

Let's go digital

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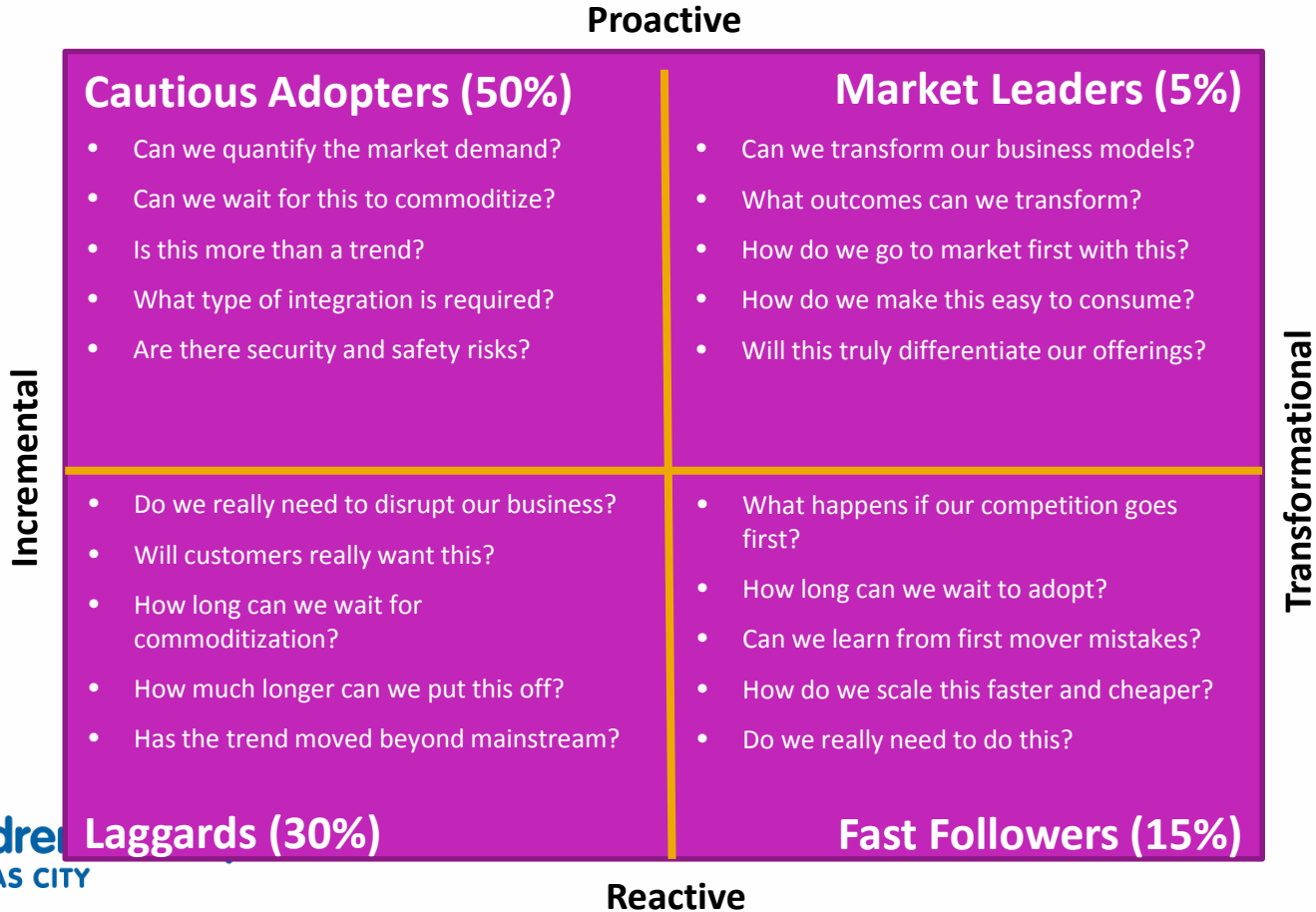


52% of the Fortune 500 firms since 2000 are gone

Next Generation CIO Role



Understand your organization's DNA



Be an Authority Expert on Business Models

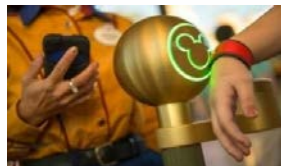


Online access to personal health record
Your employees can use Kaiser Permanente's My Health Manager to:

- Schedule appointments
- Email their doctor's office
- Refill prescriptions
- Check lab results
- View visit information
- Act for a family member



My Disney Experience



MyMagic+



DIAGEO

Click to enter the Diageo Portal



PROGRESSIVE



TOKIOMARINE

"Choi-nori" insurance
(One Day Auto Insurance)



Be an Authority Expert on Business Models

Become an Authority



My Disney Experience



PROGRESSIVE

"A business model is defined by two things:

- 1. How the organization creates value for its customers (the customer value proposition).***
- 2. How it captures that value (how it makes money).***

Digital transformation changes both."

