

A person wearing a black suit jacket and a white shirt is holding a black tablet with both hands. The tablet screen is white and displays contact information in a dark blue, sans-serif font. The background is plain white.

**Jason Averbook**

**Chief Business Innovation Officer**

**Appirio**

**@jasonaverbook**

**[blog.knowledgeinfusion.com](http://blog.knowledgeinfusion.com)**

# Minnesota

## Local Weather Alert

### ● Winter Storm Warning for Hennepin, MN

From 3:00 PM CDT, Wed., May 01, 2013 until 7:00 PM CDT, Thu., May 02, 2013

#### Other affected areas:

Chisago, MN; Hennepin, MN; Anoka, MN; Ramsey, MN; Washington, MN; Sibley, MN; Carver, MN; Scott, MN; Dakota, MN; Brown, MN; Nicollet, MN; Le Sueur, MN; Rice, MN; Goodhue, MN; Watonwan, MN; Blue [More](#) ▼

#### Issued by The National Weather Service Minneapolis, MN

Wed, May 1, 2013, 3:54 AM CDT

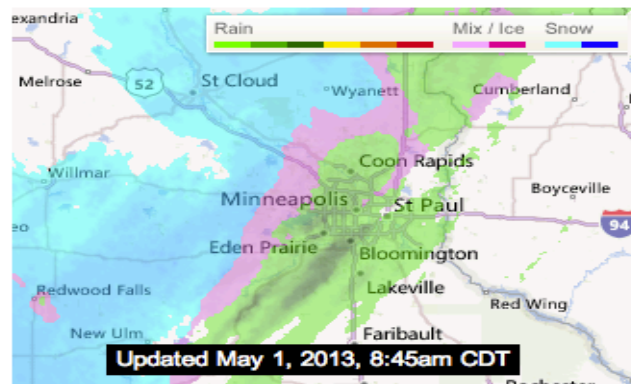
... WINTER STORM WARNING IN EFFECT FROM 3 PM THIS AFTERNOON TO 7 PM CDT THURSDAY...

THE NATIONAL WEATHER SERVICE IN TWIN CITIES/CHANHASSEN HAS ISSUED A WINTER STORM WARNING FOR HEAVY SNOW... WHICH IS IN EFFECT FROM 3 PM THIS AFTERNOON TO 7 PM CDT THURSDAY.

\* TIMING: RAIN THIS MORNING WILL TRANSITION OVER TO SNOW BY MID AFTERNOON. SNOW WILL THEN CONTINUE IN PERIODIC BANDS THROUGH TONIGHT AND TAPER OFF DURING THE DAY THURSDAY. SNOW MAY BE HEAVY AT TIMES THIS EVENING THROUGH THE EARLY MORNING HOURS.

