



# **The future of Society (in a world of permanent digital transformation)**

DIEGO ANTOÑANZAS

Barcelona, 2021, Oct the 1st

If you want to build a ship, don't drum up the men to gather wood, divide the work and give orders. Instead, teach them **to imagine the vast and endless sea.**

*Antoine de Saint-Exupéry*

An important  
premise before  
starting



**Who I am**

**Why I am here**

- Big Family
- Business Administration
- Family Office - Agency
- Global companies (Siemens ,  
Heineken)
- By Myself and make my own decisions



**VUCA World**  
**BANI World**



**WHEN WILL NORMALITY RETURN**

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# The Reality

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The challenges we are facing right now were existing before Feb 2020

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## VUCA

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(Volatility (V), Uncertatinty (U), Complexity (C) y Ambiguity (A)).



- Brittle
  - Anxious
  - Non-linear
  - Incomprehensible
- 
- FOMO (FEAR OF MISSING OUT)



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BANI versus VUCA: a new acronym to describe the world





# COVID-19 is awful. Climate change could be worse.

But there are lessons from the current crisis that should guide our response to the next one.

By **Bill Gates** | August 04, 2020 • 8 minute read



**Shenzhen in China builds giant air conditioner cooling almost 3 square kilometres of public buildings to reduce energy consumption**

In China they already have a solution....



# CHANGE – Harvard business review



**Seismic or small,  
change is all around us.**

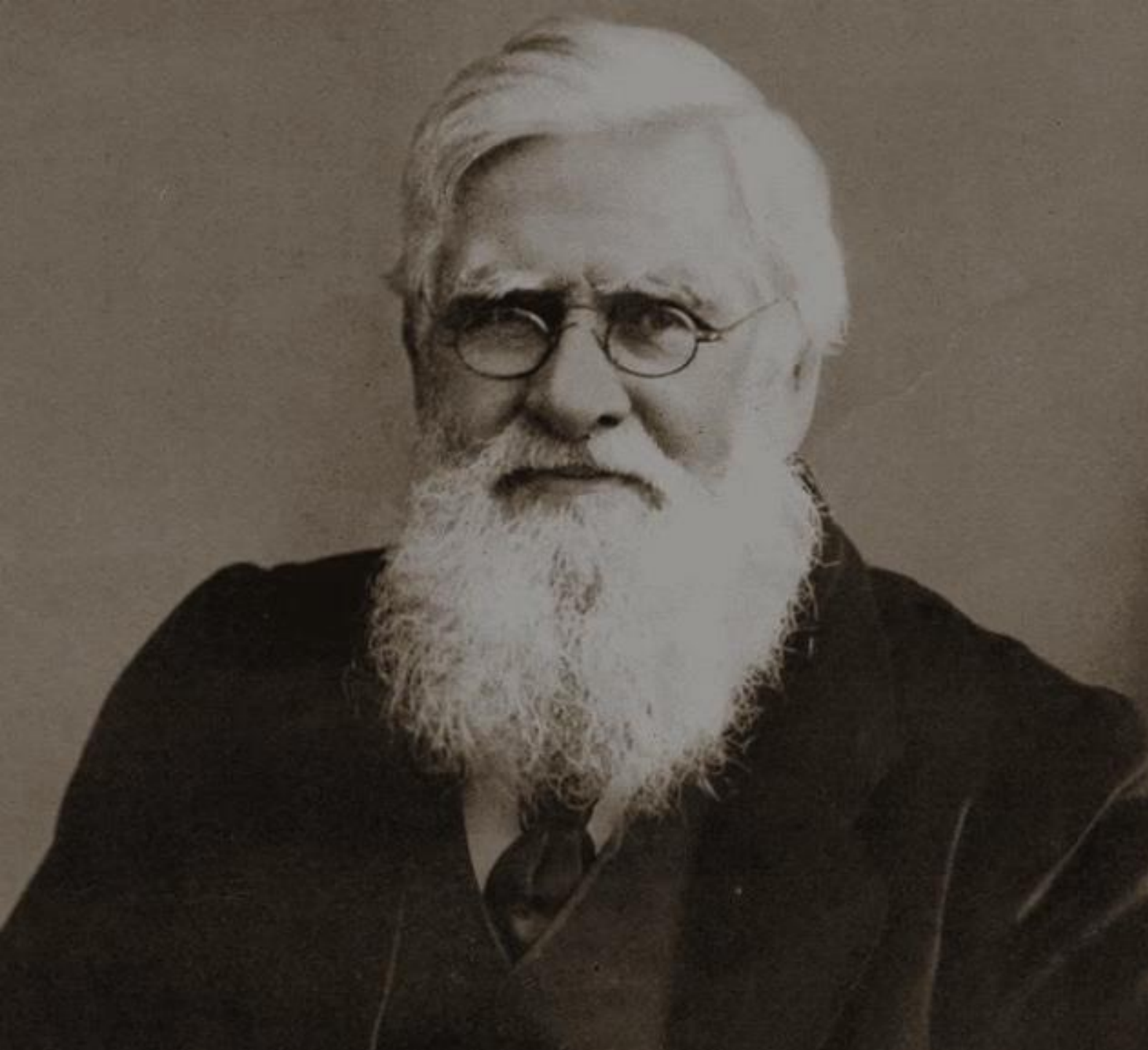
With technology and human ingenuity,  
we can make change work for you and your business.

