
New Digital Professionals

The opportunity ahead of you



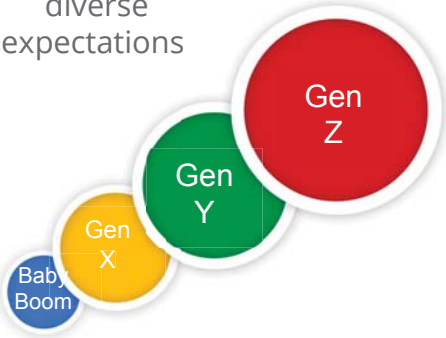
Andrew Lund

Business Services Solutions @ Google for Work



Forces Shaping Work Today

diverse expectations



Mobile First



pervasive connectivity

high-speed access



social & sharing



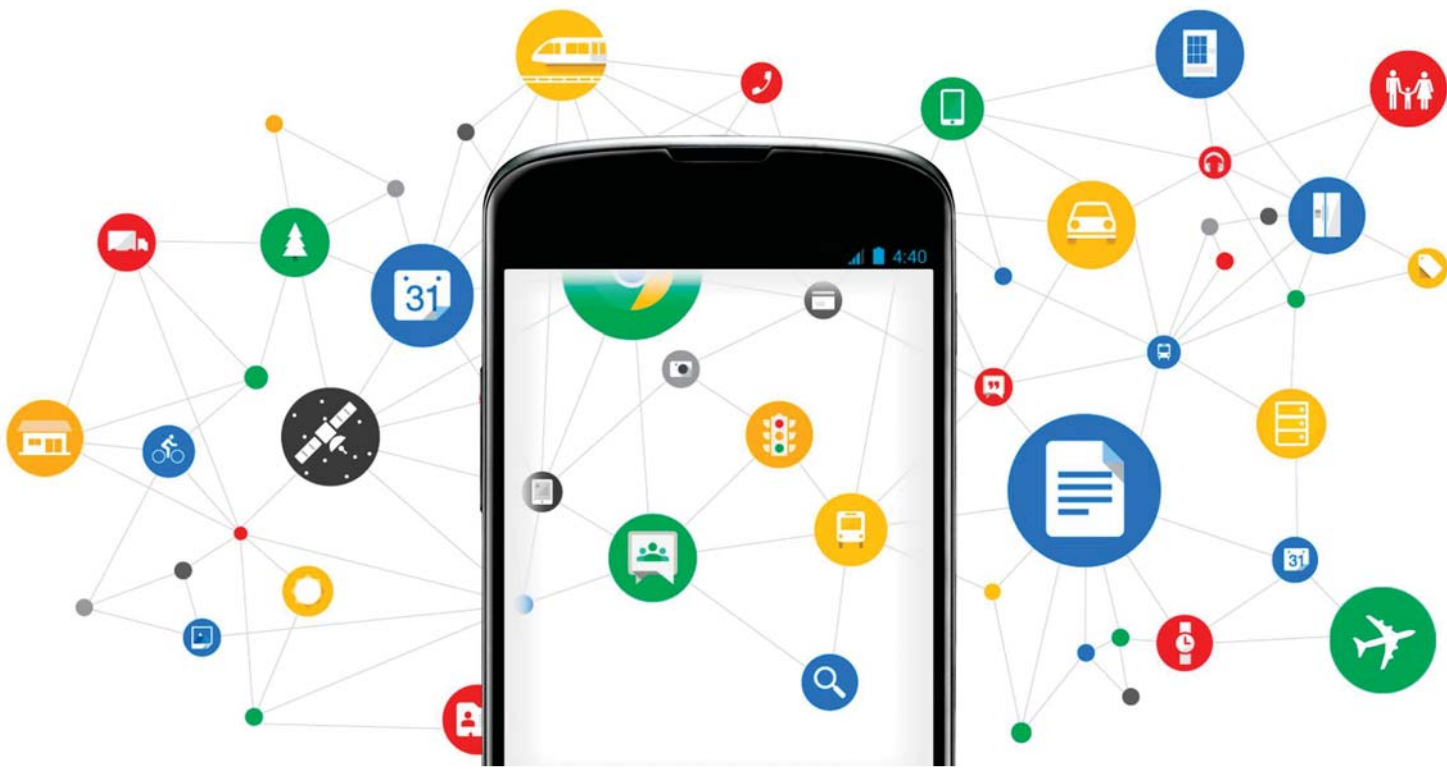
information Overload

61% growth in Enterprise Data per year



global workforces

In A Digital World Everything Is Connected