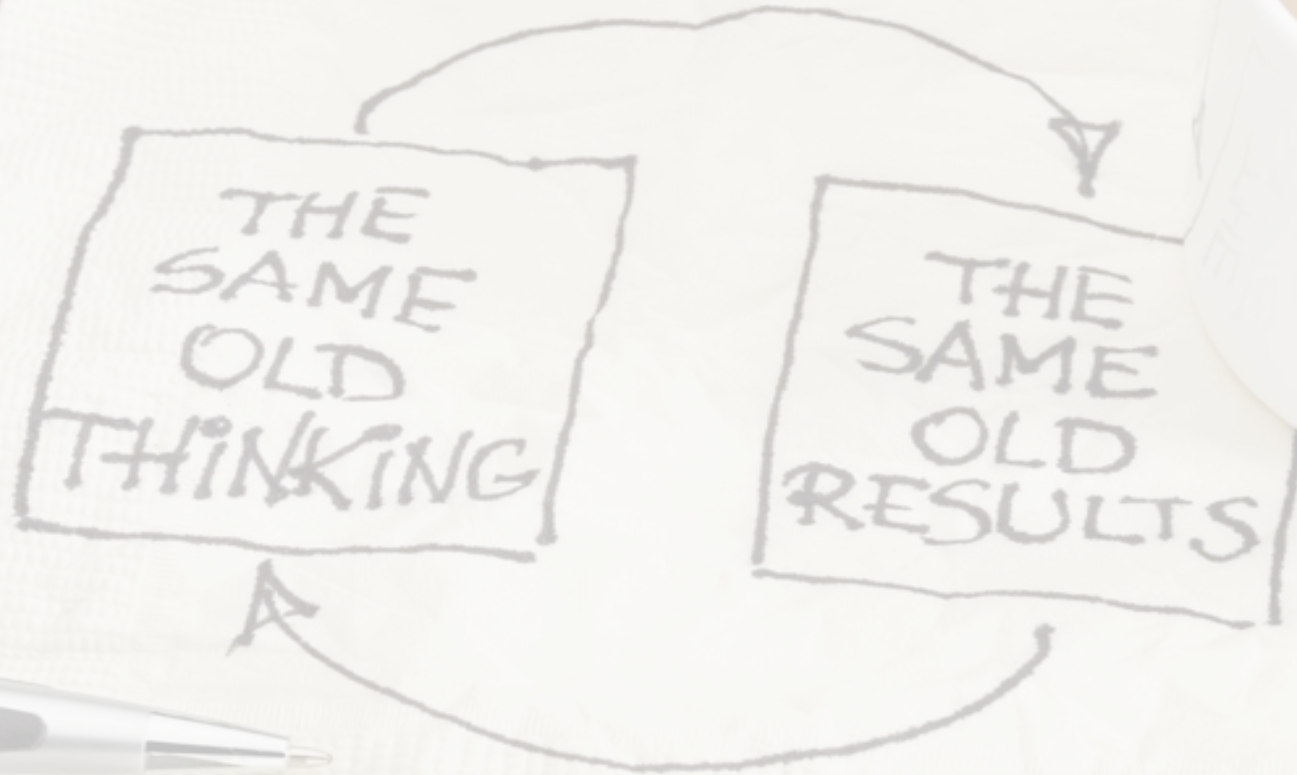
\* SNOW ACCUMULATION: 6 TO 9 INCHES.

#### Local Radar Map



[Weather in Motion®](#) | [Enlarge Map](#)

# Let's Talk Outcomes



# The Business

- More outcome based
- More efficient
- More data driven
- More agile

# The HR (People) Function

- More technology literate
- More worried about process then module
- More focused on business value
- More concerned about workforce adoption

# The World

- More change
- More opportunity
- More connected
- More “one”

# The Ongoing Change

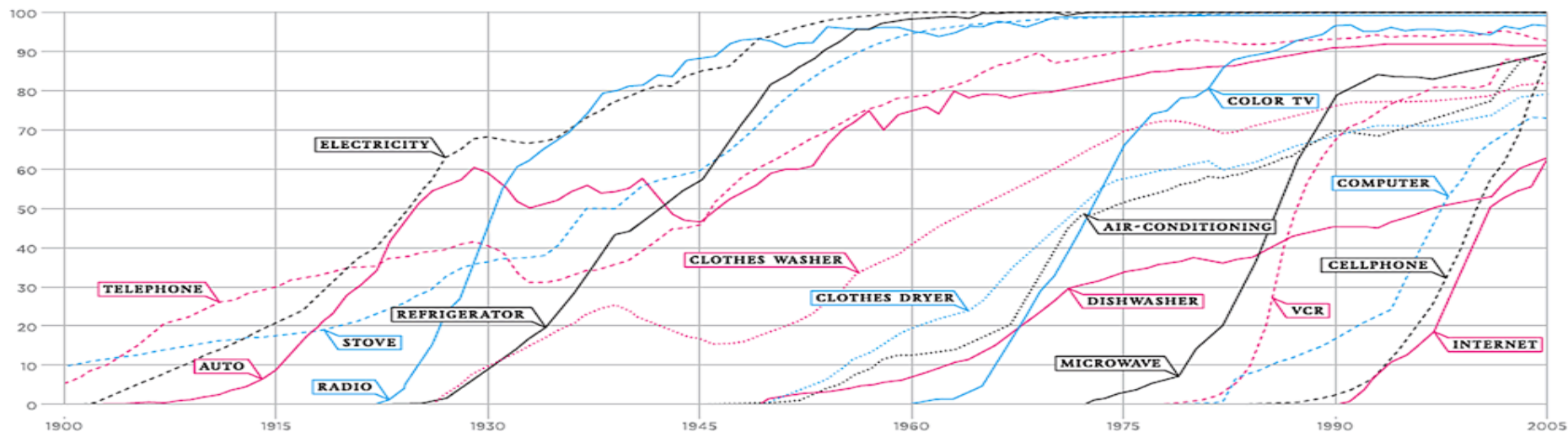
- More radical
- More expectations
- More need for “imagination”
- More “FAST”



