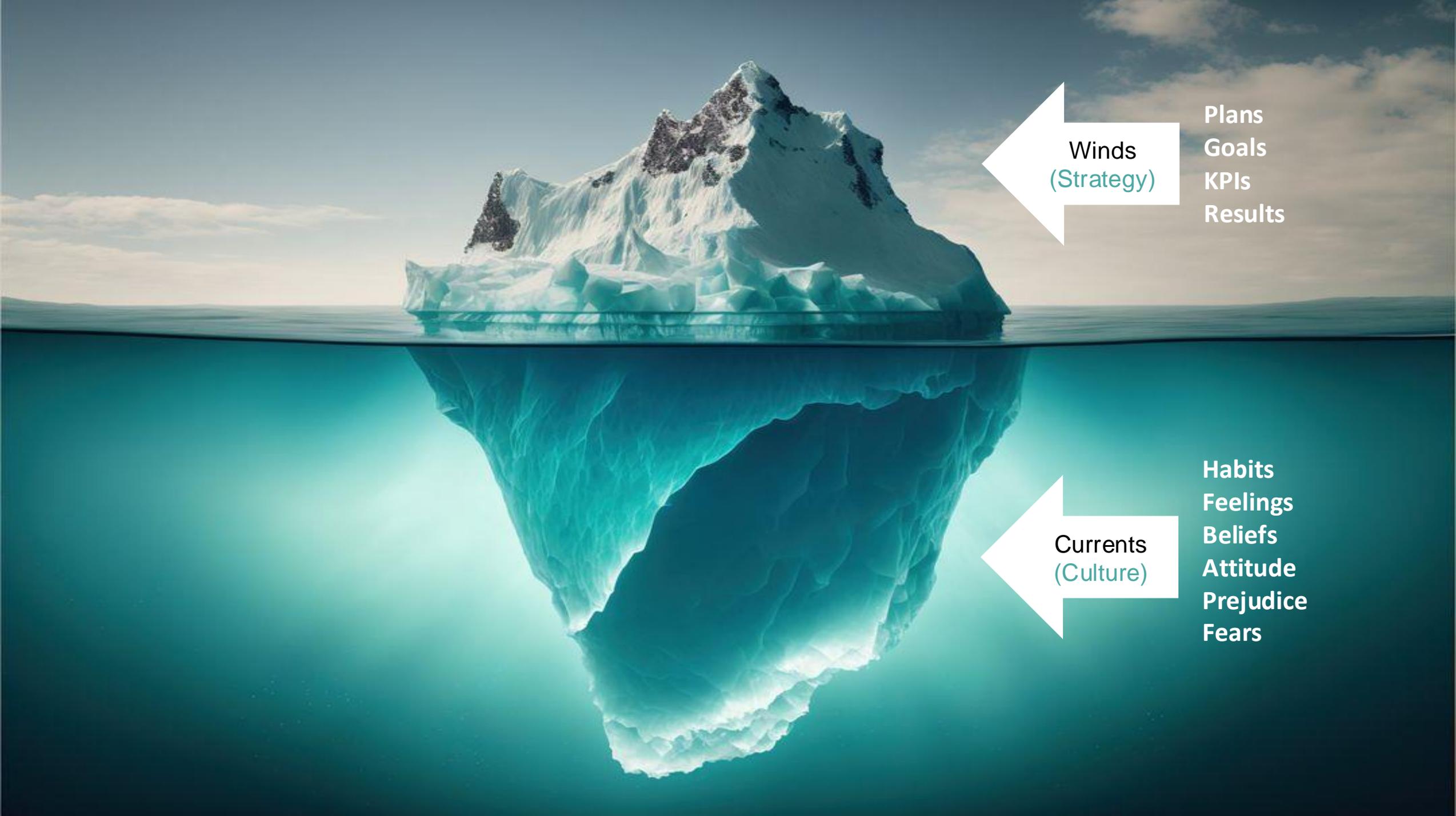


Winds
(Strategy)

Plans
Goals
KPIs
Results

Currents
(Culture)

Habits
Feelings
Beliefs
Attitude
Prejudice
Fears



Winds
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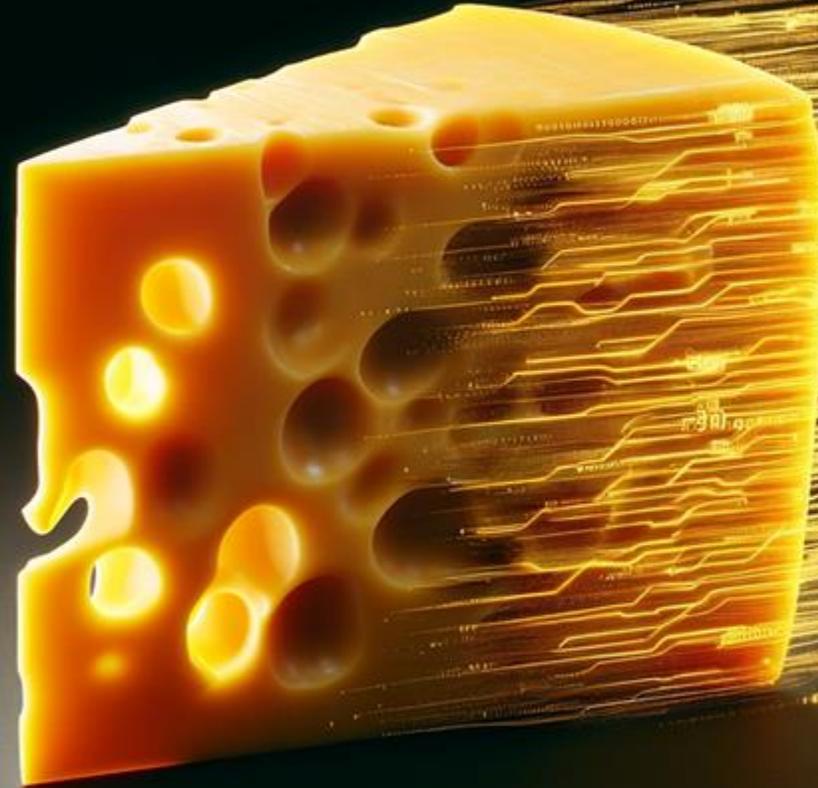
Habits
Feelings
Beliefs
Attitude
Prejudice
Fears