**Let there be change**

## **How Good Is Your Company at Change?**



You can  
improve  
your  
ability  
to adapt



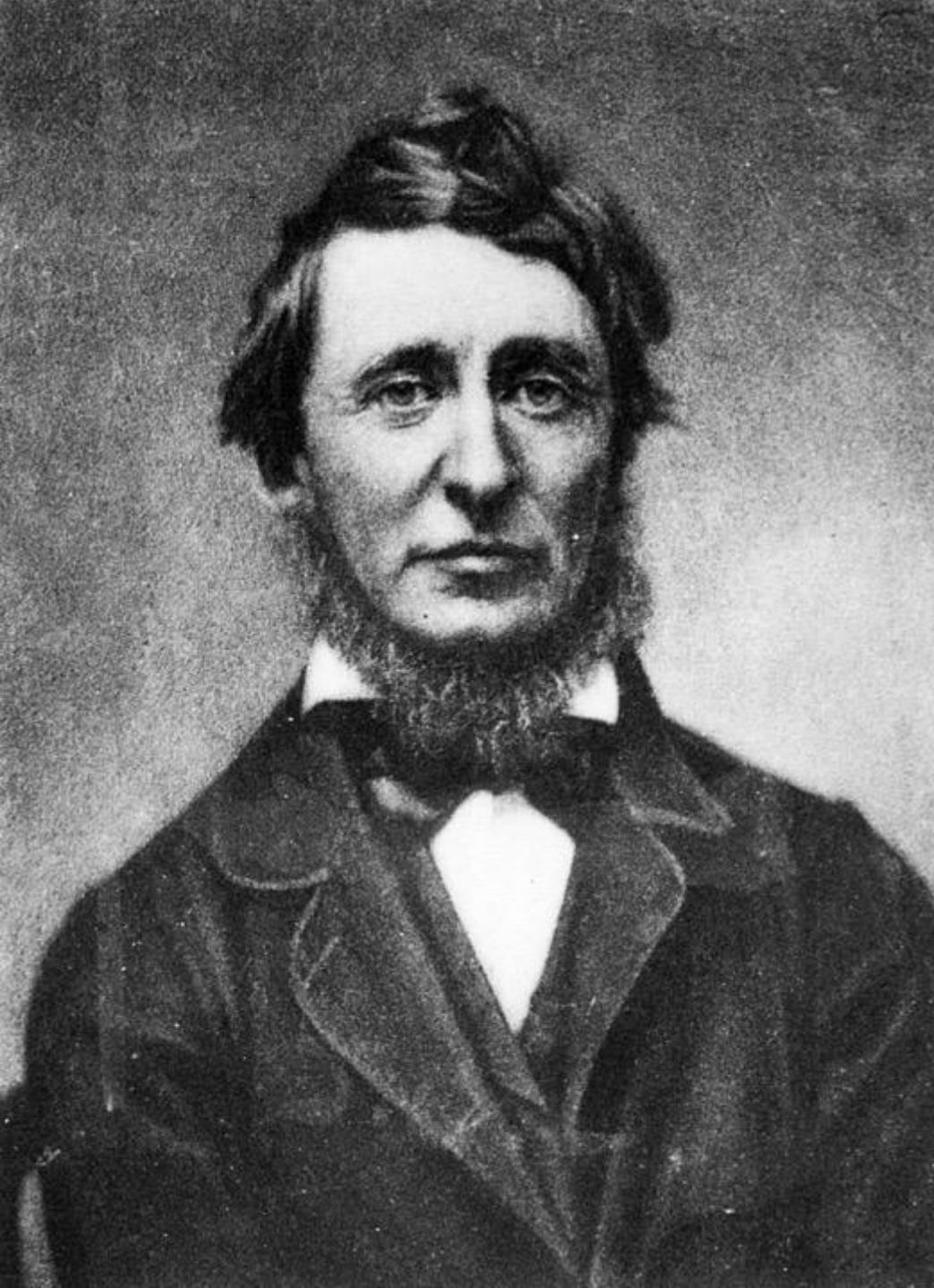
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# CHARLES DARWIN

