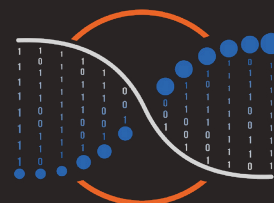


HOW TO ADAPT TO THE NEW REALITY

# 2021 DIGITAL SURVIVAL GUIDE



**SKILLS**  
OF THE  
**FUTURE**

A guide for those who need to survive in a world full of changes, uncertainties and massive digitalization in times when you either adapt fast or die.

This guide provides high level guidelines for building #future-ready companies, touching on topics like customer centric business models and dealing with uncertainty.





“ We are facing an unprecedented degree of change and uncertainty, one that calls for massive reskilling of our workforce. ”

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## About Us

We help companies adapt fast to this new reality by training employees in understanding technology and navigating uncertainty.

*“Never before have we witnessed such an abundance of technology-driven business opportunities. We understand the role exponential technologies can have in the transformation of the Romanian society.”*



# Drivers of Change

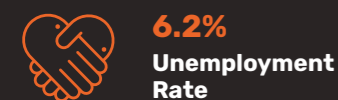
We live in an exponential world, a world where everything changes from one day to another. Staying relevant requires a sound understanding of the drivers of change, resilience and adaptability.



In the context of an unfavorable post COVID-19 economic outlook and following an election year, 2021 may prove to be a critical milestone for many of the local businesses.

## 2021 in Figures

(Romania)



## Unfavorable Economic Outlook

The aftermath of the COVID-19 pandemic puts an end to the economic growth of the last nine years in Romania. Further extensions of difficult governmental measures (e.g. lock-down) calls for immediate rethinking of the business and socio-political models.

## Availability of New Technologies

Availability and concurrent maturing of new technologies like Robotic Process Automation, Chatbots, Artificial Intelligence, 5G High-speed Connectivity, Sensors, Ultra-fast Processing Power increase the promise of higher efficiency gains in completely new, redesigned business models.

## Changes in Consumer Behaviors

Consumer behaviors, attitudes and expectations change fast under the influence of rapid digitalization, ubiquitous availability of information and the socio-psychological profiles of the new generations.

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# Major Paradigm Shifts

Under the impact of change driving factors like severe changes of the socio-economic landscape, concurrent maturing of several technologies and a new breed of consumers (the digital natives) some of the fundamental assumptions of doing business are also shifting.



## Digital

Everything Goes Digital and Smart

In today's world you are either digital, connected and smart or doomed for extinction.



## Extreme Uncertainty

Uncertainty is The New Normal

The speed and unpredictability of change requires new methods of managing risks and building narratives about the future.



## Abundance

The wide availability of resources calls for new approaches to business

New business models have to be designed for a world of abundance, where the challenge is to adapt fast, while maintaining efficiency



## Globalization

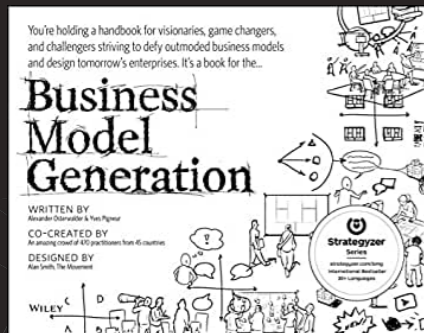
Globalization has its fair share of impact in this new world

Globalization had a large impact upon the resilience of businesses in 2020, e.g. by causing severe breaks of the supply chains

# The Business Puzzle

In the following pages we will examine the elements of a future-ready business model, one that is using the right technologies to enable an efficient and effective operating model, a business that meets the changing stakeholders' needs and expectations.

## The Elements of a Future-Ready Business



**Alexander Osterwalder & Yves Pigneur** | Business Model Generation

A business model defines the rationale of how an organization creates, delivers and captures value

### Higher Purpose

Surviving the uncertainties and exponential dynamics of today's business environment requires a clear definition of the "North Star" of every company, namely the rationale of doing business that goes beyond making profit.

"It is now urgent to enact a Global Reset towards a socio-economic system that is more fair, sustainable and equitable, one where social mobility is reinvigorated, social cohesion restored, and economic prosperity is compatible with a healthy planet.

If this opportunity is missed, we will face lost generations of adults and youth who will be raised into growing inequality, discord and lost potential."