# More “FAST”

% of US  
Households

## CONSUMPTION SPREADS FASTER TODAY



## Not so long ago.

- In 1900, <10% of families owned a stove, or had access to electricity or phones
- In 1915, <10% owned a car
- In 1930, <10% owned a fridge or washer
- In 1945, <10% owned a dryer or air-conditioning
- In 1960, <10% owned a dishwasher or colour TV
- In 1975, <10% owned a microwave
- In 1990, <10% owned a cell phone or Internet
- Today.. more than 90% own all the above.



# The Challenge

Implement

- Take an old domain

- Take old processes

- Take focus on risk

- Take old technology views

- And focus on “What Do You Need To Be Great At?”

Investigate



Analyze



Business

Process

Identify



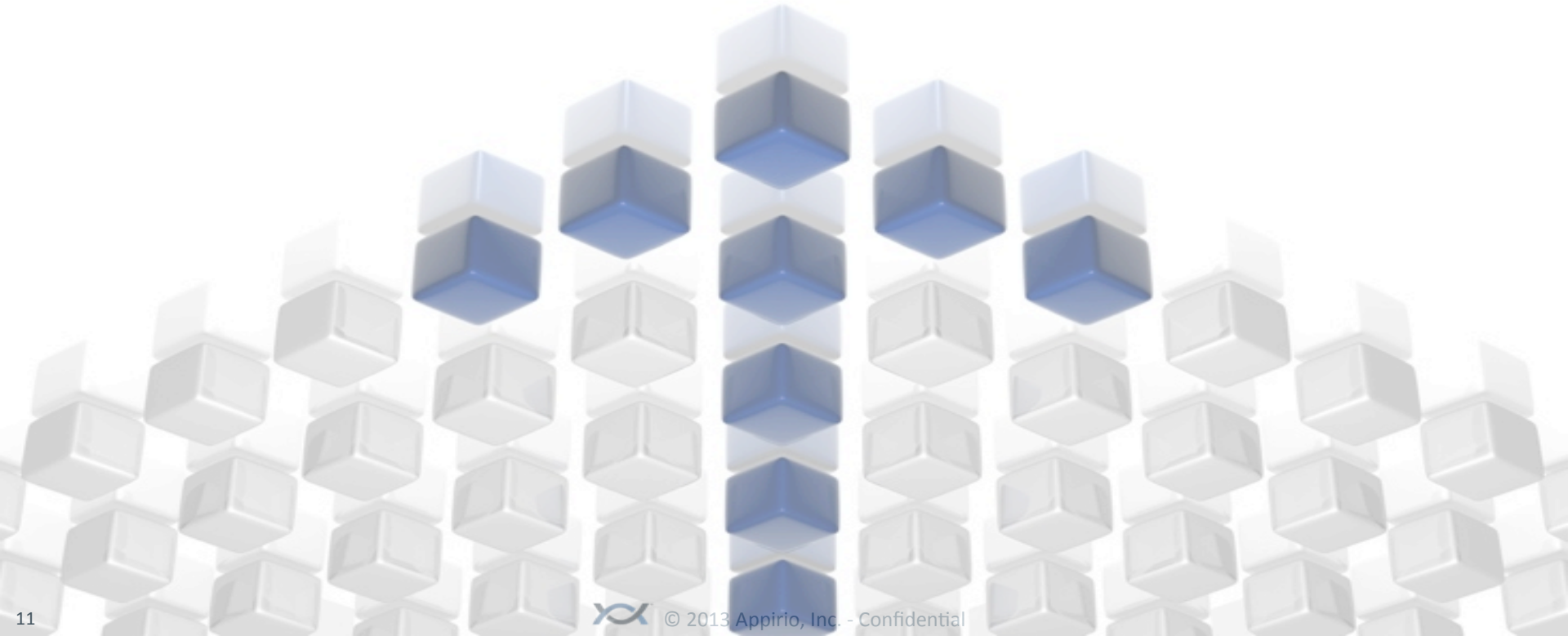
Develop

Design



# The Key To Success

alignment





**Re-imagine!**



impossible



# Re-Imagination of Recruiting / Hiring...

## THEN...

Job Fairs / Campus Recruiting Events /  
Paper Resumes



## NOW...

(LinkedIn)