Courageous Explorers



Who
transformed
my **cheese!**?





The Future is already **here**
its just not evenly distributed



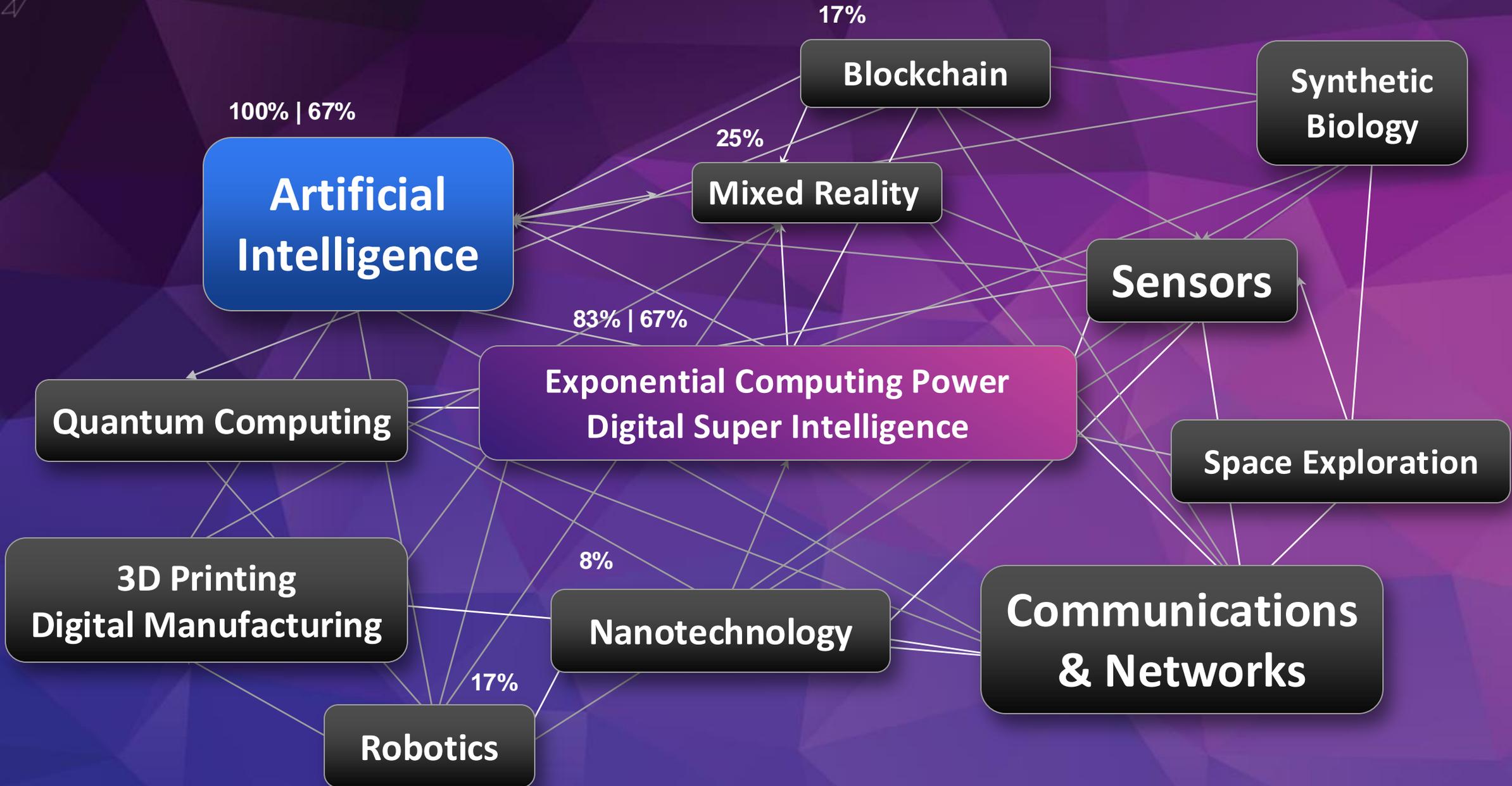
You have more **possibility** and power available than any generation... ever!