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It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.





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# HENRY THOREAU

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I learned this, at least, by my experiment; that if one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours..

**The power of individuality**



# Individuality as the new power





# The sweets Paradox

**How is the new customer and  
how can we make him to get in  
love with us**

# How is the new customer, and what changes has adopted?

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Customer is able to get information, even more than our own information(*showrooming* , *webrooming*)

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Nobody is selling products or services. Everybody sells experiences

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Advertising saturation – new ways of communication ( advertising is dead )

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Customers wants everything for yesterday

## New Marketing Challenges

Experience/People

Everywhere/Planet

Exchange/Profit

Evangelism/Purpose



**A BRAND WILL NEVER  
EVER BE WHAT WE  
WANT TO  
COMMUNICATE TO OUR  
CUSTOMERS, BUT WHAT  
OUR CUSTOMERS COULD  
COMMUNICATE TO  
OTHER  
CUSTOMERS/POTENTIAL**







## R+D+I+S

- When I grow up, I want to be...
- **MORE THAN 60% OF APPLE'S REVENUE COMES FROM PRODUCTS THAT DID NOT EXIST 4 YEARS AGO.**
- **EITHER WE INNOVATE, OR WE DIE (with sustainable goals)**



# APPLE AS A BRAND

Your goal today is not to  
sell more.