**Klaus Schwab, Chairman World Economic Forum**

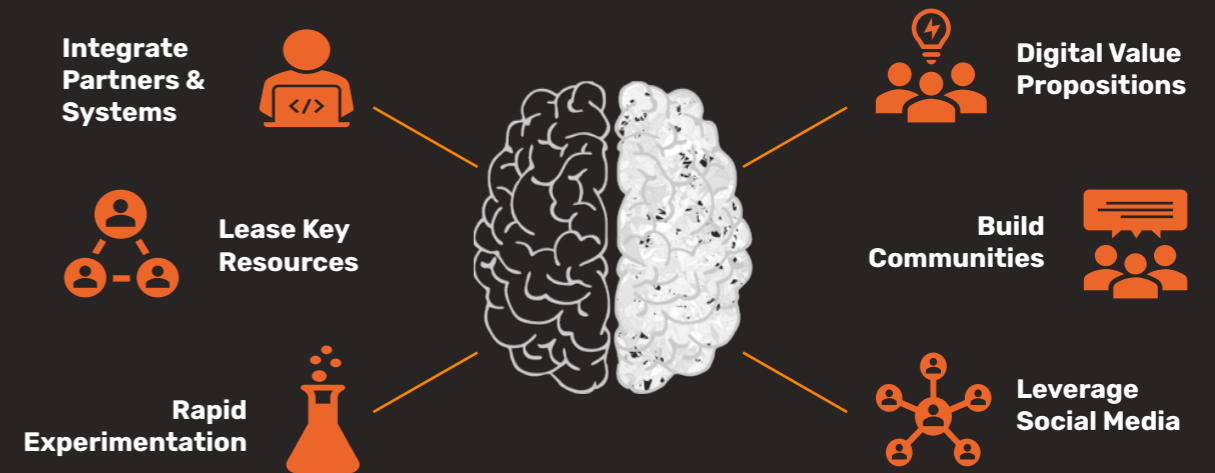
Times have never been more abundant in opportunities for technology-enabled business transformation: **sensors** are embedded in everything due to their low cost of access, helping us to collect and fuel **data analytics** with real time **information**. In combination with ubiquitous **connectivity & mobility**, and the **cloud**, as well as the affordability of **high-volume storage** and **processing power**, these sensors enable us to **SMART-en** up almost everything, from homes to cities generating the so-called **Internet of (every) Things**. **Innovation** and adopting **new business models** and technologies like e.g. **Intelligent Automation** seem to be the answers to this high speed of change and heavy digitalization, the ones that can help companies preserve competitiveness and avoid being disrupted.

Operating in the digital economy requires adoption of new technologies and online tools, both in the revenue generating part of the business model as well as in the way you execute your core activities and access key resources.

### Connect With New Customers **ONLINE**



Migrating your business in online requires a sound understanding of how to communicate and connect with your customers in the virtual world, how to build and deliver value to them through fully digital value propositions.



### INTELLIGENT Processes Automation

Robotic Process Automation (RPA) is maturing rapidly, starting to deliver on its promise for Intelligent Automation that includes Artificial Intelligence (AI) and cognitive processing, alongside automated conversations delivered by Chatbots.



### Robotic Process Automation

Computer software that runs high-volume, repetitive, non-value adding activities.

### Chatbots

Conversational software that can replace humans in customer interactions





The diagram below illustrates how a future-ready business can use some of the digital tools and technologies available today, in order to increase operational efficiency and provide value to its clients. This is by no means an exhaustive design or recommendation but a mere set of illustrative examples of the business paradigm changes of today.

## OPERATING MODEL

### Automate Key Activities

You can obtain significant operational efficiencies these days by automating your key activities. As a matter of fact, this can be key to keeping the pace with the speed of change and preserving your market competitiveness in the long run.