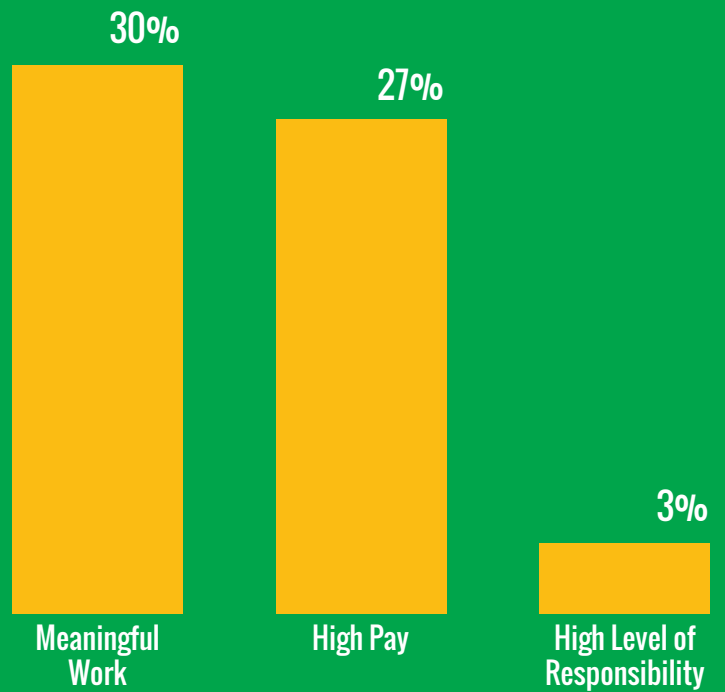
Younger Generation - Adoption is Immense

The genie is out of the bottle



30%

of millennials believe that **meaningful work** is the most important factor that indicates career success

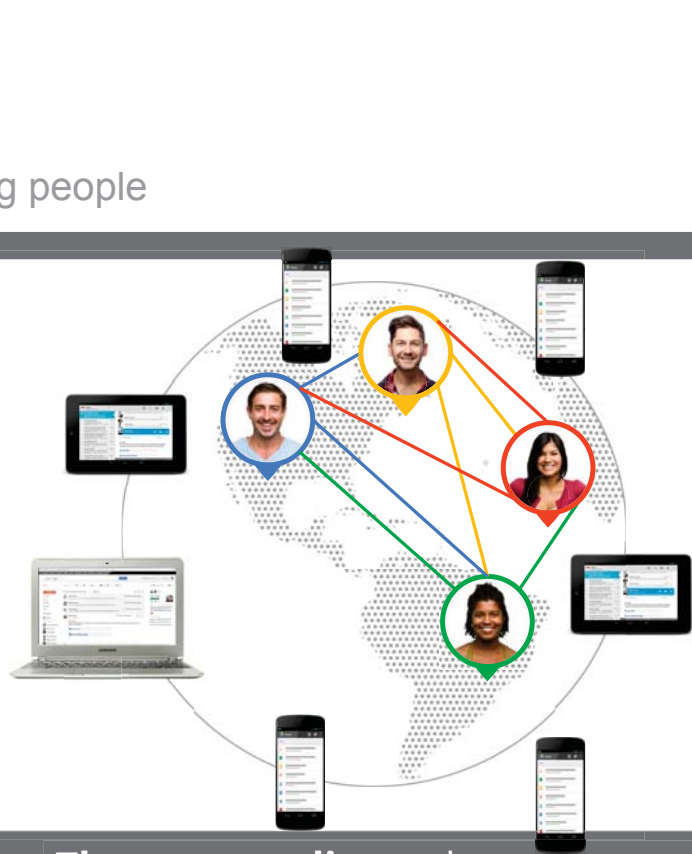


Change the way people work today

Stop networking computers, start connecting people



The way you work today



The way you live today

Why shouldn't We Work the Way We Live?