Business Challenges

- **Value Adding** Global Technology Trends
- IT and AI applications to **synergize process** and **capture opportunities**
- Establish **shared understanding** and **alignment** on emerging digital tech/solutions
- Develop **strategies** to unlock **better ways of working** across org and operations to **unlock accelerated growth**
- Develop **end to end data management strategies** to support enterprise-wide AI and analytics to **enhance competitiveness**
- Create ways to **digitize all activities** for AI, science, meta brains, functions
- Develop **company wide programs** to **accelerate digital tech implementation**
- **Monetize digitization** in fuels business
- Apply advanced analytics to **optimize** operation, integrity and production
- Develop and execute **digitization strategies** with current conditions
- **Generate value** by **optimizing complex operations** efficiently through **digital transformation**





AI Superpower | what do you want to

- coordinate at massive scale
- optimize
- predict
- create/design/invent
- synthesize/simulate
- discover



Computing Performance for \$1





Computing Performance for \$1



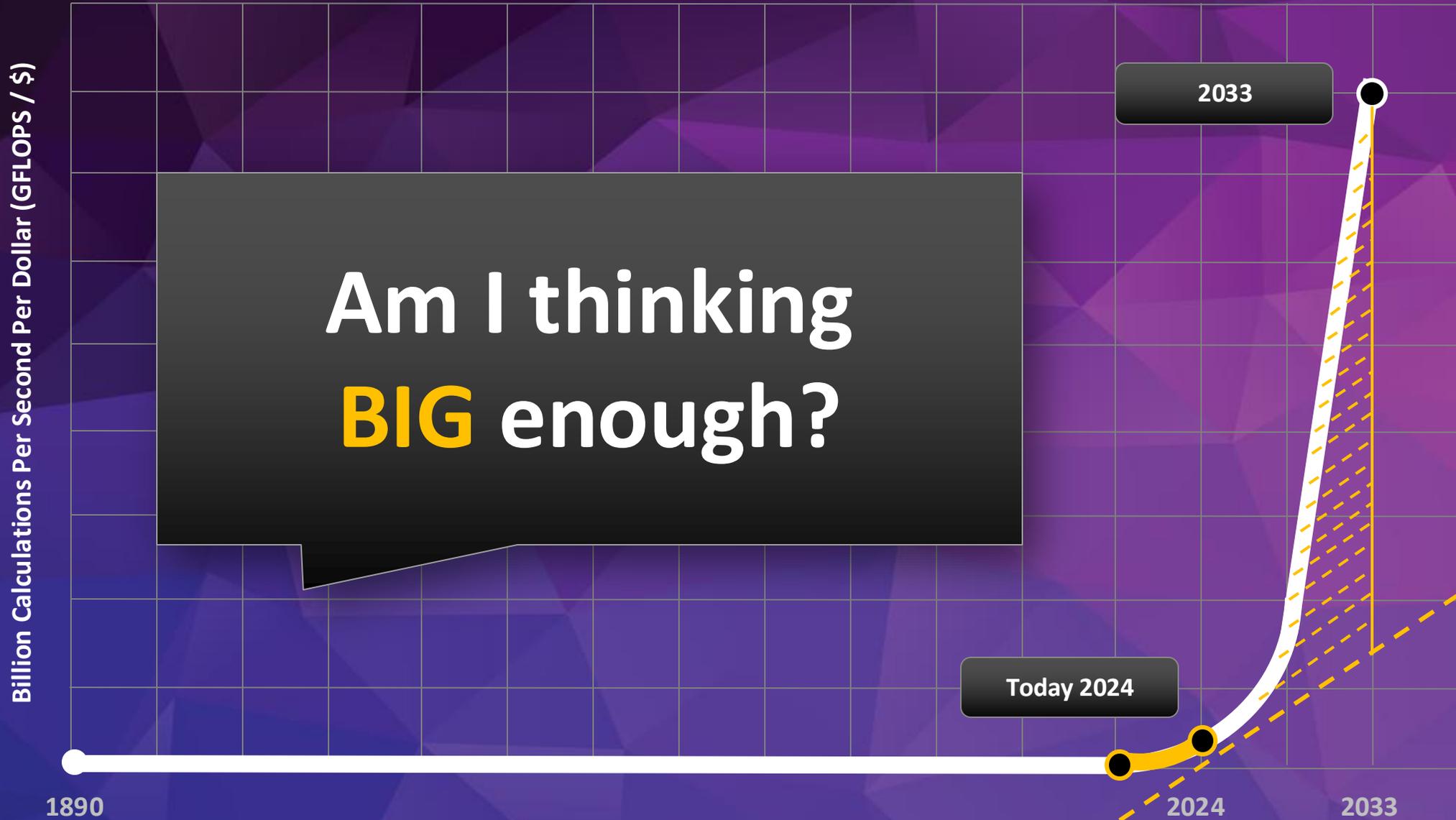


Computing Performance for \$1





Computing Performance for \$1





Computing Performance for \$1





Computing Performance for \$1





Computing Performance for \$1





“To transform **what we do
we must first transform
how we think”**

Mark Bonchek



Results

2X to 10X Exponential Thinking

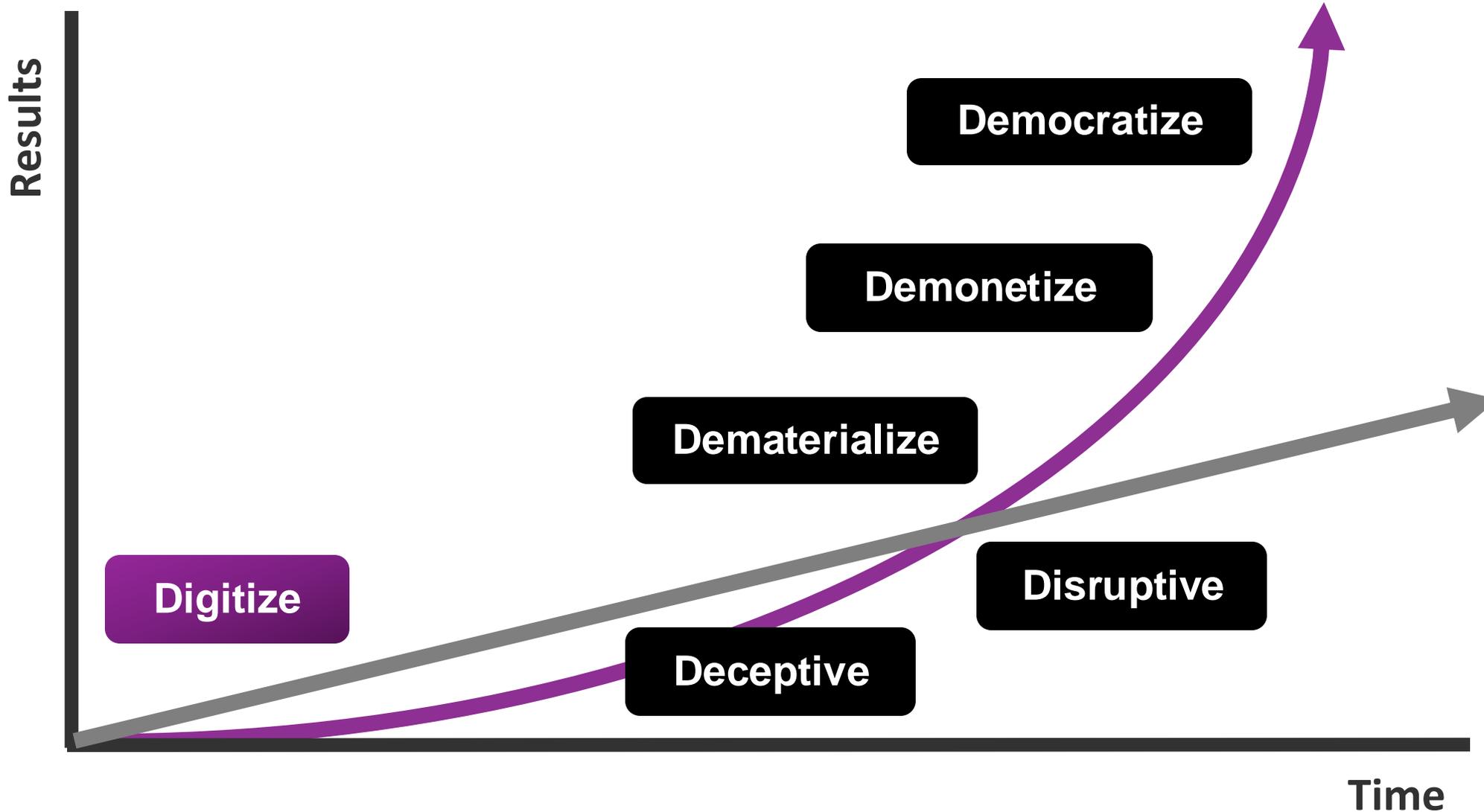


Time



10X easier than 2X

Find breakthroughs and Accelerate Transformation





