



INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

INNOVATION & DIGITALISATION DES SERVICES

PAR HUBERT KRATIOFF
4 MARS 2021

GRENOBLE ÉCOLE DE MANAGEMENT
ACTHINK IMPACT
OPH LA FÉDÉRATION
AMBA AACSB EQUIS TOUS



OPH LA FÉDÉRATION

OPH LA FÉDÉRATION

technology evangelist

full stack marketer
CDDO: chief digital/data officer
DPO: Data Protection Officer
expert learn marketing, CMI, marcom
everyday writing, coding & programming
entrepreneur / consultant

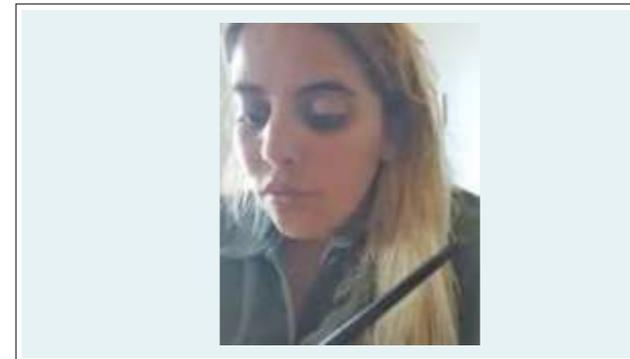
hubert@kratiouff.com
@kratiouff
linkedin.com/in/kratiouff

CX EX UX

DM

your happiness is my business

Aphorisme de Hubert Kratiouff
inspiré par Paul Dubrèlle / Gérard Falissou



experience phygitale N°1

OMNICANAL

OPH LA FÉDÉRATION

lesnouveauxmarketing.com/op

UX

LinkedIn logo

Hubert Kratiouff
COO at C4C, MyConnecting

WeChat logo

Hubert Kratiouff
France

Scan the QR code to add me on WeChat

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lesnouveauxmarketing.com/op

UX

Les acronymes du marketing moderne

ACT THINK IMPACT

OPH

Les 150 définitions Conférence NoLimit

ACT THINK IMPACT

OPH

THINK ACT

IMPACT

Matrice de Dwight Eisenhower (34th)

IMPACTANCE	+	1 Do First Urgent et important Do it now Crise	2 Do Next Important pas urgent Attente, planning ToDo
	-	URGENT Pas important Déléguer, éviter	limit trivialities time wast trash delete dump it 4 Don't Do
		+	-
		URGENCE	

do delay/defer delegate delete

Matrice de FOPH

IMPACT	+	1 Facile avec impact Rapide, pas cher, quick win	2 Difficile avec impact Long, coûteux
	-	3 Facile sans impact Peu visible, peu appréciable	4 Difficile sans impact
		+	-
		FACILE	

IMPACT

OPH LA FÉDÉRATION

technology evangelist
hubert@krakoff.com

ACT THINK IMPACT

OPH

La redéfinition du mot "Crisis" en japonais

危機

DANGER OPPORTUNITÉ

Journal 1993 est composé de deux sections. Le premier s'intitule danger à comprendre un terme du monde d'un problème. Le second s'intitule opportunité à saisir. Les deux termes sont liés par un caractère commun: le caractère "crise" est associé à la fois à un danger et à une opportunité.

#neWWorld

1 NOLIMIT
NBIC
VUCA

2 CULTURE
AGILITÉ
SCRUM

3 STRATÉGIE
CONTENUS
INBOUND

4 UX
PARCOURS
CLIENT

OPH LA FÉDÉRATION

ACT THINK IMPACT

OPH

StoryTelling

NoStory : NoBusiness

ACT THINK IMPACT

OPH

1 Description de l'évolution de l'écosystème, des technologies. Ce nouveau monde, sans limite, va vite, s'infiltrer partout et dans tous les aspects de la vie. De nouveaux outils d'analyse s'imposent

2 L'agilité est un outil d'adaptation interne à cette nouvelle économie. Ce changement de culture est primordial pour l'adaptabilité et l'intégration des nouveaux salariés

3 Le contenu éditorial fabriqué par les nouvelles organisations est un des moyens pour résister à la montée des plateformes mondiales. Peu de moyens produisent des miracles

4 L'objectif global est la satisfaction des nouveaux utilisateurs en leur offrant une expérience parfaite, fluide, agréable et sans irritant. L'expérience utilisateur est centrale.