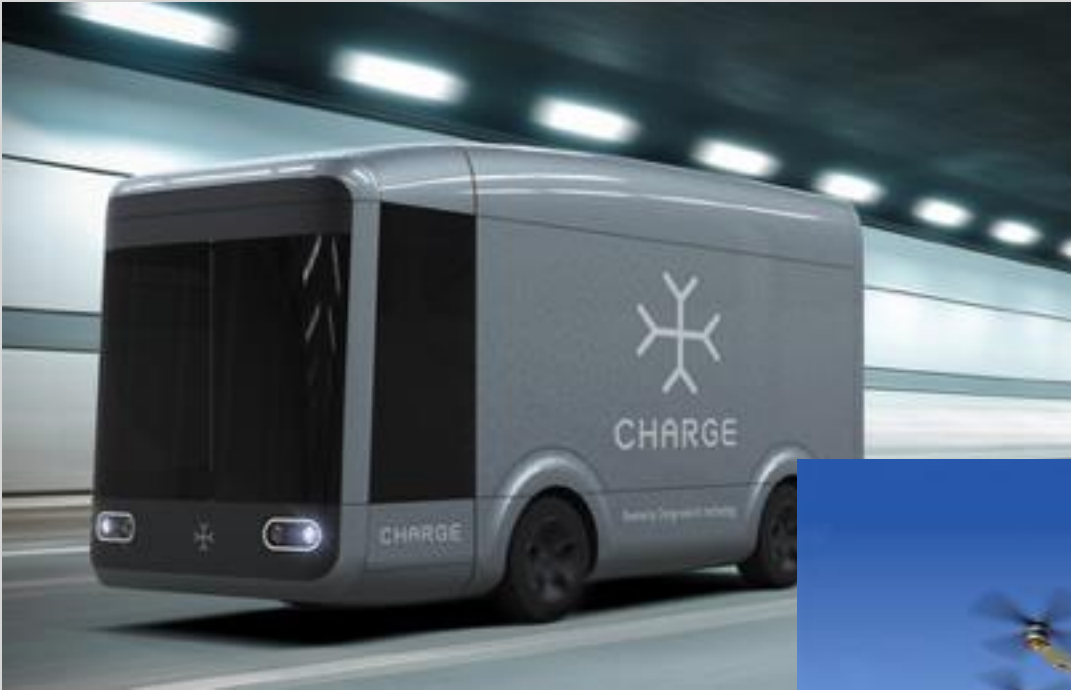


# BEZOYA AS A BRAND

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How are you  
contributing for making  
a better world?

# The future of transportation industry CASE (CONNECTED, AUTONOMOUS, SHARED, ELECTRIC)





In the year 2023, You  
will be able to fly to  
the airport from  
Barcelona city center





# Connected Health

- wearables devices
- Teleconsultation
- Teleradiology
- custom-made solutions for diseases
- Telesurgeries
- Crispr (Genetic optimization)
- The new Pharmacy as a health center







Innovation in previous diagnosis





Amazon Fresh, A new way of buying



New ReleasesMenWomenKidsCustomizeSale

 Search



Save Up to 40%  
[Shop All Our New Markdowns](#)

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NEW LIFE. LESS WASTE.  
**NIKE REFURBISHED**

NIKE REFURBISHED EXTENDS THE LIFE OF ELIGIBLE  
PRODUCTS BY TAKING LIKE-NEW, GENTLY WORN, AND  
SLIGHTLY IMPERFECT KICKS, REFURBISHING THEM BY HAND,

RECYCLED SNEAKERS?