Online Resumes / Social Relevancy For  
Recruiters / Searchable Skill Sets /  
Endorsements / Recommendations



# Re-Imagination of News + Information Flow...

## THEN...

Delayed / Dedicated Reporters + Cameramen /  
Regional or National Reach



## NOW...

(Twitter)

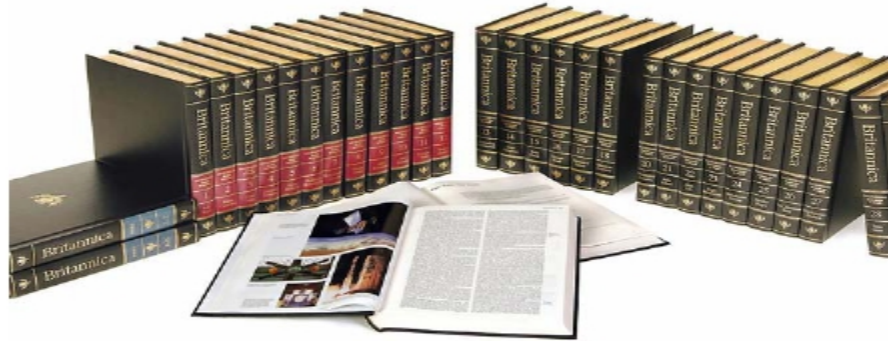
Real-Time / Citizen Reporting via  
Mobile Devices / Global Reach



# Re-Imagination of Knowledge...

**THEN...**

(Print Copies / Updated Annually)



**NOW...**

(Accessible Everywhere / Updated Real-Time / Everyone Can Contribute)



# Re-Imagination of Health Awareness...

## THEN...

Awareness Campaigns /  
Physician Visits



KPCB

## NOW...

(Nike+ / Jawbone UP)

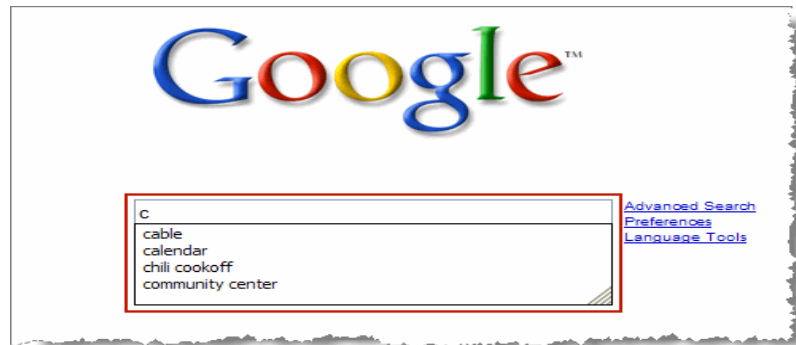
Always-On Tracking + Syncing + Analytics /  
Quantified Self