10X easier than 2X

Finding breakthroughs and Accelerate Transformation

10X Whole other level of improvement, performance, jump light years ahead

10X The biggest most exciting future you can imagine - this is your filter

10X Do less, think big, specific, simple, focused vision

10X Impossible to do eliminates more paths to get there

2X Incremental mindset - Just a little more

2X Continuing and maintaining what you already doing - past dictates focus

2X Double output by doubling effort

2X Do more of the same just faster, harder, brute force

80% results come from 20% of your effort

Let go of the 80% only contributing to 20% results - Say No!

Always be the buyer (know what you want) vs seller (desperate)



10X easier than 2X

Finding breakthroughs and Accelerate Transformation

Moore's Law - Transistors on a microchip will **double every 2 years** – speed, performance, reduced cost

Kryders Law – Storage capacity will **double every 12 months** reducing storage costs

Metcalf's Law - Value of a teleco network effect **grows exponentially** with the number of connected

Bells Law - New classes of computing devices and markets emerge roughly **every decade**

Huang's Law - Performance of GPUs is improving at a rate **faster** than Moore's Law (Graphics)

Amara's Law - We **overestimate** the effect of a tech in the short run and **underestimate** the the long run

Wirth's Law - **Software is getting slower** more rapidly than **hardware is getting faster**

Gilder's Law - Bandwidth grows (network speeds) at **least three times faster** than computing power.