HOME SWEET HOME, OR  
OFFICE SWEET OFFICE





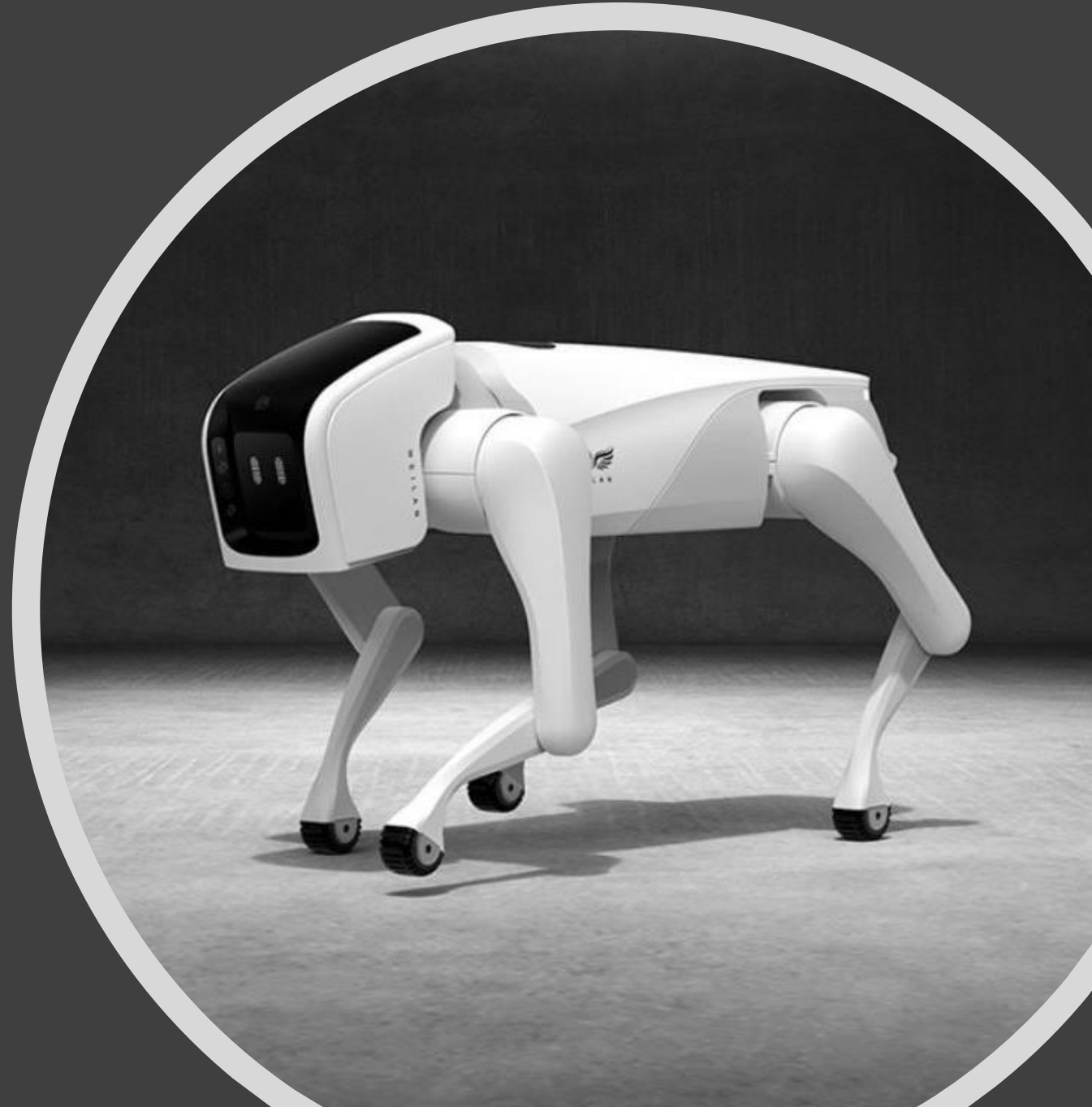
Will Robots be  
our  
receptionists?

Will Robots be  
our cooks?





What about  
pets?

