

ARBEIDSMARKT ROADSHOW

**WEST4W<sup>2017</sup>ORK**

HARELBEKE | NIEUWPOORT  
ROESELARE  
OOSTENDE | BRUGGE



**Werkbaar Werk in West-Vlaanderen**

# Impact exponentiële veranderingen op werk en omgeving

An Cosaert  
Expert Innovatie  
Antwerp Management School



**Exponential  
Academy**

EXPONENTIAL ACADEMY

INSPIRES AND EMPOWERS

Inform and motivate ▶ OPEN-MINDED

Educate, coach ▶ TOOLS

ENTREPRENEURIAL-MINDED

Entrepreneurship is an individual and collective mindset, not limited to enterprises ▶ MINDSET

PEOPLE TO CREATE

Create ▶ BUILD

OPPORTUNITIES,

Abundance ▶ OPTIMISTIC

INNOVATION AND NEW VALUE

Exploring, experimenting, challenging ▶ EVOLVING

Jobs & revenue but also well-being: not just money ▶ RELEVANCE

FOR SOCIETY BY APPLYING

Business, government, academics & society in general ▶ INCLUSIVE

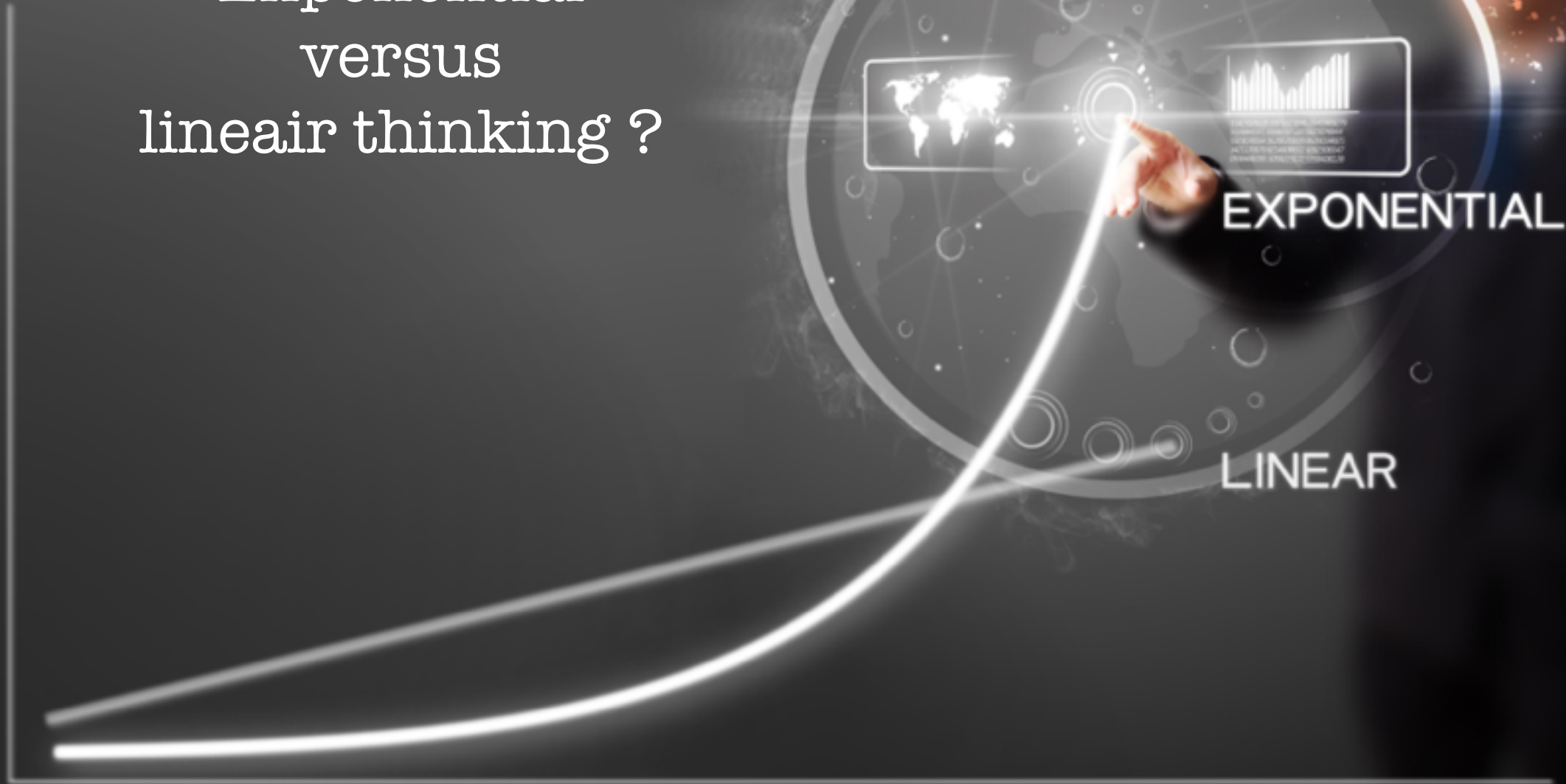
Active ▶ RESULTS-DRIVEN

EXPONENTIAL THINKING.