Koomey's Law - Energy efficiency of computing **doubles every 1.5 years**



10X easier than 2X

Finding breakthroughs and Accelerate Transformation

Company	10X Lever	10X Way of Working	10X Result
Amazon	Online Retail To Cloud & AI	Diversification 2 Pizza Team Culture No PPT presentations	First \$1T Ops Excellence Influence
Microsoft	Closed To Collaborative	From “know it all” to “learn it all” From Protecting current to Open Source Stack Ranking to Teamwork and external collabs	\$300B > \$2.5T
NVIDIA	Gaming To High Growth Markets	Diversification (AI, Data centers, Autonomous, cloud) Pioneering Hardware-Software Integration Culture of Risk Taking AND Long-Term thinking/Vision Focus on Cross-Discipline Collaboration	Data Centre \$339M - \$15B \$4B to \$27B



10X easier than 2X

Finding breakthroughs and Accelerate Transformation

Company	10X Lever	10X Way of Working	10X Result
Netflix	DVD Rental To Streaming	Freedom AND Responsibility Autonomy AND High Expectations Eliminated vacation Policy and bureaucracy chains	HR Role model 230M Subscribers Linear to on demand
Adobe	License To Subscription	Continuous Improvements and updates Lower entry cost and Predictable revenue streams “Iterate & Improve” innovation and customer centric Expansion to freelance and small biz	10X stock \$20B to \$200B SaaS Model
Salesforce	CRM To Customer Ecosystem	Platform Ecosystem Values driven culture – Philanthropy & Sustainability Society impact workplace (1% product, equity, time)	\$1B > \$20B 1-1-1 Model



10X easier than 2X

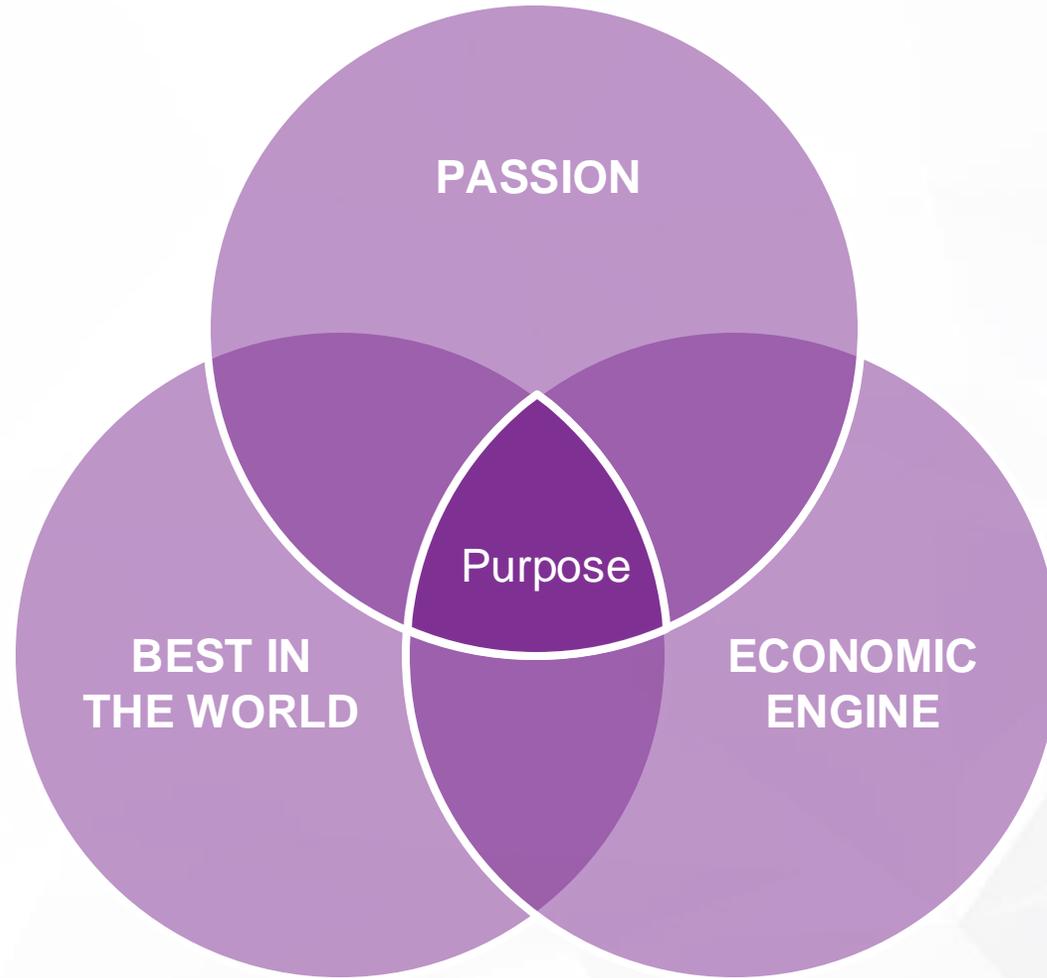
Finding breakthroughs and Accelerate Transformation

Company	10X Lever	10X Way of Working	10X Result
Lego	Decline To Innovation-Driven	Core focus - simplification Playful Innovative partnerships Expansion and diversification Agile and Adaptative	Leading Manufacturer Culture Revival
Peleton	Fitness Equipment To Smart Connected	Live and On Demand Subscription Community Driven Hardware and Digital	3M Members Culture Impact Lifestyle Brand
Warby Parker	Pricy Legacy to Disruptive DTC	Try On at Home First Social Impact – One for One Model Affordability	\$1.7B 150= Stores DTC Revolution



10X easier than 2X

Finding breakthroughs and Accelerate Transformation



**Big things
that matter**

Seeds of Transformation

Four Shifts





FEAR

TO

COURAGE

LIVE THE PURPOSE



Connection

Protection





FEAR



Loss
Ruin
Process
Outcome
Rejection
Regret
Responsibility



**Micro moments
of **fear**
lead you to
fight, flight, freeze.**



Purpose
Intentionality
Curiosity
Openness
Embracing Risk
Adaptability
Acceptance
Commitment