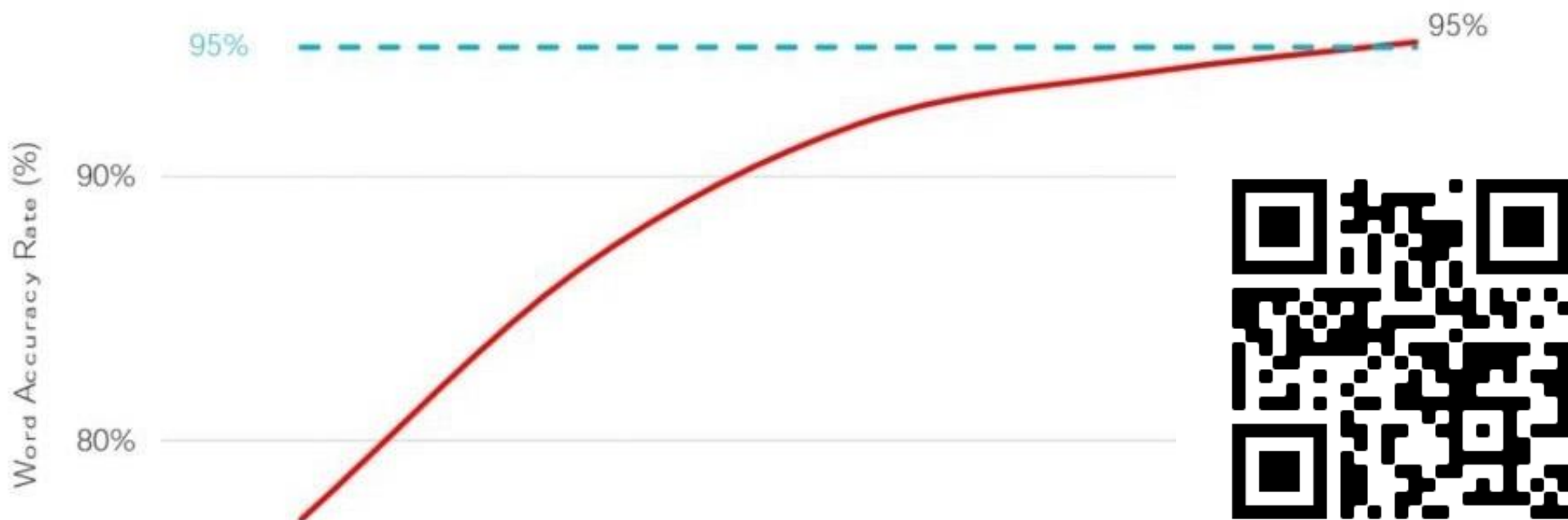


What if we  
live in  
Singanpur?



Are they  
really spying  
us?





What About voice and translations?




New Social networks every year...





Infibond Israel : Talking about some issues may start as a Unicorn and finish with a Bankrupt...





# Digital Information as a Life Philosophy

## DIGITAL TRANSFORMATION DEF.

It is a sum of Changes in the BUSINESS PROCESSES (which put the client as the center of the business) and TECHNOLOGICAL INVESTMENTS (which affects all the company's processes and the relationship we have with the clients)



# Liquid Leadership





**A problem defined  
in behavioral terms  
is 50 % solved**

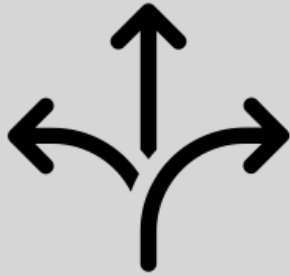






Strengths have  
always  
corresponding  
weaknesses.

# THE LIQUID LEADERSHIP



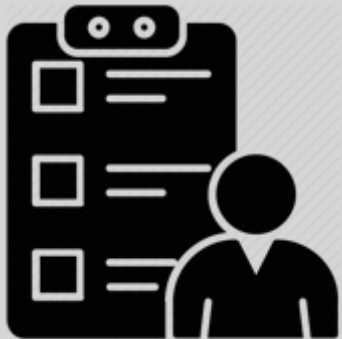
Flexibility



Agility



Change attitude



Project  
management



multidisciplinary  
teams



Soft Skills

# Soft Skills



Clear  
Communication



Listening  
Skills



Self-Control



Positive  
attitude



Assertiveness



Conflict  
Resolution



Empathy



Depersonalization



Taking  
Responsibility



A sense  
of humor

# TAKING CARE OF YOURSELF



Address basic bodily needs.



Avoid further harm.



Stay calm



Set priorities.



active optimism



Connect with others

**Tips, tricks, routines**



# ATTITUDE

Let's stop being victims to become leaders

Let us always put our main goals by looking at our desired future.

Careful! , We can think on creating but also on destroying . Let us Keep toxic people as far as possible.

Let us try to make powerful questions to ourselves.

Help others, it's not time for another war.



# What have you missed?

*Bronnie Ware, Palliative  
cares nurse*



Confucio :

“We have two  
lives, and the  
second begins  
when we realize  
we only have  
one”



gp

Thank you for your  
time... golden time

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