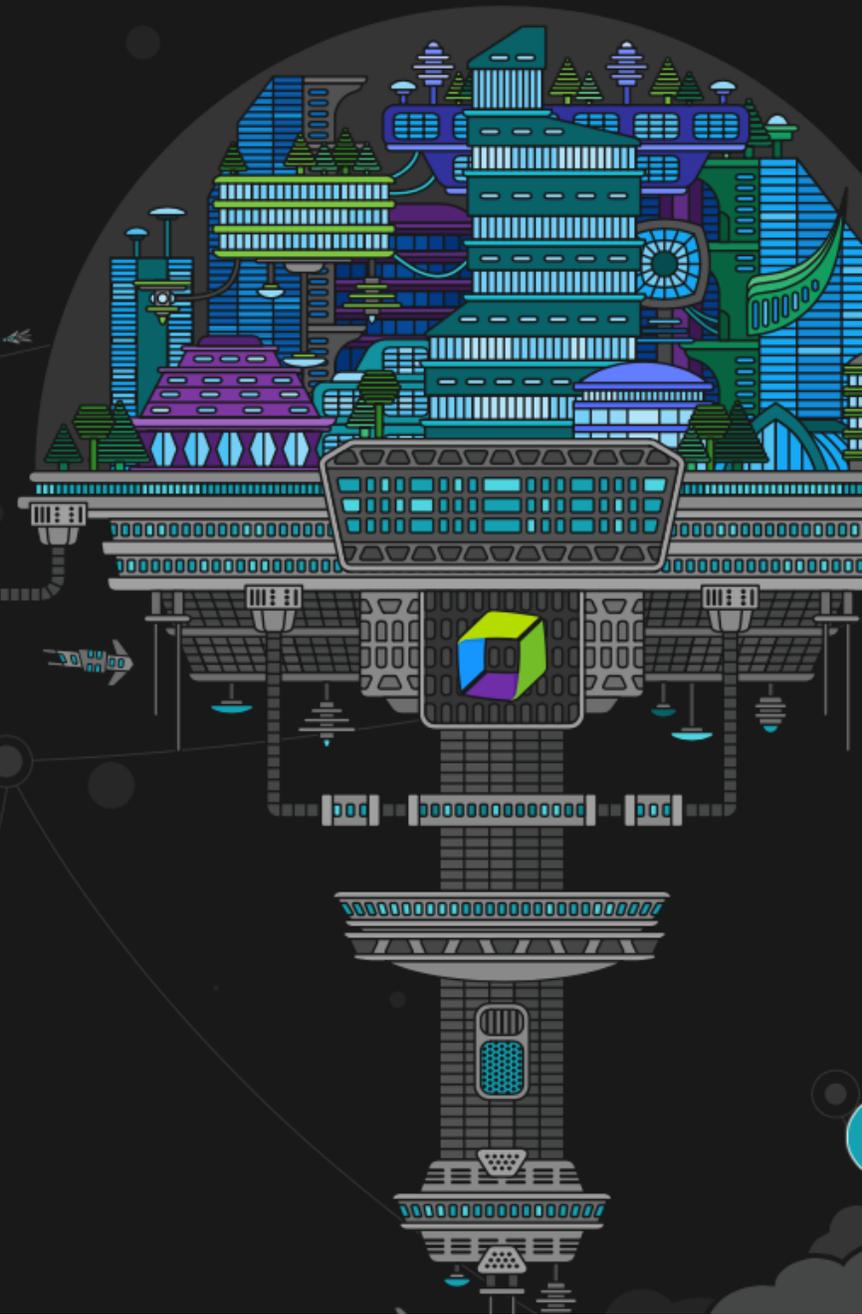
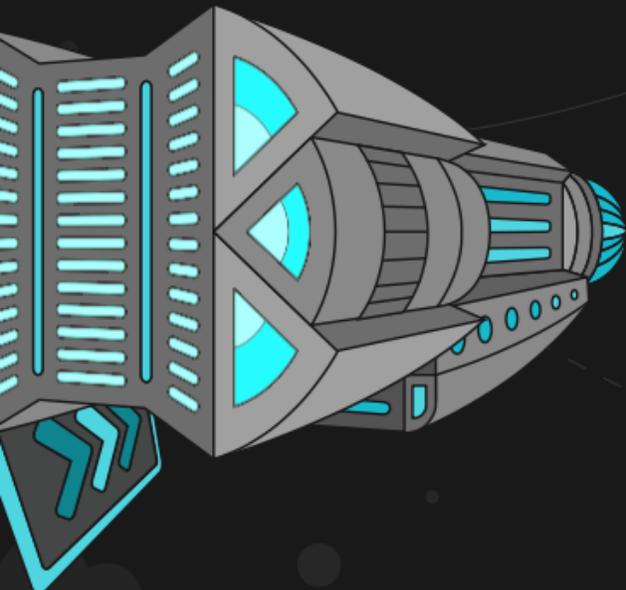