**Seeds of
Courage**



Map of Consciousness

Developed By David R. Hawkins

	Name of Level	Energetic Log	Predominant Emotional State	View of Life	God-view	Process
Spiritual Paradigm	Enlightenment	700-1000	Ineffable	Is	Self	Pure Consciousness
	Peace	600	Bliss	Perfect	All-Being	Illumination
	Joy	540	Serenity	Complete	One	Transfiguration
	Love	500	Reverence	Benign	Loving	Revelation
Reason & Integrity	Reason	400	Understanding	Meaningful	Wise	Abstraction
	Acceptance	350	Forgiveness	Harmonious	Merciful	Transcendence
	Willingness	310	Optimism	Hopeful	Inspiring	Intention
	Neutrality	250	Trust	Satisfactory	Enabling	Release
Survival Paradigm	Courage	200	Affirmation	Feasible	Permitting	Empowerment
	Pride	175	Scorn	Demanding	Indifferent	Inflation
	Anger	150	Hate	Antagonistic	Vengeful	Aggression
	Desire	125	Craving	Disappointing	Denying	Enslavement
	Fear	100	Anxiety	Frightening	Punitive	Withdrawal
	Grief	75	Regret	Tragic	Disdainful	Despondency
	Apathy	50	Despair	Hopeless	Condemning	Abdication
	Guilt	30	Blame	Evil	Vindictive	Destruction
	Shame	20	Humiliation	Miserable	Despising	Elimination



Courage



CERTAINTY *TO* CONFIDENCE

EMBRACE THE UNKNOWN

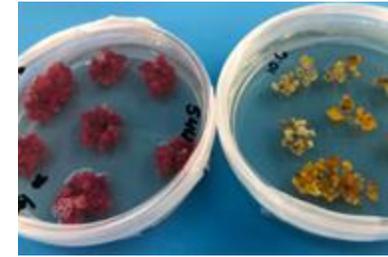


Future # Past

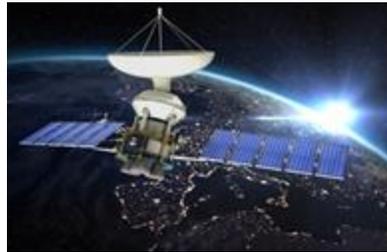




**Supply Chain
Regulatory Barriers**



**Internal Innovation
AI, Data, Analytics**



**Leadership + Culture
Customer + Consumers**



**Products
Services**





Our Discoveries become the Tools

To Ask different Questions

Solve different Problems

Create different Solutions



**Questions
we are asking...**





How to operate fast enough?

How to innovate fast enough?

How to leverage this power?

How to operate with increased agility?

How to serve at the highest level?



**What are the brutal facts
that face organizations?**



What Questions
are **YOU** asking...





CONTROL

TO

CREATE

NETWORK EFFECT

A close-up photograph of a person's hand holding a silver smartphone. The person is wearing a dark suit jacket. The background is blurred, showing what appears to be a crowd of people in a public setting. The lighting is soft and natural.