"Digital Ubiquity: How Connections, Sensors, and Data Are Revolutionizing Business," M. Iansiti and K. R. Lakhani – Harvard Business Review (November 2014)



(One Day Auto Insurance)

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保険

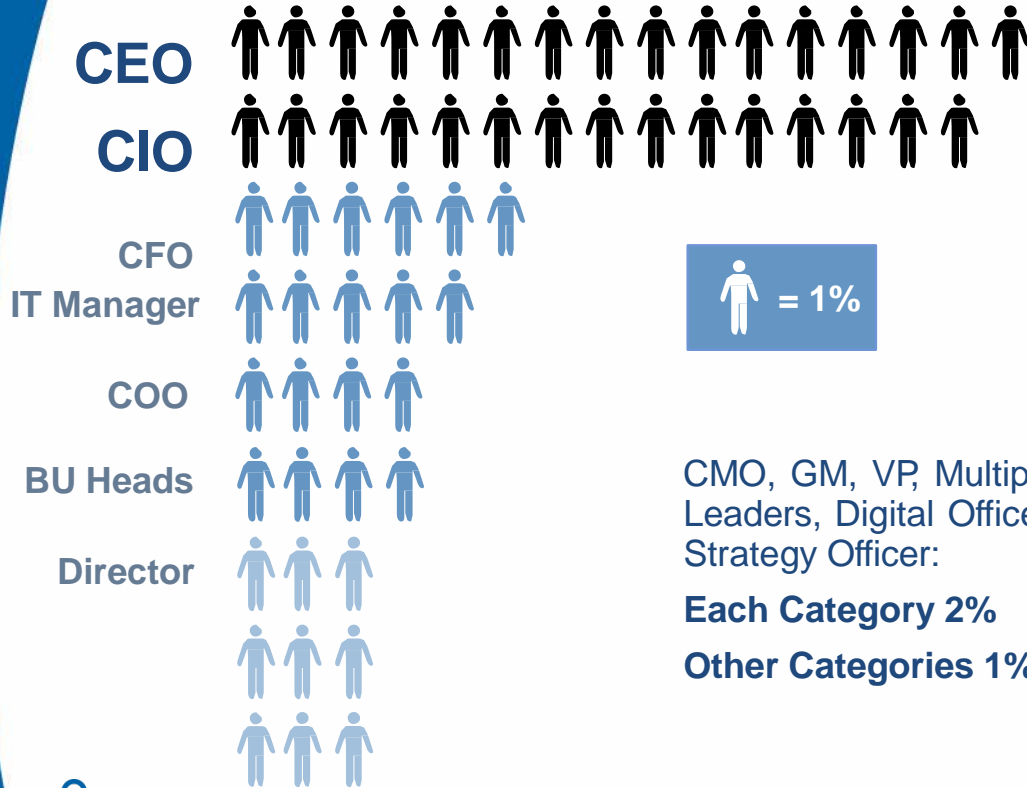
How CIOs Can Influence Digital Business Decisions at the Strategic Planning Table



Lead With Impact

**CIOs Should:
Acquire/Master
Specific Skills and Knowledge
Capable of Meaningfully
Influencing Their Enterprise's
Strategic Planning Committee**

Job Title Leading Digital Strategic Changes



1 icon = 1%

CMO, GM, VP, Multiple Leaders, Digital Officer, Strategy Officer:

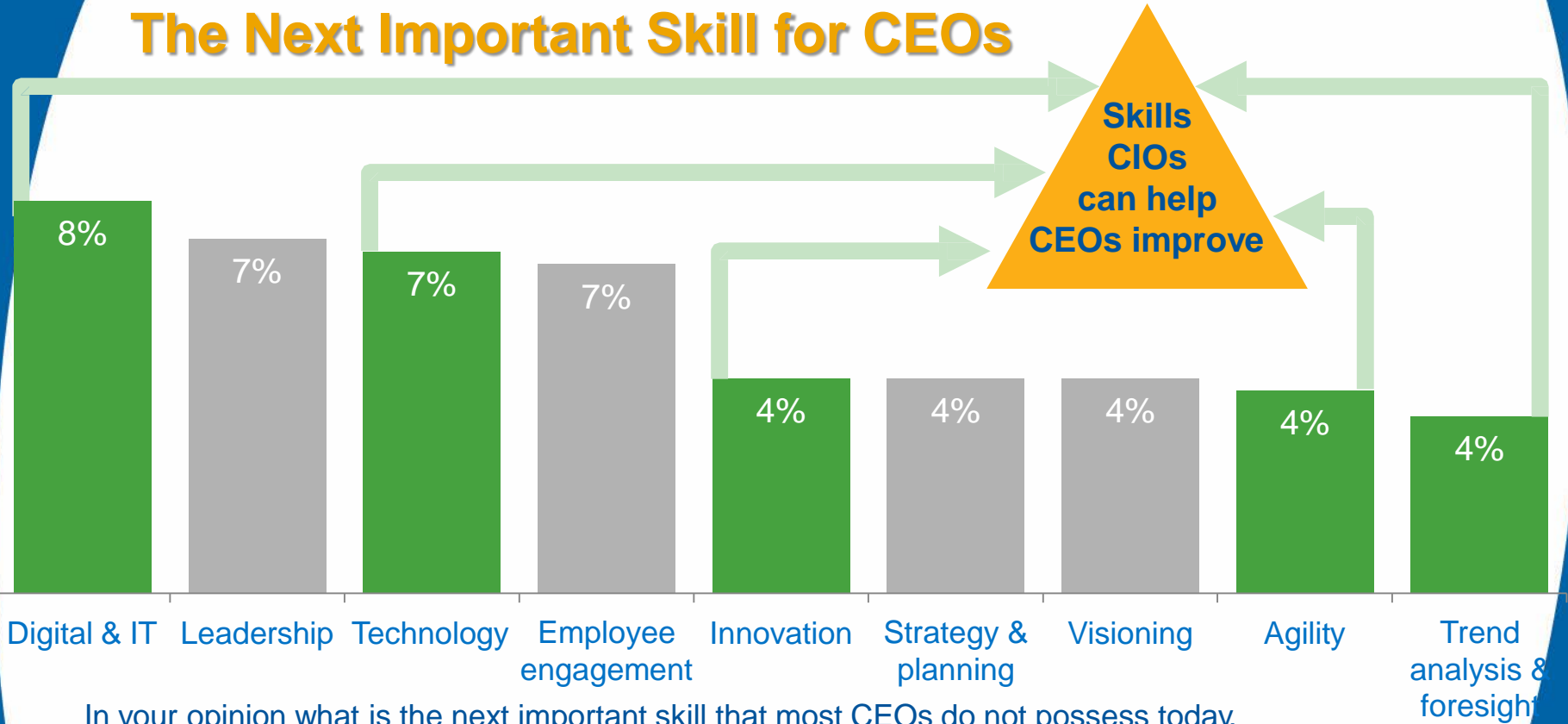
Each Category 2%

Other Categories 1%



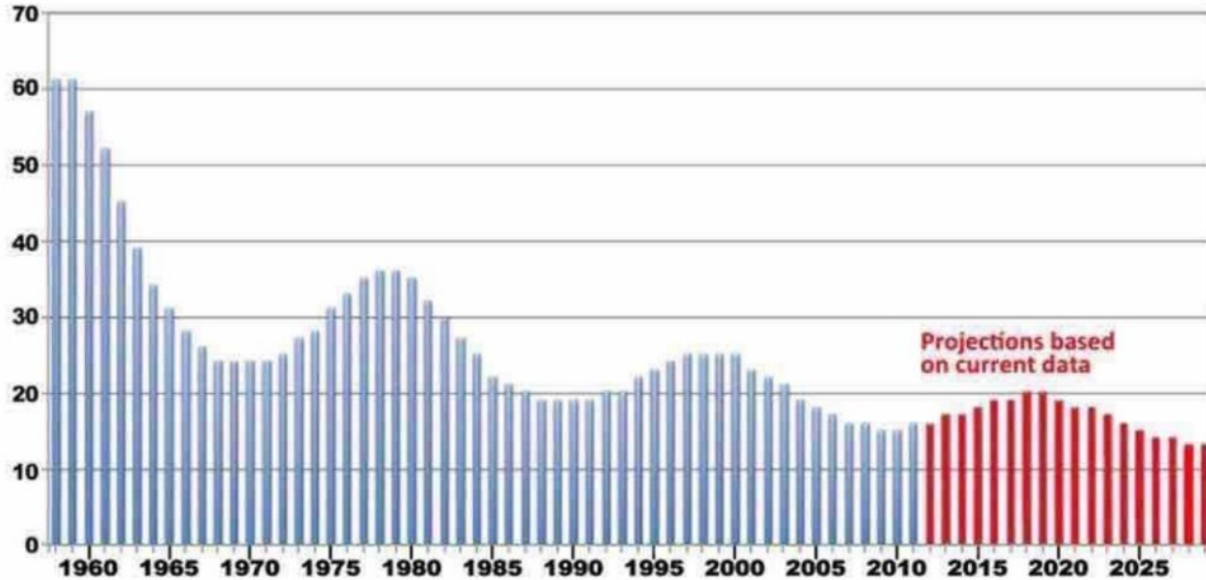
Which member of your executive leadership team has primary responsibility for leading digital strategic changes to your business?

The Next Important Skill for CEOs



In your opinion what is the next important skill that most CEOs do not possess today, but many must personally develop in themselves to lead modern businesses?

Average company lifespan on S&P 500 Index (in years)



Year (each data point represents a rolling 7-year average of average lifespan)

DATA: INNOSIGHT/Richard N. Foster/Standard & Poor's

“ 90% of CEOs believe the digital economy will have a major impact on their industry.

But only 25% have a plan in place, and less than 15% are funding and executing a digital transformation plan.

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