The New Face of Change

Perform 2018
Accelerate digital innovation

January 29th - 31st
The Bellagio, Las Vegas

@**BRIAN**
SOLIS
@briansolis





**KEEP
CALM**

There's

**AN APP
FOR THAT**



Google Play Store = 3.3 million apps.

Apple's App Store = 2.2 million.

This is a
time to...

Be
Innovative.

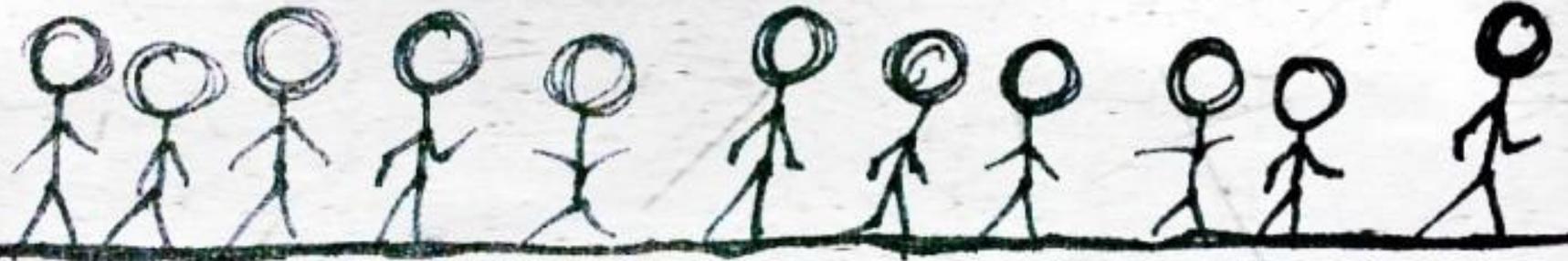
**But, what does it mean
to be innovative?**



We were taught to

FOLLOW THE RULES

Even though they were
developed for a different time.





Iteration vs. Innovation

Lightbulbs are not the result of the continuous improvement of candles.



75% of senior executives believe their organizations have a culture of innovation, but only **37%** of employees feel the same



Only **7%** of organizations can test, learn and deploy new ideas rapidly.



62% of respondents
consider **culture**
as no. 1 hurdle to digital
transformation





TOM
FISH
BURNE

Let data drive decisions, not the Highest Paid Person's Opinion.



Let's brainstorm! I'll pretend that you have brilliant ideas and you can pretend that I care about them while we play on our devices.

IMPOSSIBLE

Sometimes success is a poor teacher. It lulls us into iteration, improving what is, to incrementally grow our success rather than challenge what works *today* to innovate and create new opportunities *tomorrow*.

Your greatest enemy in breaking new ground is proving to those who have benefitted from business as usual that they can benefit again by investing in what's next. Someone will. There was a time when business as usual was leading-edge.

When it comes to real innovation...

**THERE IS
NO BOX**





DESIGNING THE **PRODUCT**



VS DESIGNING THE **EXPERIENCE**

design
IS ART
OPTIMIZED
TO MEET
OBJECTIVES.