**“an invention
has to make sense
in the world
in which it is finished,
not the world in
which it is started.”**

Ray Kurzweil



We are living in an exponential age

New Realities

Complexity

Uncertainty

Discontinuity



New Priorities

Agility

Acceleration

Transformation



Paradox: Leaders must operate in **two worlds**

Predictable

**Plan and control
with predictability
and efficiency**



Unpredictable

**Prepare and adapt
with creativity
and courage**

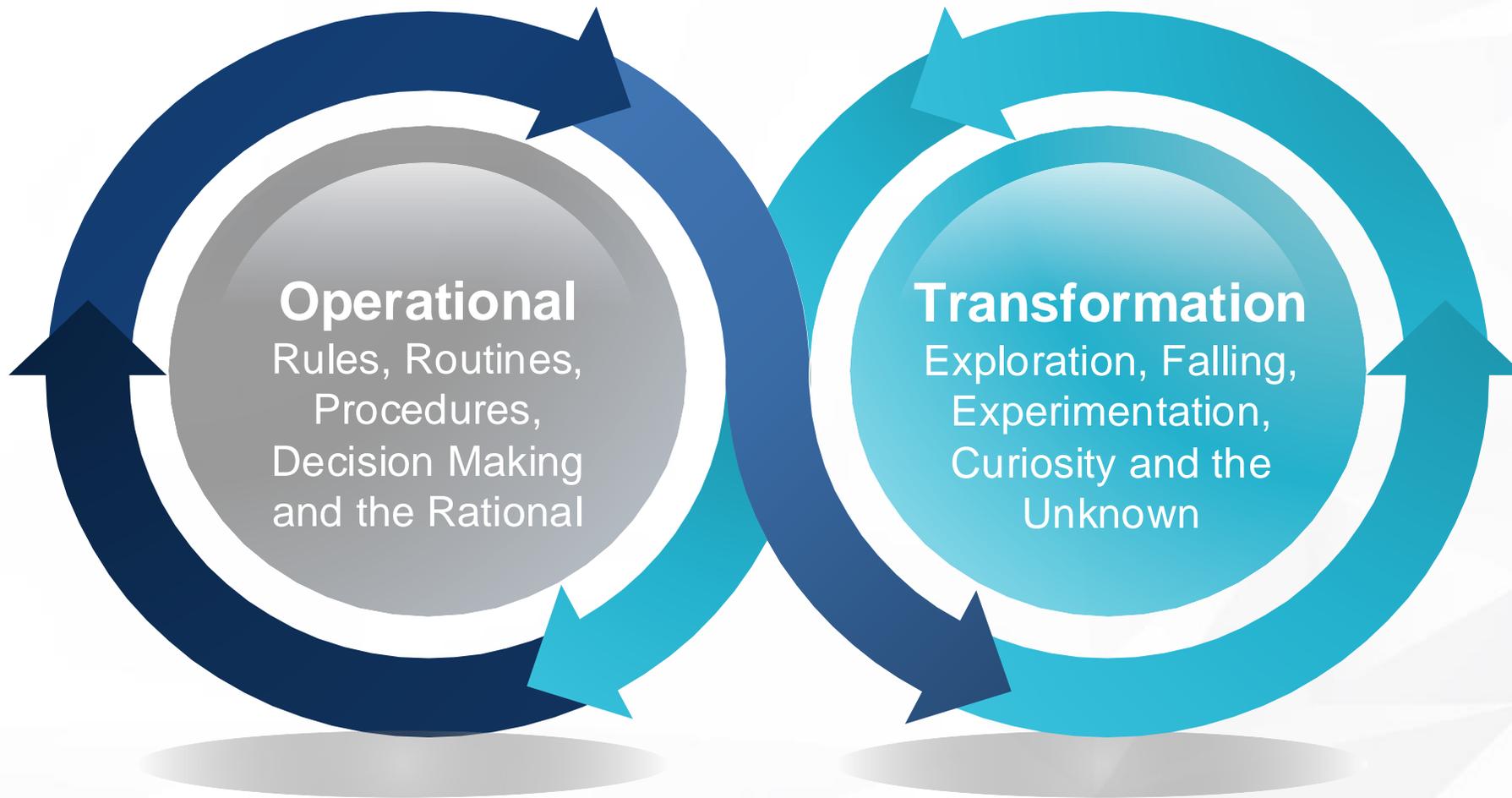


Ambidexterity

the genius of the **AND**



INNOVATION



AMBIDEXTERITY

FAIL FAST



FALL EDGE



Roof Shot
Earth Shot
Moon Shot
Mars Shot



IMPROVE

TO

TRANSFORM

SHIFT THE STATE



**“You never change things
by fighting the existing reality.**

**To change something,
build a new model that makes
the existing model obsolete.”**