- Consumer tools have far outpaced workplace tools
- Why can't I use technology I have in my personal life for my work life?
- What if we had up to date web or mobile technology *inside* our organization?
- Savvy employees are demanding these tools and forcing change



So What ?



“ Companies must succeed in creating transformation through technology, or they’ll face destruction at the hands of their competitors that do. ”





uberX
THE LOW-COST UBER

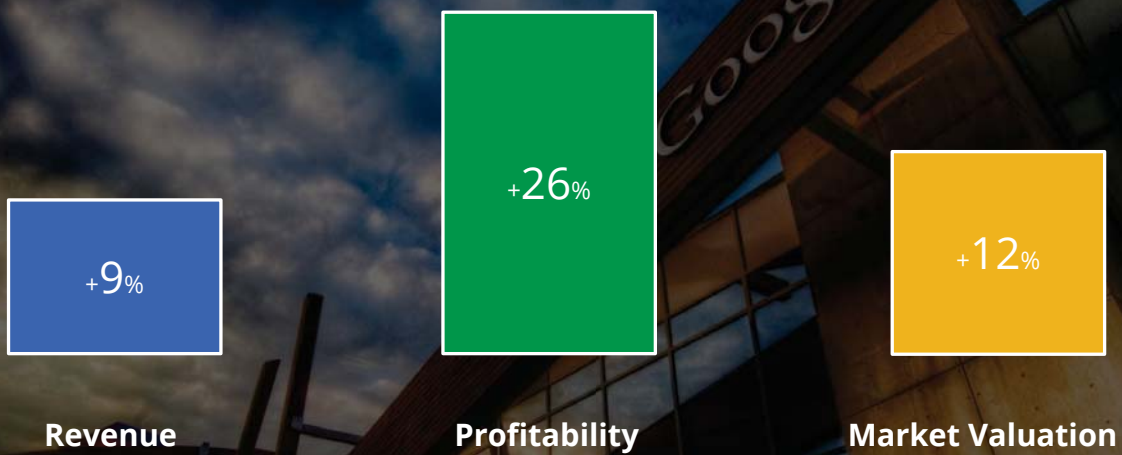
Everyday cars for everyday use.
Better, faster, and cheaper than a taxi.

uberX TAXI BLACK SUV LUX

UBER

The advertisement features a black car (likely a Honda Civic) shown from a side profile. A large blue semi-circle is positioned above the car, containing the text 'uberX' and 'THE LOW-COST UBER'. Below the car, there is a price slider with five options: 'uberX', 'TAXI', 'BLACK', 'SUV', and 'LUX'. The 'uberX' option is selected, indicated by a blue bar and a white circle. The Uber logo is at the bottom.

The Digital Advantage

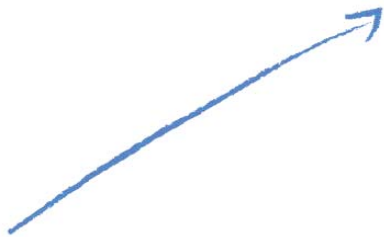


In a 2 year study of 400 large firms
- digitally mature companies outperform their competitors.

Source: MIT Sloan Management Review, The Digital Advantage: How Digital Leaders Outperform Their Peers In Every Industry, 2013

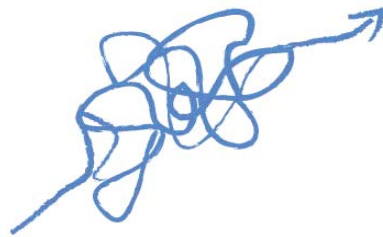
Change is easy...right?