“Everyone thinks of changing
the world, but no one thinks of
changing himself.”

LEO TOLSTOY

The Digital Change Agent's Manifesto

How the People Behind Digital Transformation Lead Change From Within

DECEMBER 2017

BY BRIAN SOLIS



INCLUDES INPUT FROM 30 INDUSTRY STAKEHOLDERS AFFECTING CHANGE WITHIN THEIR ORGANIZATIONS

ALTIMETER
@Prophet

Common Challenges Digital Change Agents Face



The Critical Roles of Digital Change Agents

Regardless of what organization role or stage in their journey they are, successful digital change agents share a common superpower: the ability to take on the following informal functions to navigate the human aspects of change. Our research shows that change agents typically assume any or all of these four functions that actively foster agility, instill confidence, and promote communication and collaboration in their organizations:



DATA GATHERER
AND STORYTELLER



INFLUENCER AND
CASE MAKER

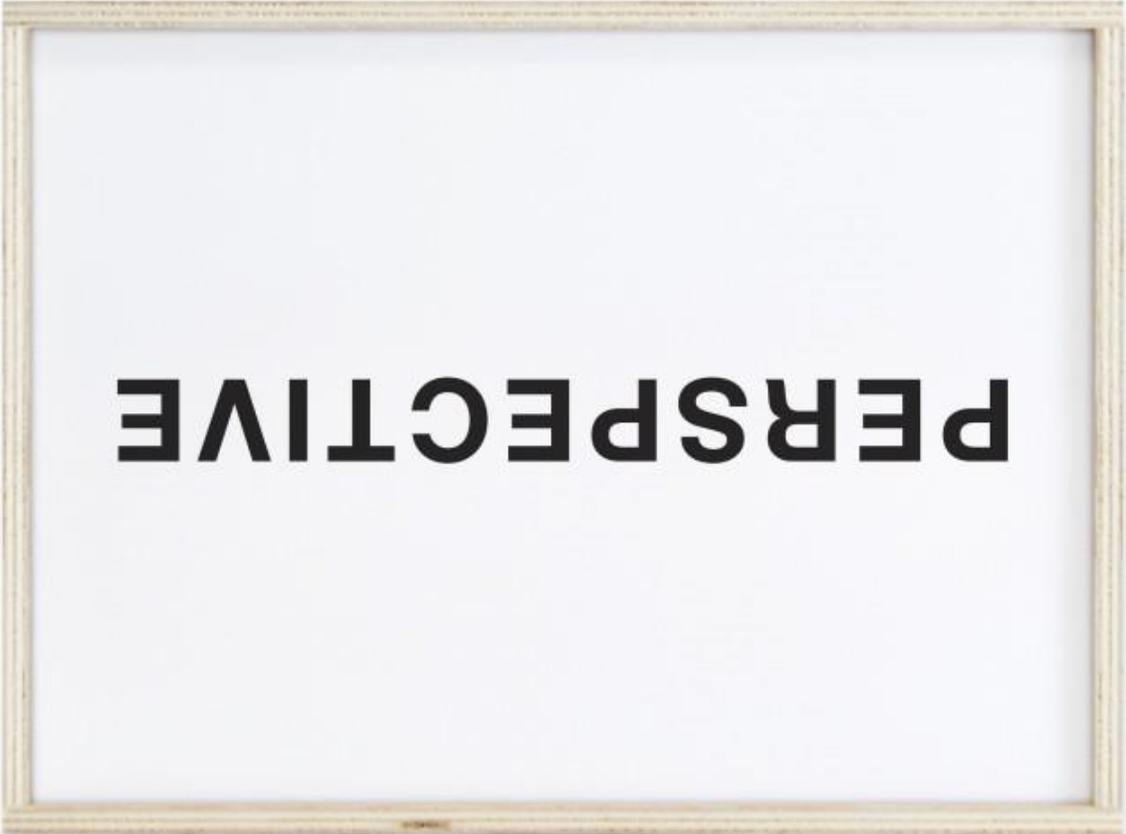


RELATIONSHIP
BUILDER



CHAMPION

**Innovation
Begins with a
Shift in Human
Perspective
and Mindset**



PERSPECTIVE

We are not Our Users

Business

User installs
Traffic
Ranking
Conversion
Costs/Profit
Incremental Improvements

Experience Divide

Users

Values
Personalization
Lifestyle
Convenience
Immediacy
Objectives

35%

Businesses that mapped the customer journey within the last year.