Buckminster Fuller



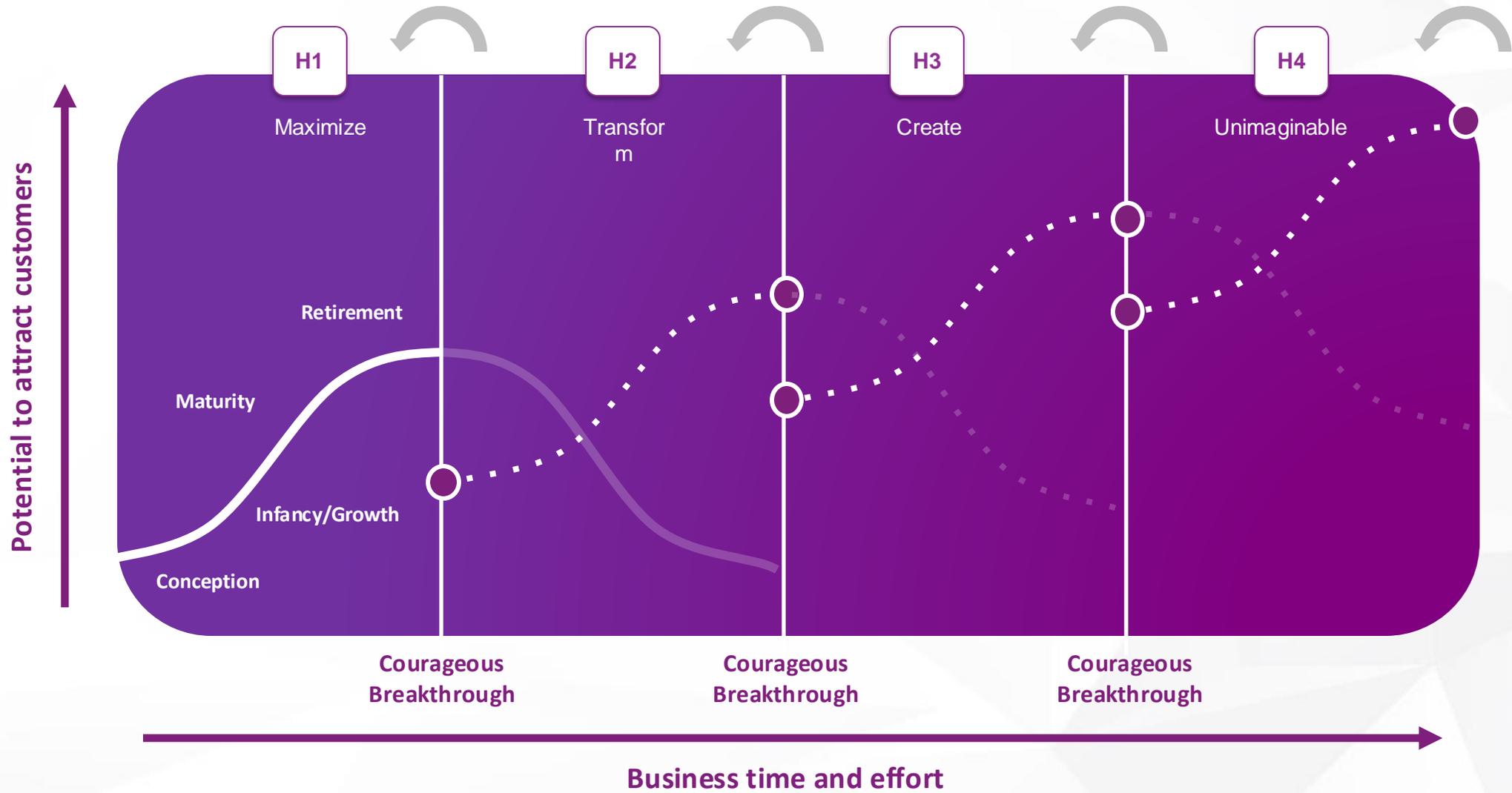
Trapeze of Transformation



Old
Thinking
Mental Model
Skills



New
Thinking
Mental Model
Skills





CONCLUSION



Live The Purpose

from **Fear** to **Courage**

Embrace The Unknown

from **Certainty** to **Confidence**

Create The Network Effect

from **Control** to **Create**

Shift The State

from **Improve** to **Transform**



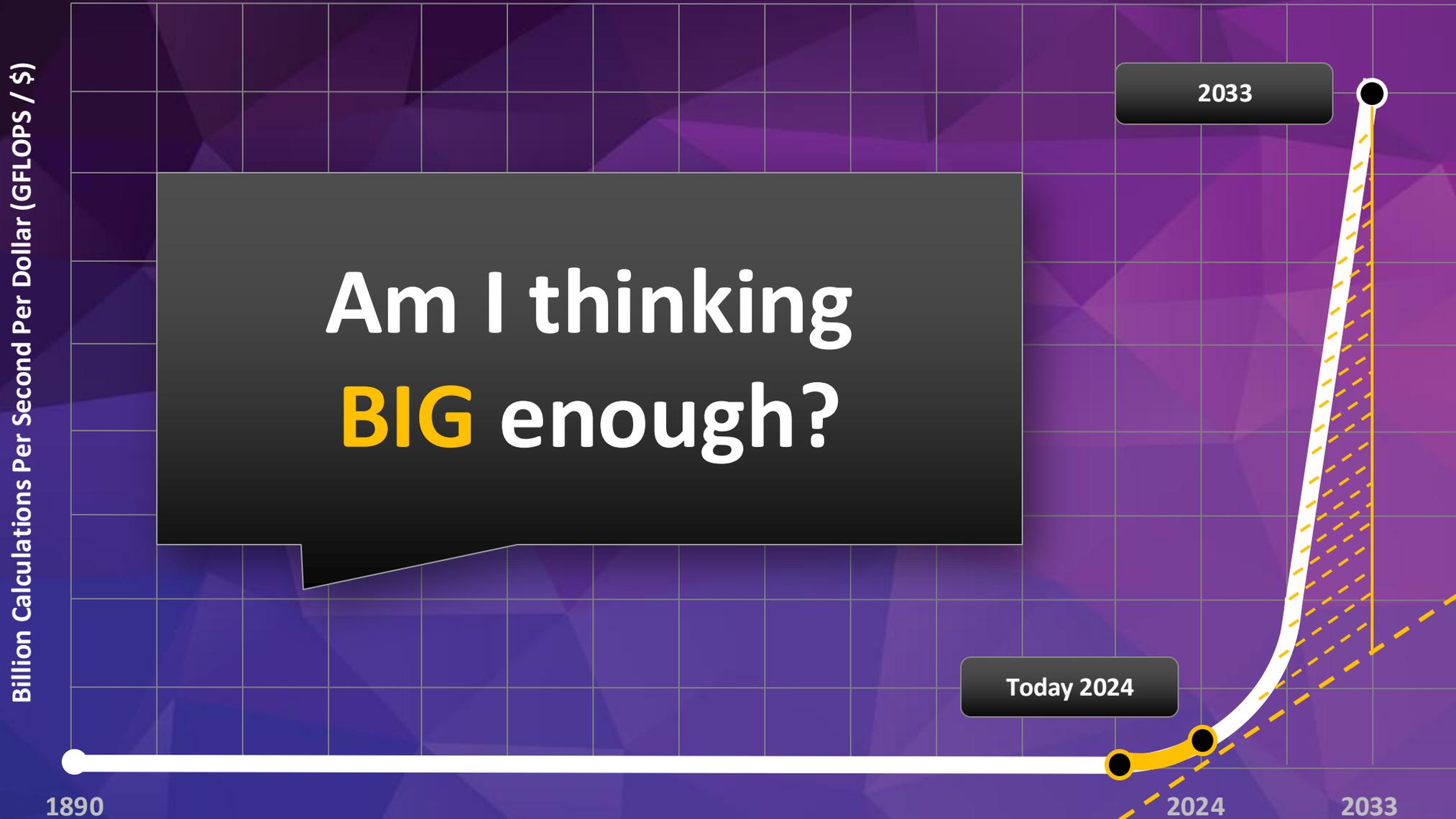
The power, capability, access and impact now available, shifts our conversations to imagination, morals and taking different actions.

What will we create next and will we use it to do great things, or not.

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Where is the
COURAGE needed?

DEEP

Digital Experience for Executives Program

Thank You!

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