Includes exponential technology but is not limited to that: creativity, entrepreneurship, debate, computational thinking, ethics, value, nature... Human/tech: digital society vs. digital ark ▶ PURPOSE



# Exponential versus linear thinking ?

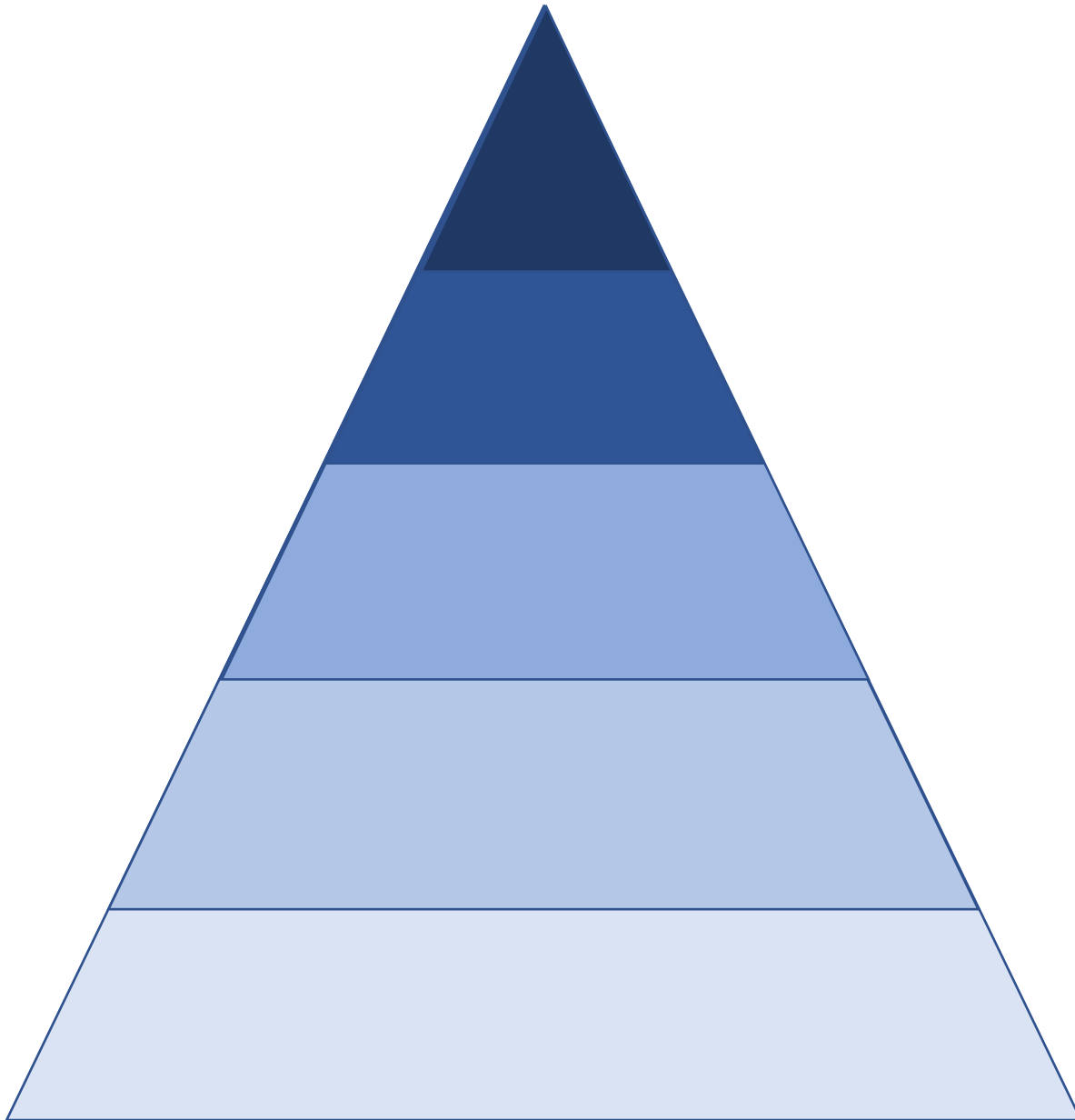












Masterclass Exponential Thinking

Events



Keynotes/workshops



Deepdive Exponential Thinking




Hands on workshops (entry level)





Impact op  
tewerkstelling ?