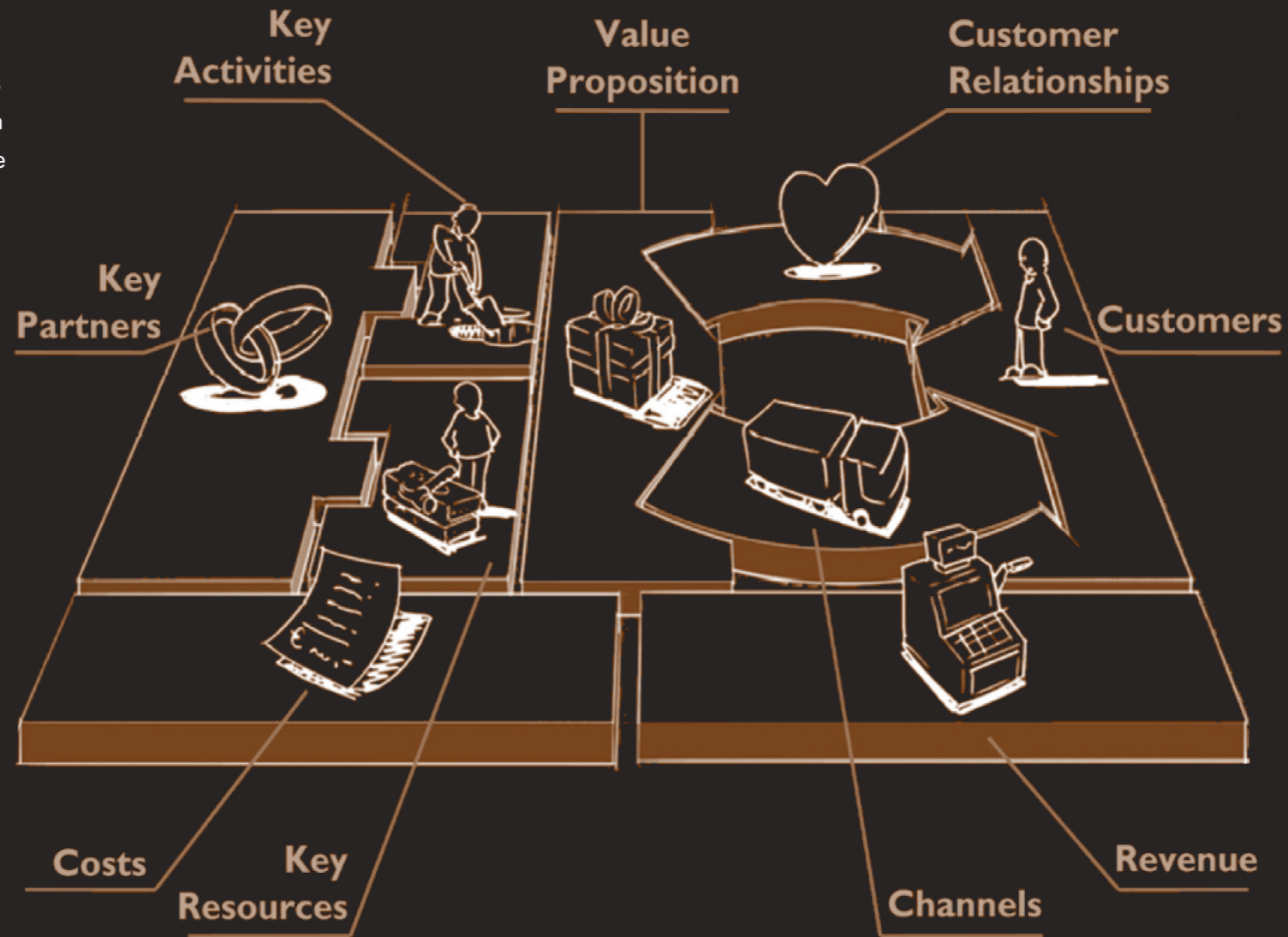
### Potential partners

Several technologies can help you automate your processes and, in addition to the traditional global tech giants, there is a multitude of local and international providers as well as consultants and integrators specialized in process automation that you can work with:

- **Robotic Process Automation:** UiPath, Blue Prism, Automation Anywhere, PEGA, etc.
- **Chatbots:** DRUID, NICE
- **Intelligent OCR solutions:** Kofax, Abby, etc.
- **Local Integrators:** Aggranda, Connections Consult, FutureWorkForce, Accesa
- **Data & Analytics:** Tecknoworks, Luxoft, InCrys, Synergo and many more...

### Key Resources

One of the major paradigm shifts of today is the use of key resources that a company does not own, as opposed to owning all of the assets used in operation.



Several businesses that scaled rapidly at a global level designed business models that used abundant resources available in the market and are referenced today as examples of best practices (e.g. Uber, AirBnB, etc.). This is valid for both assets and human competencies available today in the Gig Economy as well as capital/financing resources accessible through CrowdFunding platforms.

## VALUE CREATION

Value is very subjective, each client, employee or shareholder having its own perception of it. Yet creating value for its stakeholders is the pure essence of any commercial activity, the main reason of a company's existence. As such, you need to keep adapting your value creation to the changing needs, wants and expectations of your key stakeholders.



### Customer Relationships

Transitioning to a digital operating model requires that you manage your customer relationships on several channels, both physical and digital, the so-called multichannel strategy:

- Your website becomes a key customer touchpoint for both customer relationship and service delivery. Using chatbots became the norm for instant communication with your clients right from your homepage.
- So are your Social Media channels and mobile applications too. They are key to connecting to your audience and communities.
- You can also automate most of your digital sales and marketing activities by use of tools like Linked Helper, HubSpot, Mailchimp, Active Campaign, Hootsuite, and many more.

### New Revenue Models

Products and services are replaced by collaboration platforms and new revenue models appear as the business models evolve towards multi-parties, dynamic ecosystems.

## BMC Business Model Canvas


In order to give structure to our approach, we are using one of the most famous frameworks used in explaining the business models in the academic and consulting worlds alike, the Business Model Canvas developed by Alexander Osterwalder and Yves Pigneur from [Strategyzer](https://www.strategyzer.com/)



# NAVIGATING UNCERTAINTY

The known unknowns may concern you and determine the company to build contingency plans, but it is the unknown unknowns that will surprise you. Becoming resilient in front of uncertainty and disruption requires a growth mindset, customer empathy and centrality as well as building a clear view of the new reality.