Down **(54%)** from 2016.

Roadmaps are developed and investments in CX are made **without understanding customers.**

Digital Darwinism Has Created a Market of Digital Narcissists

Brands and Agencies Need a Digital Transformation to Compete in the Experience Economy

By [Brian Solis](#). Published on April 20, 2016.



Best Dinner

EVER!



The line between reality and virtual reality is blurring. Customers want to feel like physical spaces are designed for their digital lifestyle.



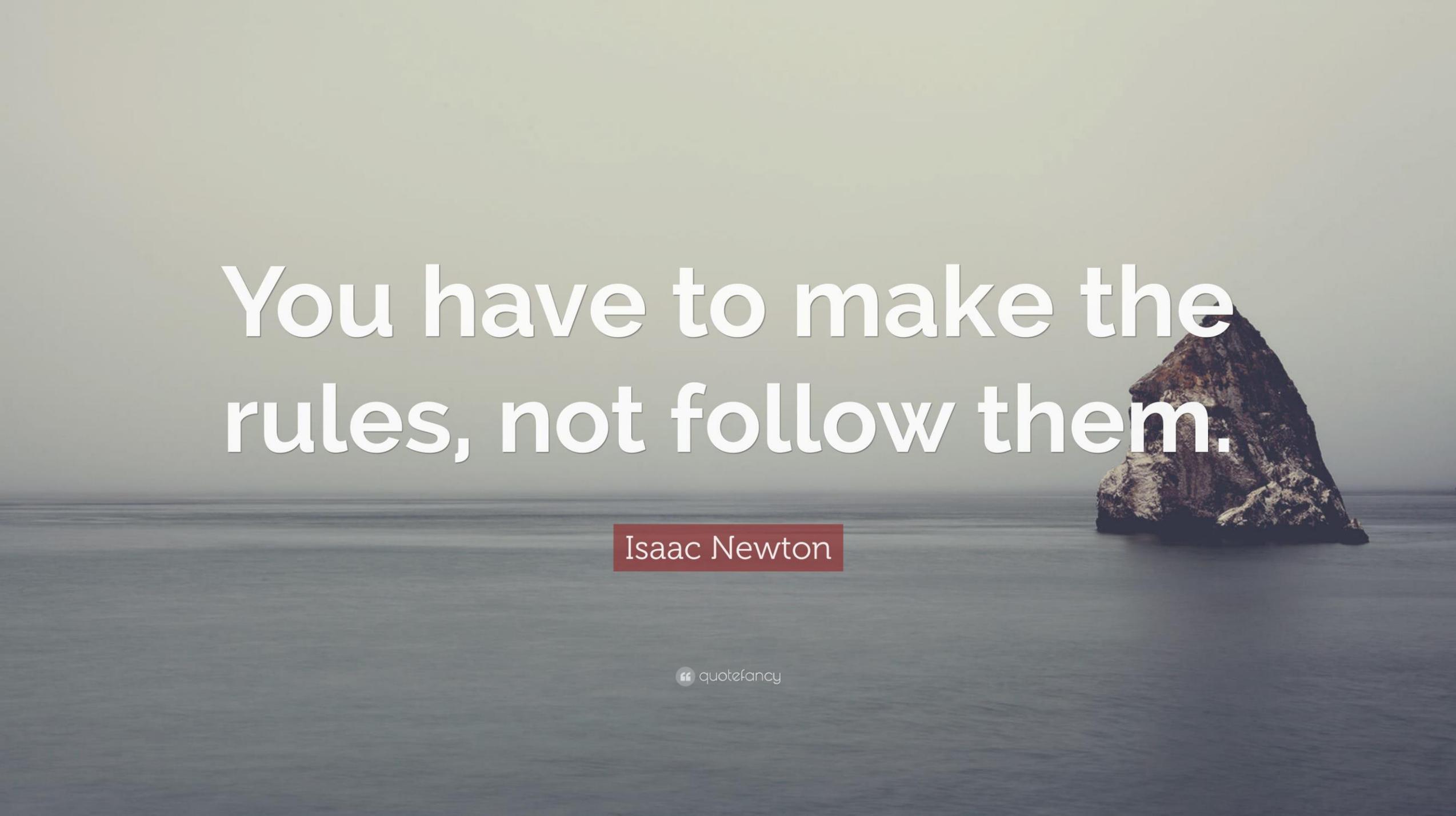




Once you feel a truly personal experience, it becomes the new standard for engagement. You, and other customers like you, don't go back. Every business now needs to recognize that apps that put people at the center of the experience become the standard for every business.

UX = CX

User experience is directly linked to customer experience
and they are they keys to engagement and loyalty.



You have to make the