*“De focus voor bedrijven die met disruptie te maken krijgen, is vooral: hoe lang houdt mijn bestaand business model het nog uit? En wanneer start ik in parallel innovatieve initiatieven, die hoge investeringen, grote veranderingen en kannibalisatie van het bestaande model met zich meebrengen?”*

***Nick Van Langendonck, Hifluence.***



**Welke vragen deden jullie kiezen voor deze workshop ? Waar liggen jullie bezorgdheden ?**





Wat brengt de  
toekomst ?

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# Technologie evolueert... exponentieel!

## THE EVOLUTION OF TECHNOLOGY & Its Impact on the Development of Social Businesses



We are babies.  
**1960s**

Technology has **little impact**.  
It is a curiosity.

The company is king, but a benevolent king. Good focus on customer satisfaction, but customers have few options. Communications makes global business difficult so customers make geographic-based decisions.



We are still children.  
**1970s**

Technology is for academics and has **little impact**.

Greater focus on margins and revenue. Customers become concerned about monopolies as customer satisfaction has less importance.



We are still children, but we can pout to get what we want.  
**1980s**

Technology invades the home and starts to **change behaviors**.

Customers become increasingly concerned about company satisfaction. Communications have improved to help customers make more informed decisions and to have better choices.



Like teenagers, we now have some control but don't know what to do with it yet.  
**1990s**

Technology is now everywhere. A great leap forward. It begins to **connect us** around the globe.

e-Commerce helps give customers a greater - and more informed - range of decisions. Companies use the web to make themselves more accessible but haven't begun truly focusing on customer relationships.



We are growing up, and feeling pretty cool about it.  
**2000s**

Technology enables more seamless communications across the globe. Growth is **explosive**, but like "explosions" is uncontrolled - all over the place.

Social Media allows customers to articulate their satisfaction with companies and make decisions based on the company's behavior, not just on price alone. Companies begin to react and change.