# Search



Physical



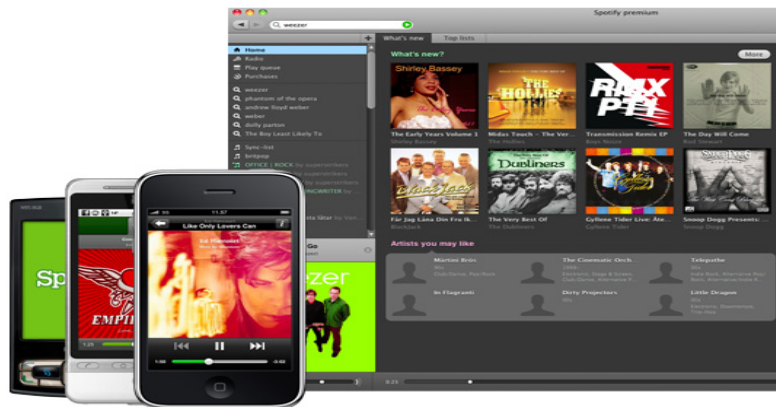
Software



# Music



Physical



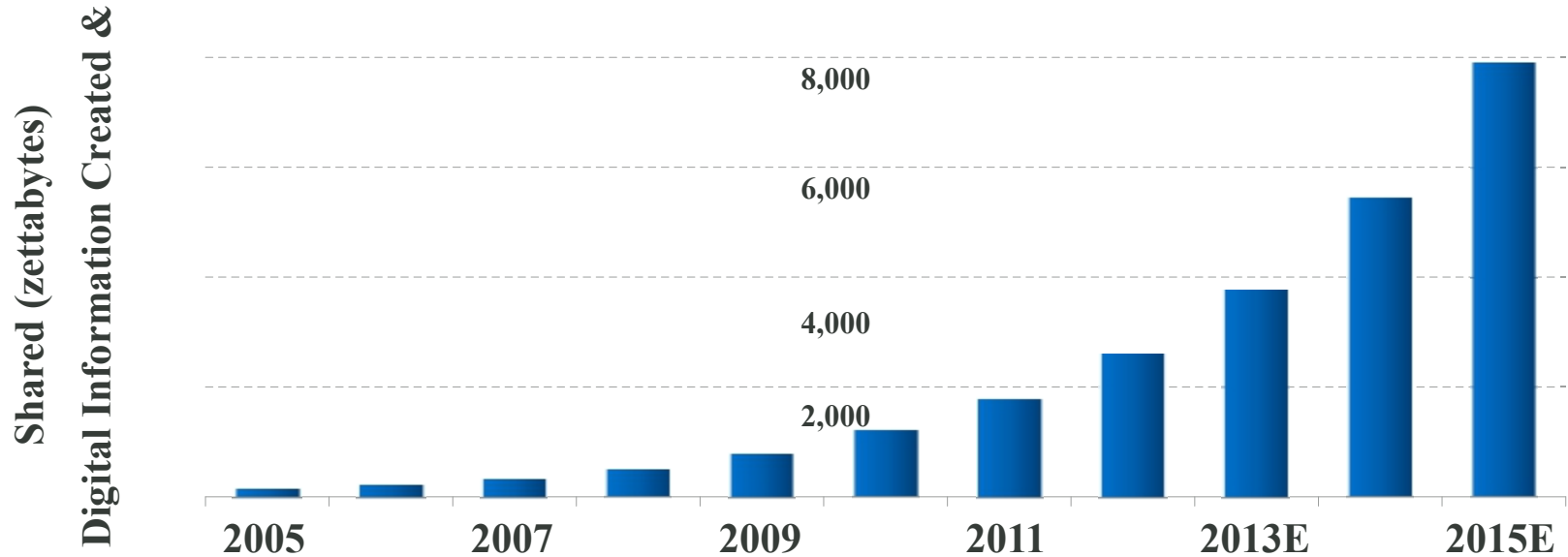
Software



## Big to Bigger to Bigger and It's Still “The Wild West”

Amount of global digital information created & shared – from documents to pictures to tweets - grew 9x in five years to nearly 2 zettabytes\* in 2011, per IDC

**Global Digital Information Created & Shared, 2005 – 2015E**



Note: \* 1 zettabyte = 1 trillion gigabytes. Source: IDC IVIEW report “Extracting Value from Chaos” 6/11.

# Where Do We Go?



# The Perfect Storm



# What is driving this need to transform the way people work?

## 1.

**Shift to  
the Cloud**



**Consumer Grade  
Expectations**

## 2.

**Rethinking Talent  
Management**



**Importance of  
Individual & Team**

## 3.

**Workforce  
2020**



**Mobile  
Social**



# Talent Management

- Retirement rate increasing
- Graduation rate decreasing
- Continued shift from manufacturing economy to knowledge economy
- Talent now considered organizations' competitive edge



**All organizations will go through a major skills shortage in high value positions in the next 5-7 years**



# Is This Talent Management?

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR  
**APPROPRIATE AUDIENCES**  
BY THE MOTION PICTURE ASSOCIATION OF AMERICA, INC.

[www.filmratings.com](http://www.filmratings.com)

[www.mpaa.org](http://www.mpaa.org)



# What's Stopping Organizations from Managing Talent Effectively?



## Good News: There's Buy-In...

- Only 1 in 8 cited 'our leaders don't buy into talent management' as a show-stopper or significant challenge.
- Only 1 in 4 cited 'not having the money to invest' as a show stopper or significant challenge.