rules, not follow them.

Isaac Newton

Innovation begins with us

The distance between here and the future is only separated by a vision for what's possible *and* improbable and what we do to make it reality.

A person with long dark hair, wearing a grey knit sweater, is holding a lit sparkler. The sparkler is bright yellow and orange, with many sparks flying out. The background is a solid, muted blue color. The person's face is partially visible but out of focus.

BE...

Curious.

Observant.

Creative.

Empathetic.

Bold.

Resilient.



Begin with the insights that matter to **users (UX)** and the outcomes that **matter to the business**...otherwise **iteration and incrementalism can masquerade as innovation.**

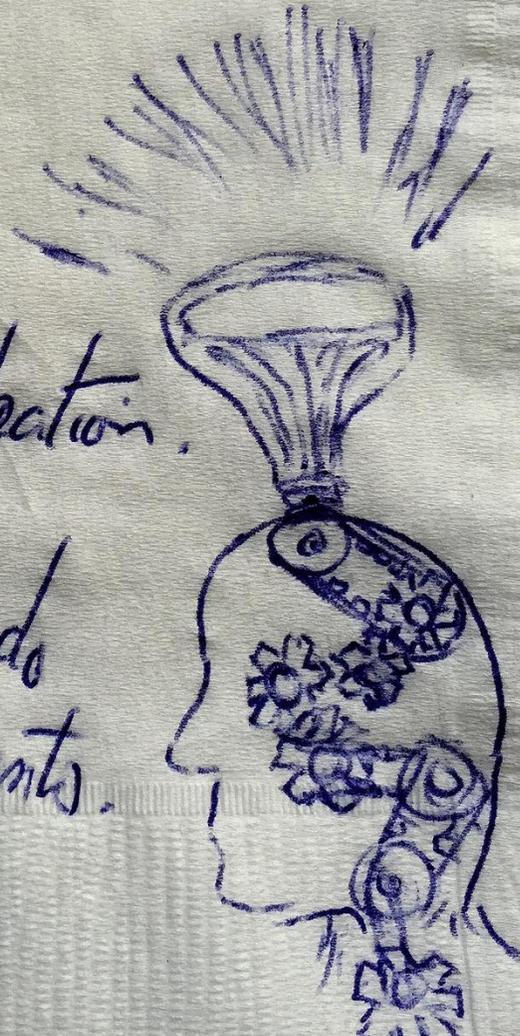
Just because I put an idea
on this mapkin doesn't mean
that change is
imminent;

This is just
a canvas for ideation.

WESTIN
HOTELS & RESORTS

It's what I do
next that counts.