ACT THINK IMPACT

OPH

1-NoLimit

ACT THINK IMPACT

OPH

2-Culture

ACT THINK IMPACT

OPH

3-Contenu

ACT THINK IMPACT

OPH

4-UX

ACT THINK IMPACT

OPH

One more thing...

slido

Joining a m

#foph

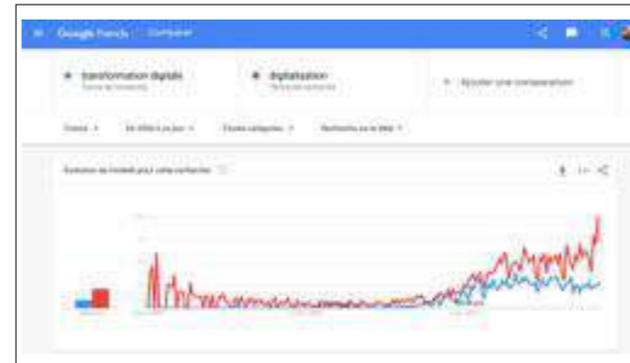
Give a voice to your audience

slido

sli.do ou slido.com #gem

AUDIENCE INTERACTION

- ▶ SLI.do
- ▶ www.beekast.com
- ▶ Klaxoon
- ▶ Kahoot
- ▶ WooClap.com
- ▶ www.mentimeter.com/inspiration



1 NoLIMIT NBIC VUCA

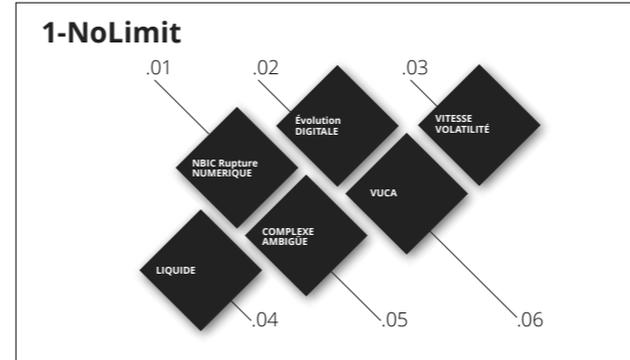
2 CULTURE AGILITÉ SCRUM

3 STRATÉGIE CONTENUS INBOUND

4 UX PARCOURS CLIENT

OPH LA FÉDÉRATION

NOLIMIT



“THE FUTURE IS ALREADY HERE — IT'S JUST NOT VERY EVENLY DISTRIBUTED”

William Ford Gibson (1948-) cyberspace noir prophète

4ème révolution industrielle

Vapeur + moteur

Électricité

Informatique

IA

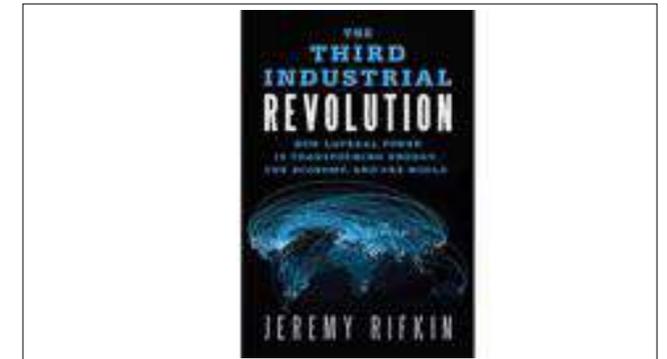


3ème révolution industrielle

Vapeur + moteur

Électricité

NBIC (NTIC)



NBIC

NBIC

Nano (techno, matériaux)

Bio (techno, mimétisme)

Informatique (IOT, 3Dprint, Blockchain, Quantique, Algorithmie)

Cognitif (IA, ML, MOOC, edTech, apprentissage adaptif)

petite poucette michel serres

Luc Ferry LA RÉVOLUTION TRANSHUMANISTE

Michel SERRES	Luc FERRY
-3000 écriture	1800 Vapeur
1450 imprimerie/chiffre	1900 Électricité
2000 NBIC	2000 NBIC



蚂蚁金服 ANT FINANCIAL

Ranking	Banking Group	Market Capitalisation (USD bn)
1	J.P. Morgan	305
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
10	Ant Financial	150
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47

