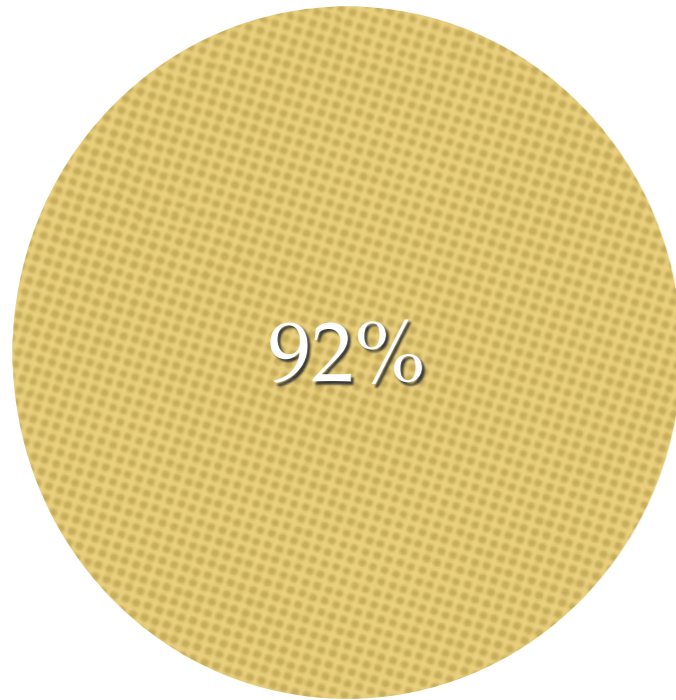




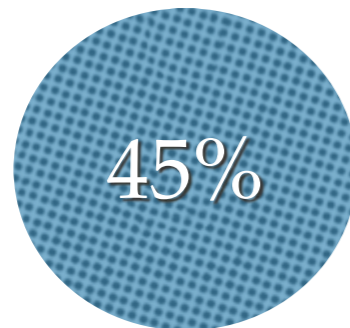
i-SMART+ Innovation Program

Digitization of Business Model

Business Model
Re-engineering



Companies and recruiters using social media



Small/medium business owners using social media



Statistics



- ❖ As of 2016, about 45% of small and medium owners in the U.S believed a digital presence is very important for their businesses.
- ❖ According to 77% of small and medium enterprises owners , a digital presence helps with customer acquisitions.
- ❖ As of 2016 , investing in social media marketing is the intention of 45% of small and medium business owners for their digital future.
- ❖ In 2016 around 97% of Fortune 500 companies were on LinkedIn , about 86% had an active twitter and 84% said to be on Facebook.
- ❖ Blogs have also started to be a part of some companies digital strategies for example about 36% of Fortune 500 companies had a public blog as compared to back in 2012 when only 28% had one.
- ❖ Setting aside branding and acquisition social media has also helped with online recruitment by helping companies find talent for example about 92% of companies and recruiters in the U.S used social media in 2015.
- ❖ LinkedIn is the most used social network for hiring according to HR professionals. About 87% of HR professionals started using this platform for recruiting.



What is disrupting my business ?

How can I make my business more successful ?

How should I invest my money ?



"YOU'RE EITHER NETWORKING OR NOT WORKING."



Challenges in Digitization



When digitizing your business there are many challenges/questions that may come to mind.

- ❖ Does the executive leadership team understand the magnitude of change required ?
- ❖ CIOs need to help their organizations change both internally and overcome resistance to change on the business side and IT side.
- ❖ You should think of how you need to invest to manage the pivot from one way of working to another.
- ❖ Think of what could be disrupting your business. For example if you use cloud to disrupt it then you have legal situations.
- ❖ Security could also cause issues , intrusion , theft , and other criminal acts can happen.



Set reachable goals



If you put in 100% effort , make sure to
get 100% profit



Solutions



Balance between short-term and long-term goals

- ❖ Don't give in , keep the lights on and pursue tactical digital innovation versus more foundational investments.
- ❖ If 30% of your staff is working on keeping the lights on , that is a 30% productivity loss.
- ❖ Becoming a digital organization will require new leadership skills combined with connecting people, processes , data , and much more.
- ❖ Digital Solutions for Your Business: www.ismartleadership.com

Which one is your Business Model?

◆ B2B

◆ B2C

◆ C2C

◆ Market Place





Thanks