

**Today's
Hotbed:**

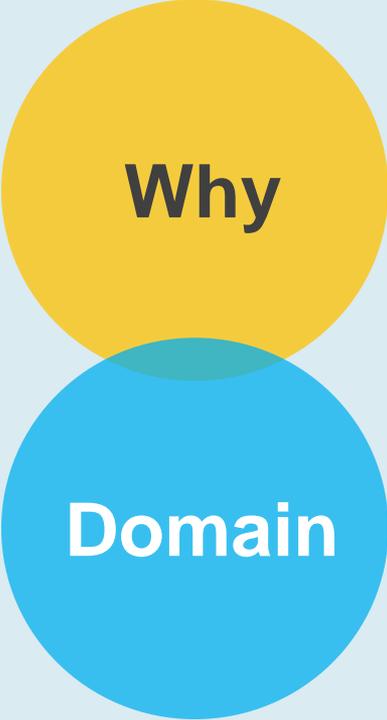
**Social,
Technology
and Strategy**



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Introduction

New Hotbed ??



Why

Domain

- Essential ingredient to Internet / knowledge economy
- Can achieve double-digit annual growth
- Cannot afford to be left behind

- For businesses, organizations and governments
- Providing or receiving services / goods within and with each other

Invitation to Rethink

Clear but .. Little action taken

Fitting old
structures
to new
Platforms

Small
is
Big

Where
&
How

Individual
vs
Organizational

Old Structures

New Platforms



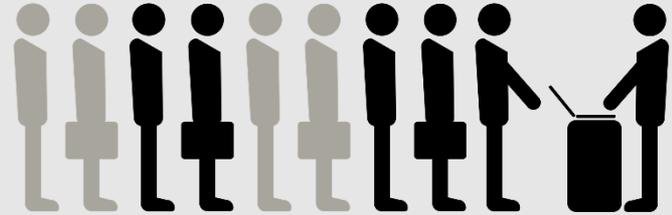
Parliament (Congress)

Do we still need someone to represent us and talk on our behalf?



How will it look in 2025

↑ PULL ↑



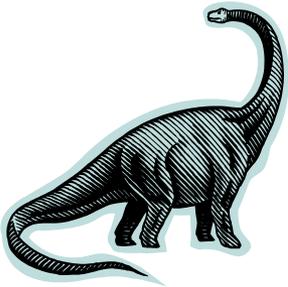
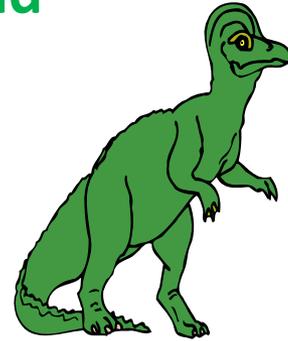
↑ PUSH ↑



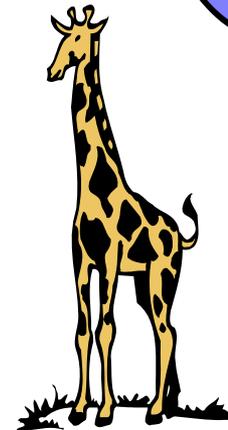
An **intelligent** way to anticipate needs and provide them before request.