Alipay WeChat

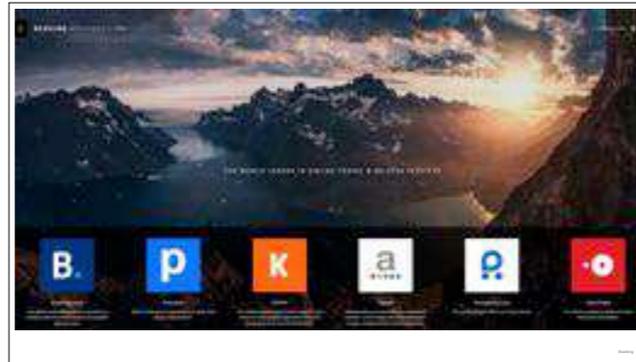
GAFA, quoi ?

GAFA
NATU
BAT

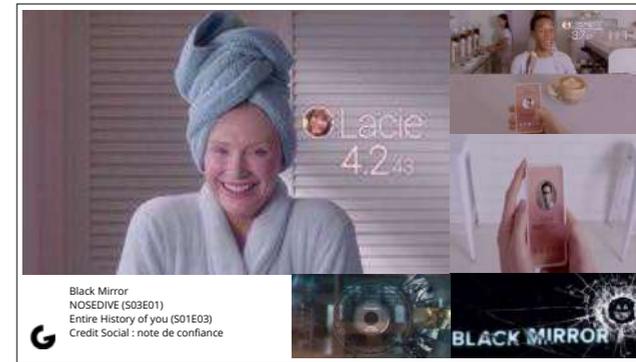
GAFA MSH
Google Amazon Facebook Apple Microsoft Salesforce Huawei

NATU BEY
Netflix Airbnb Tesla Uber Booking Expedia Yandex

BATX BDH
Baidu Alibaba Tencent Xiaomi Bytedance DJI Hikvision



	2008	2009	2010	2011
1	Microsoft	83,038	Google	245,531
2	Apple	83,824	Apple	234,827
3	Facebook	47,428	Microsoft	143,203
4	Amazon	38,768	Amazon	136,246
5	Twitter	34,210	Facebook	124,800
6	Walmart	47,847	IBM	116,713
7	Google	31,445	VISA	111,846
8	IBM	34,784	Facebook	104,204
9	Citi	31,028	IBM	103,084
10	JP Morgan	30,888	JP Morgan	83,724



gov ed ag water
 food legal civic travel
 mar **-TECH** insur
 green ad fin med
 deep

thingonomics (IOT) GIG
 blue economics expectation new
 micro sha | ring macro
economy neuro
 offre platform nudge gift
 barter collaborative market
 attention comportementale



intelligence model
 law sha | ring funding
 power **crowd** open
 marketing innovation
 lending collaboration sourcing

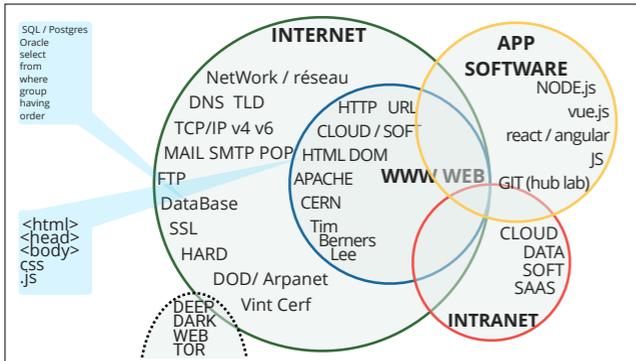
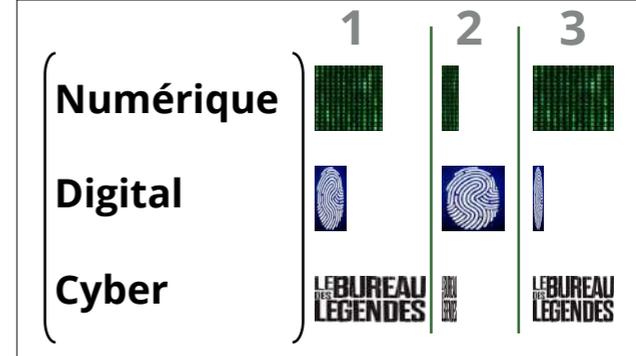