Success



what people think
it looks like

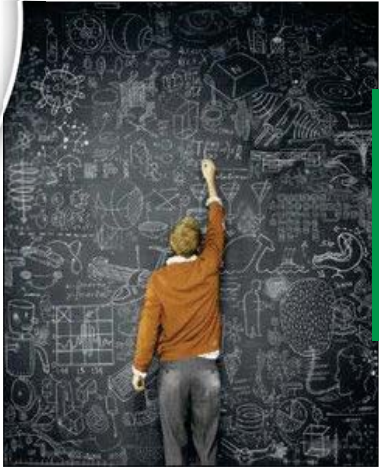
Success



what it really
looks like

Culture of Change in the Digital Era?

Actively
manage ideas



Operational
management of
innovation and
divestment

If you give people freedom,
they will amaze you



Mission. **Transparency.** **Voice.**

These three components of our culture create a virtuous cycle of attraction, community, engagement, and innovation. If you give people freedom, they will amaze you. They'll do remarkable things, and all you need to do is give them a little infrastructure and a lot of room to change the world. And I think that holds in any industry."

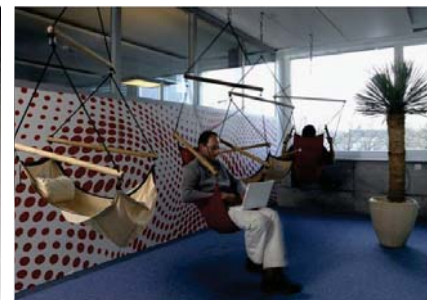
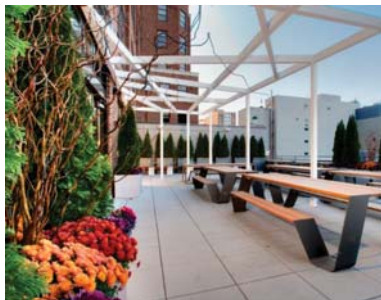
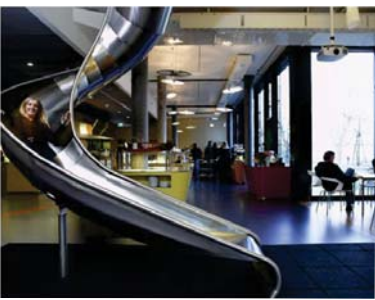
Laszlo Bock Google's SVP of People Operations



Live in a modern workplace
Enrich your environment
Enable your information workers
Work with and **Hire** the best
Structure the organisation to succeed
Ideas come from everyone
Innovation not perfection
Share for the greater good
Data not opinions



Workplace Design & Perks



People Development & Training



Organisational Structure for Innovation



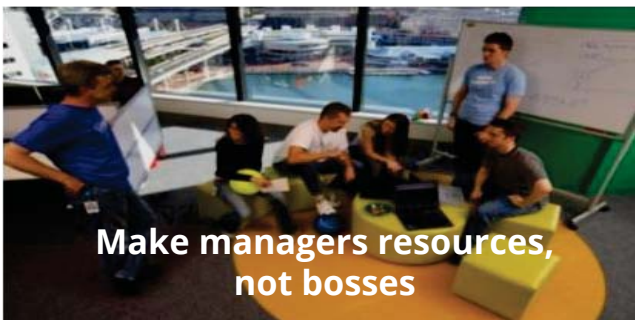
Create only as much structure as necessary