© BEIWA SOLIS

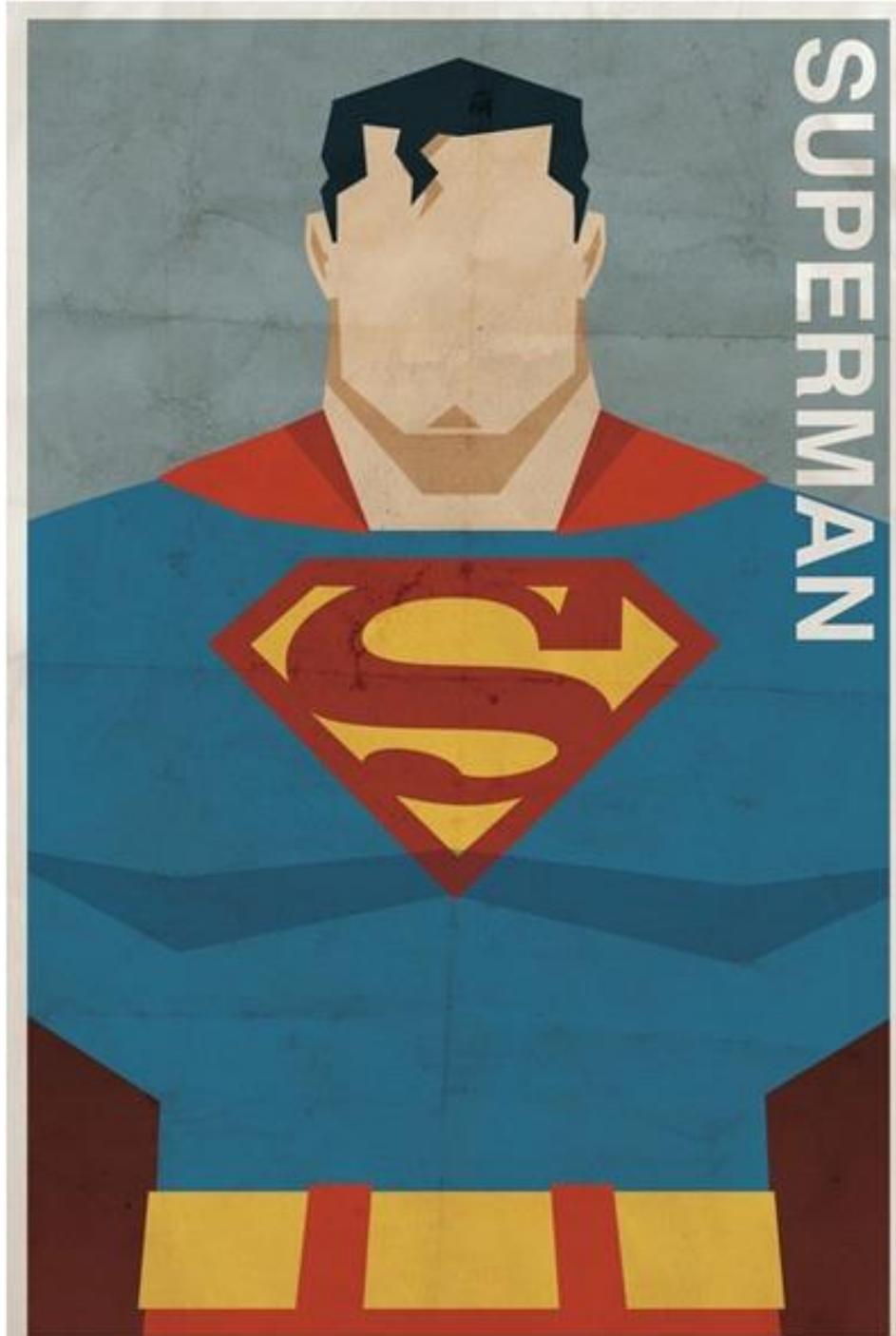




When it comes to change,
Readers do the work for you
**literally. They represent the
voice of the user.** They
rise up in time of need.



You are
the face
of change.





Brian Solis

bsolis@prophet.com

Altimeter Group, a Prophet Company

briansolis.com | [@briansolis](https://twitter.com/briansolis)

[Linkedin.com/influencer/briansolis](https://www.linkedin.com/in/influencer/briansolis) | [Facebook.com/thebriansolis](https://www.facebook.com/thebriansolis)