PSY 3,9 milliards de vues
 YouTube : 5M€ de droit +




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Numérique
 invention, technologie, recherche, technique, scientifique, code, brevet...
Digital
 innovation, utilisation, usage, assistance, commande, clic, relation homme-machine...
Cyber
 sécurité, protection, hacker, virus, espionnage, militaire, défense, bureau des légendes



Digital
Numérique
Cybernétique
Éthique

=

DATA
 contrôle

=

INDIVIDUEL
 personnalisation

=

Politique
 moral



“ Il n’y a pas d’amour, il n’y a que des preuves d’amour ”

Pierre Verdy (1889-1960)

“ Il n’y a pas de digital, il n’y a que des preuves de digital ”

HK & Pierre Reverdy (1889-1960)

VUCA

<p>complexity</p> <p>Characteristics: The situation has many interconnected parts and variables. Basic information is available or can be provided, but the volume or nature of it can be overwhelming or precise.</p> <p>Example: You are being business in many countries, all with unique regulatory environments, tariffs, and cultural values.</p> <p>Approach: Identify risks, bring on all relevant operations, and build up resources, resources to address the complexity.</p>	<p>volatility</p> <p>Characteristics: The situation is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand, knowledge about it is often available.</p> <p>Example: Prices fluctuate after a natural disaster takes a supplier off-line.</p> <p>Approach: Be in a state and always prepared to reorganize. Be flexible, adaptable, ready to switch roles. These roles are typically required, your investment should make the cut.</p>
<p>ambiguity</p> <p>Characteristics: Clear relationships are a complexity anchor. No operations exist you face "unknown unknowns."</p> <p>Example: You decide to enter the market or emerging markets to launch products outside your core competencies.</p> <p>Approach: Experiment, understanding risks and effort required, generating hypotheses and testing them. Design your investments to be able to pivot.</p>	<p>uncertainty</p> <p>Characteristics: Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not a given.</p> <p>Example: A competitor's pending product launch enables the future of the business and the market.</p> <p>Approach: Invest in information - collect, interpret, and share it. This work leads to adaptation with structure changes, but in doing information analysis, identify that can reduce ongoing uncertainty.</p>

VUCA

HBR 2014

Nathan Bennett et G. James Lemoine
 « What VUCA Really Means for You »
 Harvard Business Review, 01/2014

<https://hbr.org/2014/01/what-vuca-really-means-for-you>

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HARVARD BUSINESS REVIEW

NoLimit dans un monde VUCA

Michel Houellebecq
 La carte et le territoire

PRIX GONCOURT 2010

Flammarion

VUCA

Complexity: The situation has many interconnected parts and variables. Basic information is available or can be provided, but the volume or nature of it can be overwhelming or precise.

Volatility: The situation is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand, knowledge about it is often available.

Ambiguity: Clear relationships are a complexity anchor. No operations exist you face "unknown unknowns."

Uncertainty: Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not a given.

VUCA outil militaire adaptation aux conditions

HBR 2014

complète bien le SWOT

Volatilité Incertitude Complexité Ambiguïté

4 types de situations qui demandent 4 types de réponses

Généralement non cumulable ou plutôt avec une dominante
 Planification agile et adaptative en environnement incertain
 Utile pour décider dans un marché marqué par l'une des dominantes

La planification à trois ans dans un environnement VUCA est impossible tant le nombre d'inconnu est grand : comment « savoir ce qu'il faut faire, quand personne ne sait ce qu'il faut faire »

L'adaptation et la capacité à apprendre vite sont cruciaux :
 «Every day I'm learning something new" Sir Richard Branson, Founder – Virgin Group

Joining a m

#foph

Give a voice to your audience

Not shared for free

sli.do ou slido.com #gem



VUCA : NIKE with colin kaepernick

Believe in something. Even if it means sacrificing everything.

just do it.

INSPIRING IDEAS AND TALENT
 TECHNOLOGY & INNOVATION

QrCode

GRENOBLE ECOLE DE MANAGEMENT

ACTTHINK IMPACT

AMBA AACSB EQUIS



Bob Dylan

Kendrick Lamar

BOB DYLAN HIGHWAY 61 REVISITED

DAMN.

Key TakeAways

ce qu'il faut retenir