Provide the raw materials



Hire people who are good at many things



Make managers resources, not bosses

Give employees a voice - *and listen*



TGIF



Fix Its



Surveys



Discussions / Dory



GUTS



Great Manager Award



Googlegeist employee survey



Google+ stream

To: Larry Page



Email leaders



Bureaucracy Busters

Recognition



Tessa Pompa

People Operations
Associate



from:
Mary Kate
Stimmler

✓ Approved
Jan 16, 2014

Actions ▾

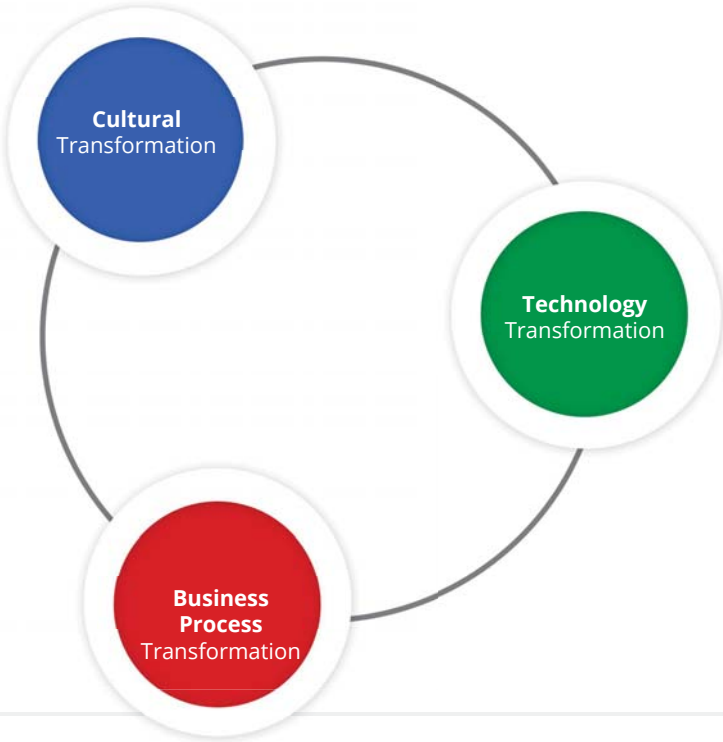
CONGRATULATIONS TESSA POMPA

Thank you for the fantastic work you have done crafting the Googleversary communications. They are warm, clear, Googly, and extremely effective. It's even more impressive when you take into account that you took this on as a side project during a very hectic time for you. Thank you!!!

Device Choice Feels Good (supported by core tools)