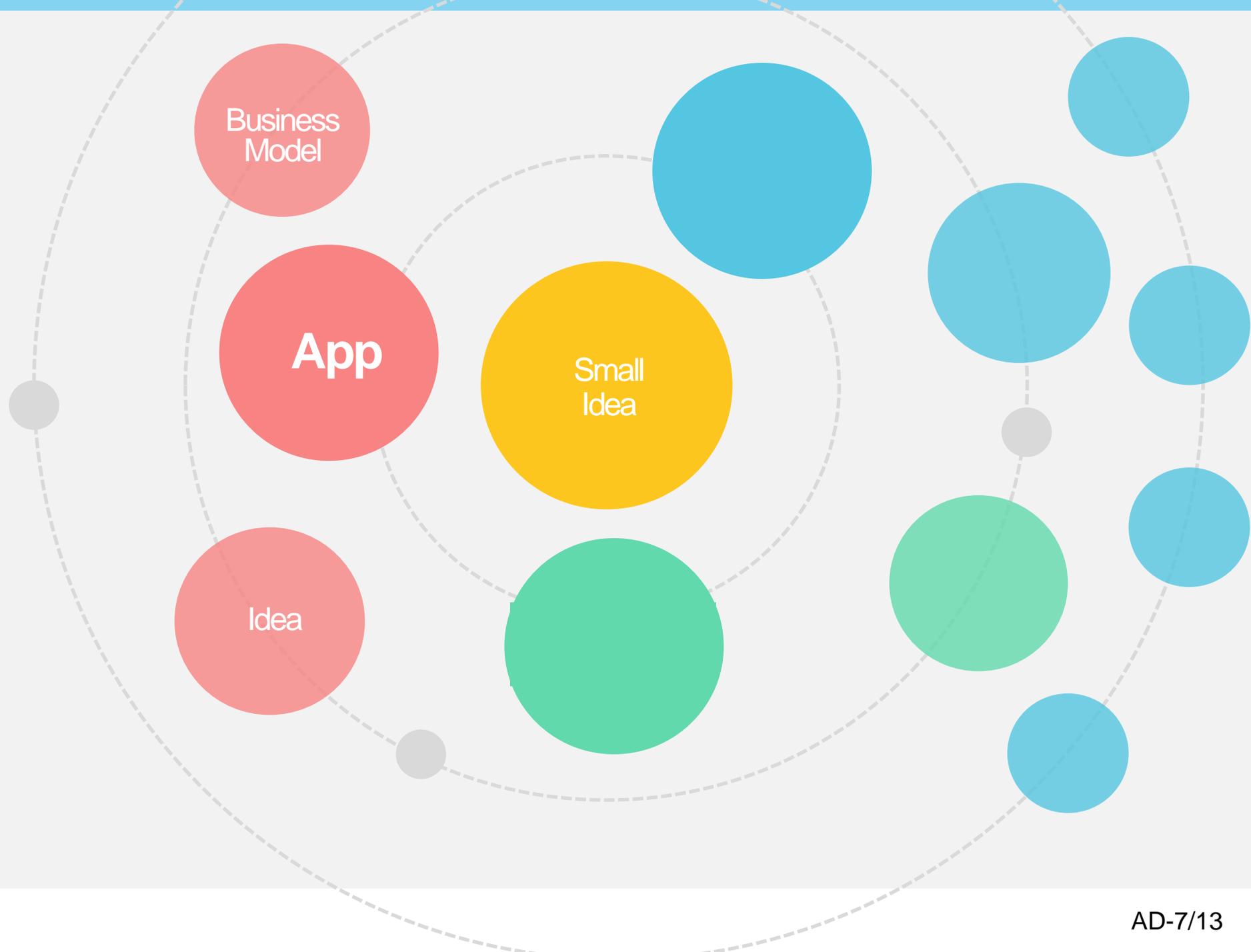
Don't behave like Government and State ... 😊
so your company won't be left behind

**Nature taught us;
If you don't adapt, you extinct**



Agile





Be prepared ...

Rethink



**Small will take
over big !!**

Classic Definitions

we still teach them at most universities



Objective

Where you want to go?



Strategy

How you will go?

Major Challenge

....

Can you tell ..

where you want to be in 10 years

**New hotbeds affect .. Objectives
not only .. Strategies**

Individual Knowledge

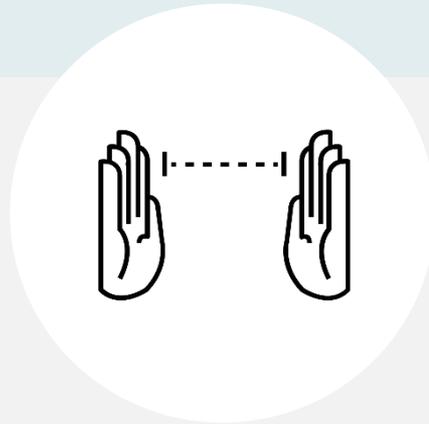
vs.

Organizational Knowledge

Why is it that CRM, surveys, listening and tracking social media is so important

But we don't listen to the wealth of knowledge we have within the organization

Use new hotbeds within
Intra not only Inter



...it's this much more

Thank you

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