## Bad News: Some Aren't Quick Fixes...

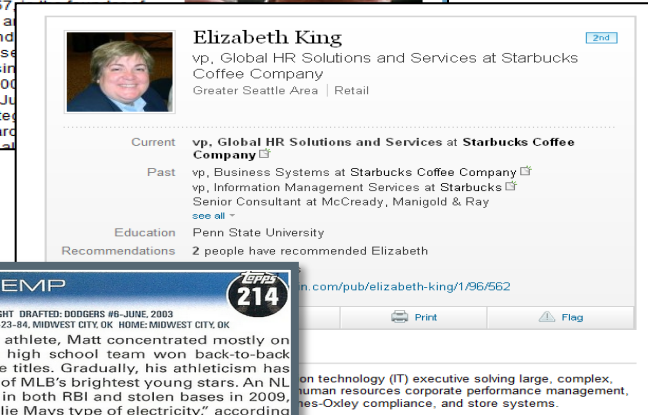
- More than 4 in 5 indicated 'managers do not know how to manage people' as being at least a somewhat significant challenge.
- Nearly 4 in 5 pointed to 'inefficient or antiquated processes' being at least a somewhat significant challenge.

# Talent Profiles

Talent Profiles have become more common in commercial areas –business, sports, news profiles

Provides an easy visual and framework for discussing and comparing talent

LinkedIn and other social networking tools have employees more accustomed to building out their own pages and information



**OUTFIELD**

**MATT KEMP**

HT: 6'2" WT: 225  
 BATS: RIGHT THROWS: RIGHT DRAFTED: DODGERS #8-JUNE, 2003  
 ACQ-VIA DRAFT BORN: 9-23-84, MIDWEST CITY, OK HOME: MIDWEST CITY, OK

As an amateur athlete, Matt concentrated mostly on basketball; his high school team won back-to-back Oklahoma state titles. Gradually, his athleticism has made him one of MLB's brightest young stars. An NL top-10 finisher in both RBI and stolen bases in 2009, Kemp has "Willie Mays type of electricity," according to Dodgers broadcaster Rick Monday.

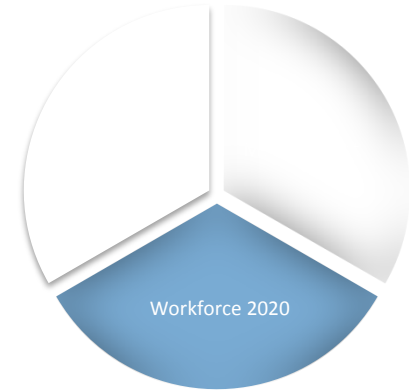
**COMPLETE MAJOR LEAGUE BATTING RECORD**

YEAR	G	AB	R	H	1B	2B	3B	HR	SO	BB	SV	CS	SEC	OPS	AVG
06 DODGERS	52	154	33	39	7	1	7	23	6	9	53	448	727	253	
07 DODGERS	98	292	47	100	12	5	10	42	10	16	66	521	884	342	
08 DODGERS	155	608	83	176	38	5	18	76	35	46	153	459	789	290	
09 DODGERS	156	608	87	180	25	7	26	101	24	52	138	490	842	297	
MAJ. LEA. TOTALS	464	1659	267	495	82	18	61	242	85	123	411	480	826	299	

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# Workforce 2020

- More social
- More collaborative
- More connected / devices
- More 24/7
- Major shift from full-time to heavy contingent workforce