Drive and Maintain all Three Components



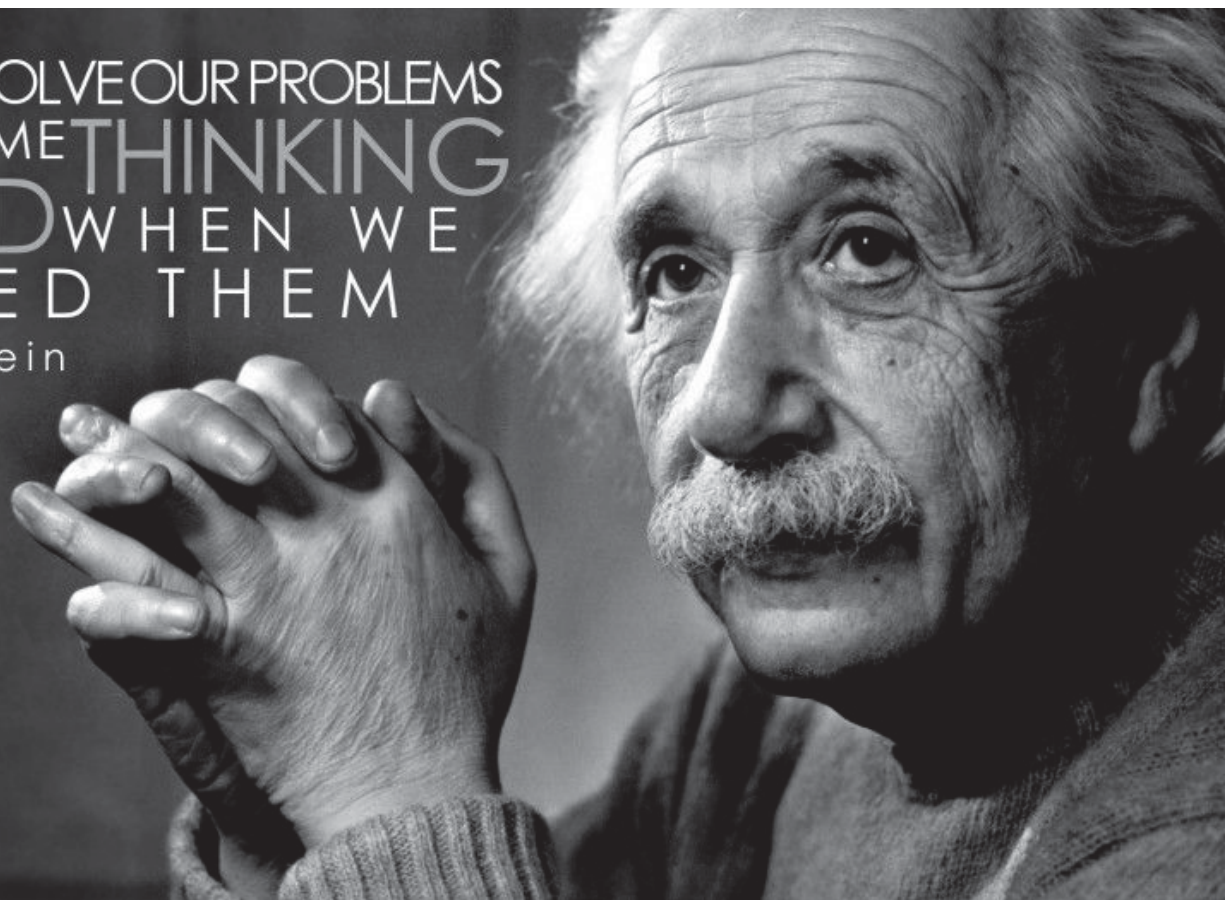
Transformational
Pivots

**Tools,
Process,
People**



WE CANNOT SOLVE OUR PROBLEMS
WITH THE SAME THINKING
WE USED WHEN WE
CREATED THEM

-Albert Einstein



The Digital Business Equation



Digital Brand

+



Digital Culture

=



Digital Business

Data, collaboration and insight

**Brand
Market Presence**

Culture

External transformation

Changing how your brand connects with customers. Driving genuine engagement.

**DIGITAL
BUSINESS**

Internal transformation

Catalysing cultural change through technology. Fuelling creativity and collaboration.

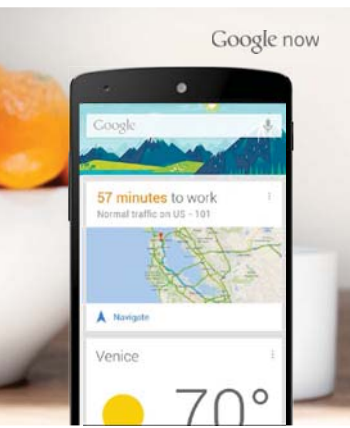
Customers

Employees

Engagement, growth and agility

Technology as the Backbone

Artificial Intelligence
Machine Learning



Data



Cloud Compute



The Future of Work:
Automation and Intelligence



Liberators vs. Controllers

Alphabet

Investors



is for Google

As Sergey and I wrote in the original founders letter 11 years ago, "Google is not a conventional company. We do not intend to become one." [more](#)

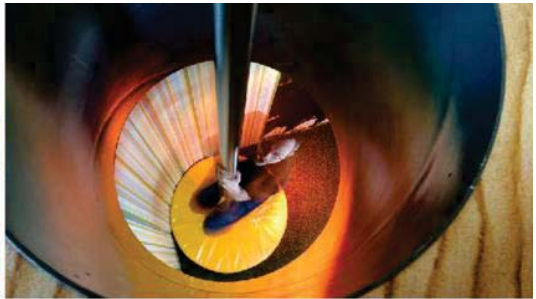
Larry Page

Larry Page



Promote transparency and information sharing





1. Design to capture data natively on people and things and make it available
2. Help people make better and quicker decisions through transparent and open working
3. Foster an environment of fail fast
4. Make people feel connected to something bigger than themselves