**Learn the skills you need to cope with uncertainty**



### Data Analytics

A clear view of the reality is essential today in navigating uncertainty.

We are surrounded by an abundance of information, some of it being manipulated or fake. As such, it is critical to base your decisions on valid and unbiased insights.

Data Analytics tools and technologies can help you make sense of the large amounts of (big) data that you need to process in almost real-time.




### Growth Mindset

Having a growth mindset means that you are open to a life full of discoveries and continual personal development.

It is this mindset that allows you to continuously acquire new skills and competencies as well as maintain your personal relevance for a breadth of new roles required by the use of new technologies and business models.

Clarity and confidence make you and your team more resilient in the face of change.



### Customer Centricity

Anticipating change and maintaining your relevance in your particular domain is often driven by an obsessive centrality on the changing needs, wants and attitudes of your customers.

More often these days you need to revisit your customer personas, define new value propositions and adapt to using new channels such as to keep delivering value to your clients.

## HOW TO BUILD RESILIENCE



### Data Driven Decision

Both your internal data and external ones can provide to you extremely valuable information and insights. But data is not information and information is not knowledge. As such, you need to apply sound validation and analysis techniques to your data in order to turn them into valuable inputs for your decisions.

Gone are the days of relying on hunches, gut feelings, or even best practices in making business decisions. Why settle for a good guess when the right answer is literally at your fingertips? Uncover the full story your data has to tell – not just the “what,” but the “why” – so you can make confident decisions that drive profit and solve problems !

We live in a volatile, unpredictable, complex and ambiguous world, one where change and disruption is the new normal. Black Swans and Grey Rhinos are now part of our business planning vocabulary and uncertainty is embedded in our frequent foresight scenarios. Monitoring the signals of change also require clarity and critical reasoning in a digital world dominated by fake news and cyber threats. Yet building a positive narrative of the future is essential in adapting to this new reality. You can rely on your “experience”, but the past is no longer a good prediction of the future. As such, you need new tools to give you a sound understanding of your customers and the data they generate as well as a sharp mind, one that is ready to accept and cope with uncertainty.



### Customer Centricity

Customer centricity starts with a deep empathy for your customers, their needs, wants and changing attitudes. A good customer experience with your company is also critical and is built on values like respect, personalization, managing customer’s expectations and providing quick resolution to customer problems during servicing.



You can understand your customers and design successful value propositions by applying innovation methodologies like Design Thinking or Outcome Driven Innovation.



### Growth Mindset

Skills like Leadership, Emotional Intelligence, Critical Reasoning, Mental Fitness or other inter and intra personal abilities are critical today and in the future. Such skills require life-long learning and personal development.

Acquiring the relevant skills for today and the future be it digital, business or personal skills, require continual learning and development as opposed to one time trainings. You start with an understanding of the world and relevant topics but need to continue by practicing on the job and learning from your peers and in the context.

# The UpSkilling Imperative

Digitalization is no longer an option but a necessity, one that requires massive upskilling of the global workforce.



**Klaus Schwab**

Chairman  
World Economic Forum

*The bounty of technological innovation which defines our current era can be leveraged to unleash human potential. We have the means to reskill and upskill individuals in unprecedented numbers.*



**Margrethe Vestager**

Executive VP  
European Commission  
*A Europe Fit for the Digital Age*

*Digital education is now an integral part of our future. It is a matter of utmost importance. This is why we have suggested that 20% of the Recovery and Resilience Facility is invested in digital transformation.*



**Ciprian Negură**

Founder  
Skills Of The Future

*Exponential technologies can have an instrumental role in the transformation of Romania. We help companies adapt fast to this new reality by training employees in understanding technology and navigating uncertainty.*



[www.skillsofthefuture.net](http://www.skillsofthefuture.net)

Start acquiring the skills you need to run and promote a successful business today, such as to remain relevant and competitive in the future.

## Contact Us



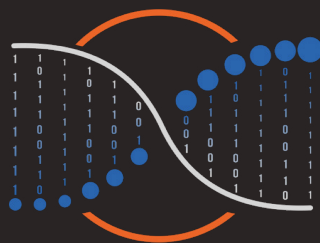
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**SKILLS**  
OF THE  
**FUTURE**

**Bucharest 020914**  
**51 Carol I Blvd. Ap 15, 3rd Floor**  
**Sector 2**  
**Mob: 0722-350-595**  
**office@skillsofthefuture.ro**

[www.skillsofthefuture.ro](http://www.skillsofthefuture.ro)