THE FUTURE IS SYNTHETIC!

SANDER @DUIVESTEIN
POST-HIERARCHICAL
THE NETWORK IS THE TRUSTED PARTY AND
REPUTATION IS THE NEW CURRENCY

POST-REALITY
FAKE IS THE NEW REAL

POST-MATERIALISTIC
IT'S PURPOSE, A HIGHER GOAL THAT DRIVES THEM
HELP ME TO BECOME THE PERSON THAT I HAVE ALWAYS WANTED TO BE.
UBIQUEOUS: TECHNOLOGY BECOMES INVISIBLE
Look at this and tell me what time it is.
They are the first generation of children who understand what the future is made of: SYNTHETIC IS THE NEW DIGITAL
THE ECONOMY OF TOMORROW

TECHNOLOGICALLY POSSIBLE

FINANCIALLY FEASIBLE

SOCIALLY DESIRABLE
A growing movement of 'flight shaming'
2001
Rising Influence of NGO’s

2002
Fall of the Celebrity CEO

2003
Earned Media More Credible Than Advertising

2004
US Companies in Europe Suffer Trust Discount

2005
Trust Shifts From Authorities to Peers

2006
"A Person Like Me" Emerges as Credible Spokesperson

2007
Business More Trusted Than Government and Media

2008
Young Influencers Have More Trust in Business

2009
Business Must Partner with Government to Regain Trust

2010
Trust is Now an Essential Line of Business

2011
Rise of Authority Figures

2012
Fall of Government

2013
Crisis of Leadership

2014
Business to Lead the Debate for Change

2015
Trust is Essential to Innovation

2016
Growing Inequality of Trust

2017
Trust in crisis

2018
The Battle for Truth

2019
Trust at Work
LOOKING FOR LEADERSHIP FROM MY EMPLOYER

71% of employees agree
It’s critically important for my CEO to respond to challenging times
- Industry issues
- Political events
- National crisis
- Employee-driven issues
America’s CEOs Seek a New Purpose for the Corporation

For more than two decades, the influential Business Roundtable has explicitly put shareholders first. In an atmosphere of widening economic inequality and deepening distrust of business, the powerful group has redefined its mission.

By Alan Murray
August 19, 2019

For Milton Friedman, it was simple. “There is one and only one social responsibility of business,” the Nobel economist wrote in 1970: to “engage in activities designed to increase its profits.” Companies must obey the law. But beyond that, their job is to make money for shareholders.
Didier Bonnet

FASHIONISTAS
DIGIRATI
BEGINNERS
CONSERVATIVES

DIGITAL CAPABILITY

TRANSFORMATION CAPACITY
BEYOND DIGITAL: BUILD THE SYNTHETIC ORGANISATION

- Synthetic
- Digital
- Woke
- Analog
- Fashionistas
- Digirati
- Beginners
- Conservatives

Purpose Directionality
Digital Capability
Transformation Capacity
Utopian dreams of a better society

Digital intensity

Purpose

Directionality

Digital transformation of the organization

Transformation capacity
ACCELERATED CHANGE IS THE ONLY CONSTANT

THE WORLD WILL NEVER BE SLOWER THAN IT IS RIGHT NOW

INNOVATE AT THE SPEED OF TECHNOLOGY CHANGE

POST-HIERARCHY + POST-REALITY + POST-MATERIALISTIC = POST-TECHNOLOGY

THE FUTURE IS SYNTHETIC; NOT DIGITAL/ANALOG

HOW WOKE ARE YOU?

BUILD THE SYNTHETIC ORGANISATION
DREAMING OF UTOPIA