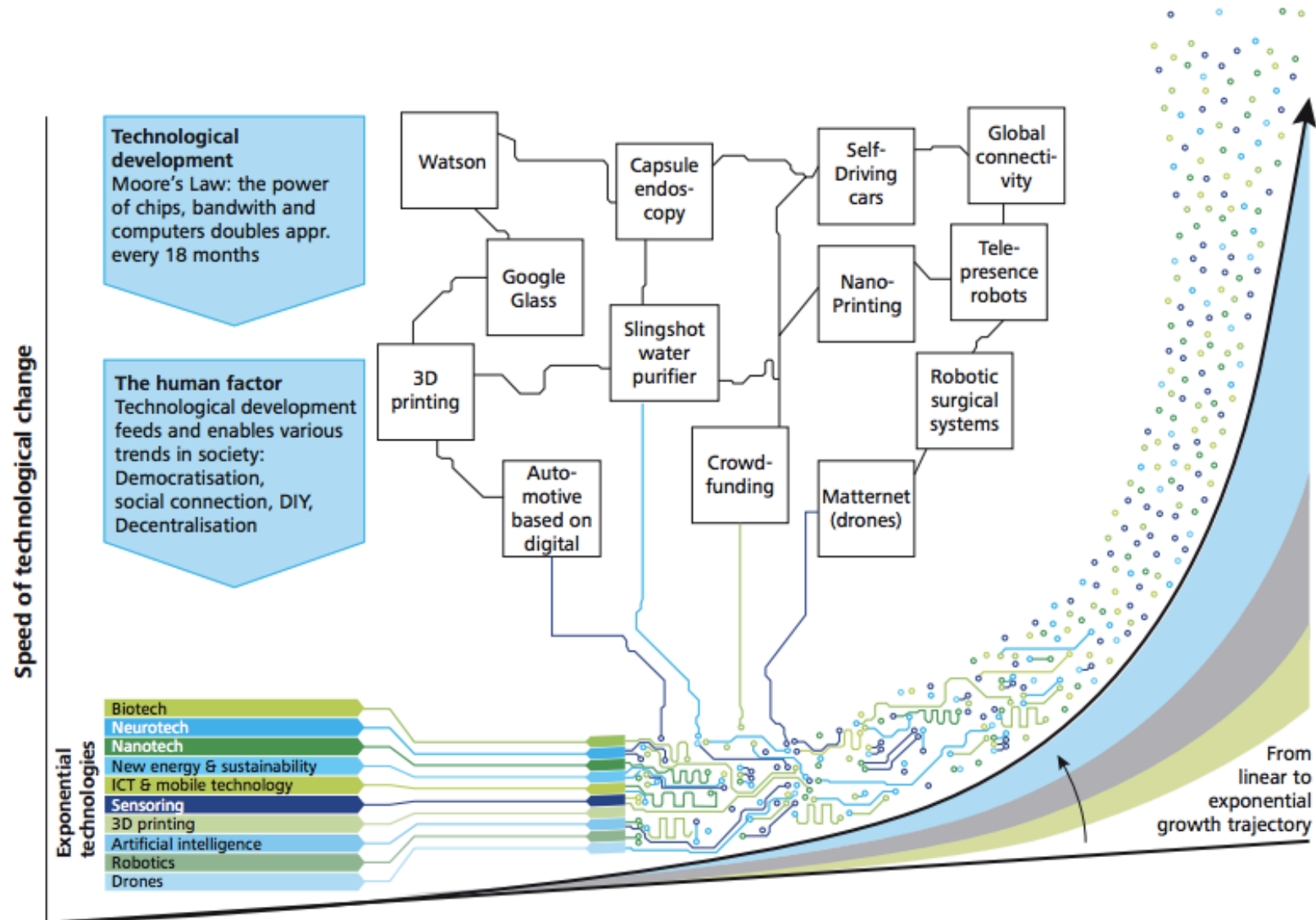


Welcome to adulthood!  
**2010s**

Technology becomes **fully integrated** into our daily lives. We live more fully in a digital world.

Social Businesses are the evolution of companies now keenly aware that how they act and how they engage with customers can be more important than price, that the relationship is part of the value. Companies allow greater transparency into all aspects of the company and use social media channels to effectively engage with customers, but with a focus on **WHAT** the customer wants and **HOW** best to deliver it to the customer.

# Technologie evolueert... exponentieel!



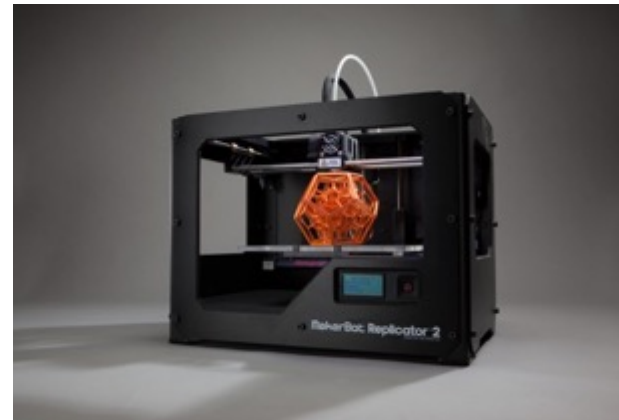
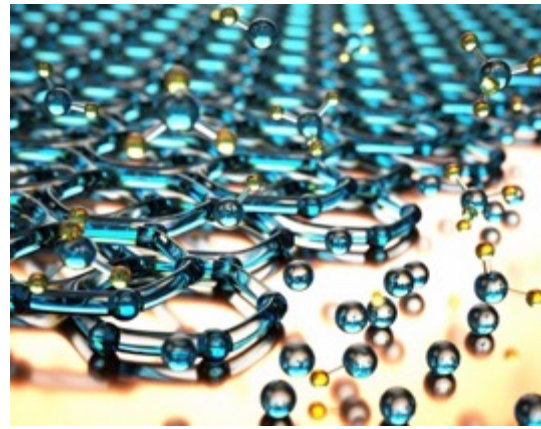


Technologie evolueert... exponentieel!






# Technologieën op rand van doorbraak





Impact op business,  
maar ook en vooral op businessmodel



**“as data becomes the new oil, many  
business models will be transformed  
from hardware to software to services.”**

**“as technology brings us a world of  
abundance, access will triumph over  
ownership.”**

**— Salim Ismail, Exponential  
Organizations**





## BIG DATA

Welke nieuwe diensten zullen ontstaan ?

Welke impact op tewerkstelling ?



## SMART MOBILITY

Welke nieuwe diensten zullen ontstaan ?

Welke impact op tewerkstelling ?



## SMART CITY

Welke nieuwe diensten zullen ontstaan ?

Welke impact op tewerkstelling ?





## PEOPLE

Welke nieuwe diensten zullen ontstaan ?  
Welke impact op tewerkstelling ?



Social  
responsibility



Social Responsibility  
is the responsibility of an  
organization for the impacts  
of its decisions and activities  
on society, the environment  
and its own prosperity,  
This is known as the “triple  
bottom line” of people,  
planet, and profit .....



Alexander Crépin, strategist

<https://www.slideshare.net/alhoupart/csr-awareness-overview-in-35-photos-statements>



Conclusie





Met welk idee (kans/bedreiging) nemen we mee ?



DISRUPTIVAL  
31 AUG 2017

DISRUPTIVAL  
15 NOV 2017





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