**The Workforce of 2020 will be driven by heavy collaboration, matrix structures and virtual work**

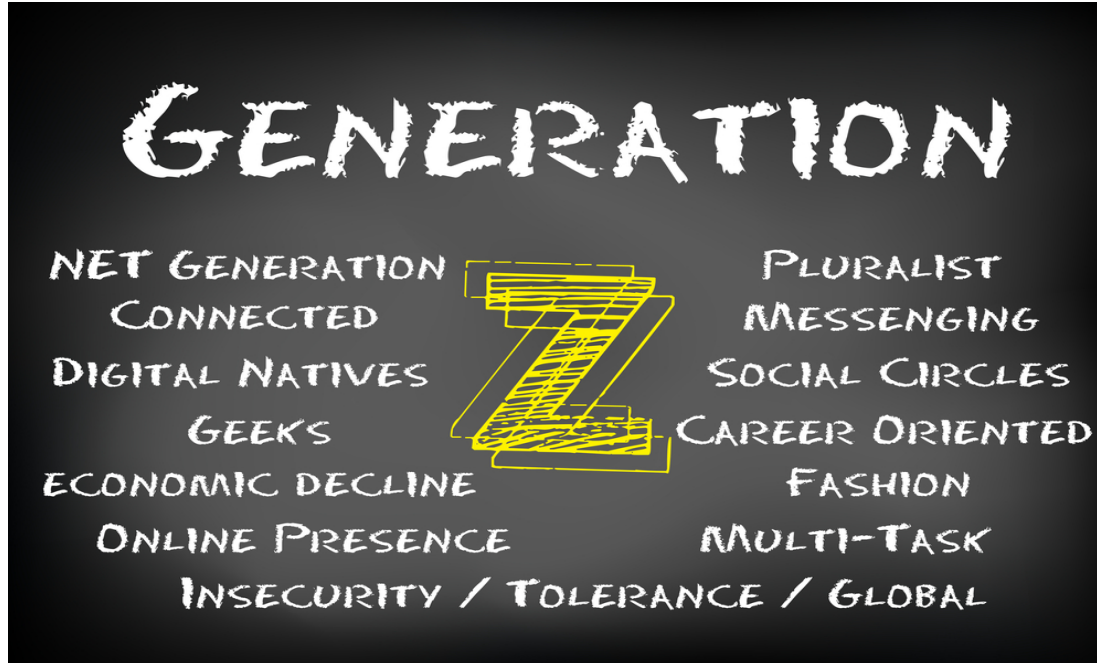


# Generations Working Together

Our four generation workforce provides challenges



# Generation Z



## Mobile / Collaboration



# Platform Shift from ERP to Cloud

- Most HR Software written before Internet was born
- Designed for HR department – not workforce
- Most systems implemented as payroll solution, not human capital management solution

**All organizations will need to upgrade/  
re-implement/replace in the next 1-4 years**



# Usability Drives New Era Of Business



# Applification of Work



# So...What Has Changed To Create This Storm?

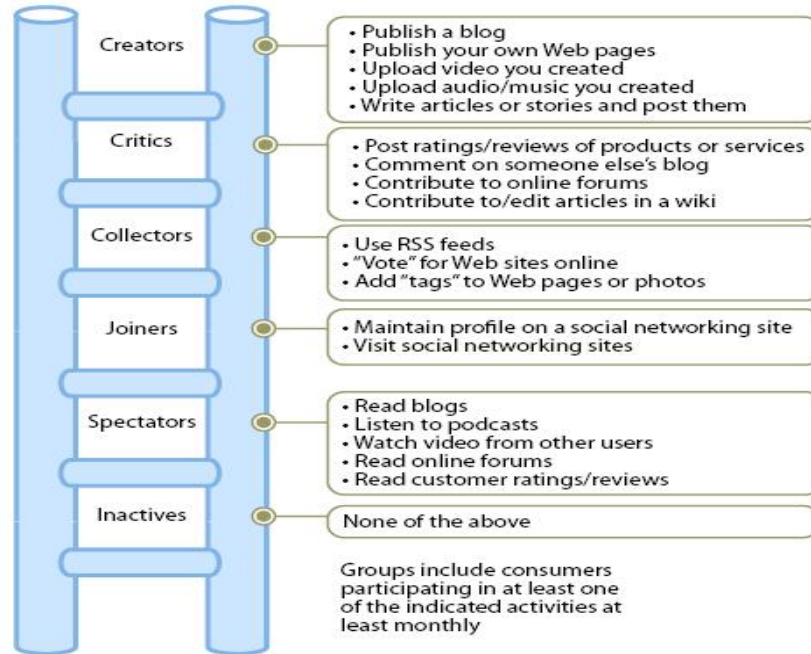


# The Workforce

- More Mobile
- More Collaborative
- More Social
- More 24/7
- More In Need Of Leadership / Direction



# Your Technographic?



Rebranding of “normal data”



Size Matters

3 V's – Volume, Variety, Velocity

New Information

WHAT  
YOU  
NEED  
TO  
KNOW?



# What To Measure



# Where Do We Go From Here?

- Create Workforce Technology Strategy
- Create Workforce Intelligence Strategy
  - What To Measure
  - How To Deliver
  - Who Will Consume
  - Where Will They Receive
  - Why Does It Matter
- Start Small And Show Wins



OUR TIME IS

now

tomorrow

yesterday

LET'S NOT  
WASTE IT

