



INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

INNOVATION & DIGITALISATION DES SERVICES

PAR HUBERT KRATIROFF
9 DÉCEMBRE 2020

GRENOBLE ÉCOLE DE MANAGEMENT

ACT THINK IMPACT

AMBA AACSB EQUIS



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@kratiroff.com
@kratiroff
linkedin.com/in/kratiroff

ACT THINK IMPACT

your happiness is my business

Adaptation de Hubert Kratiroff
inspiré par Paul Dubrulé / Gérard Pébisson



CX EX UX

OMNISCANAL

experience phygitale N°1

OMNISCANAL

OPH LA FÉDÉRATION

lesnouveauxmarketing.com/op

UX

Hubert Kratiroff
CDDO at C4C, MyConnecting

Hubert Kratiroff
France

Scan the QR code to add me on WeChat

OPH LA FÉDÉRATION

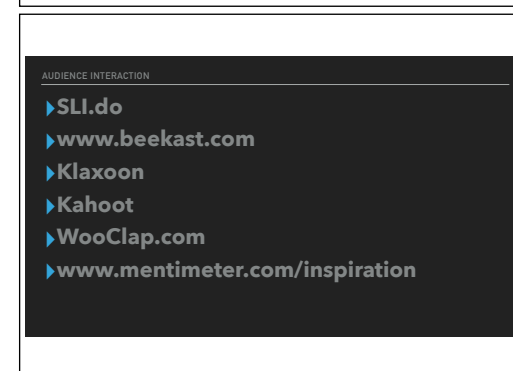
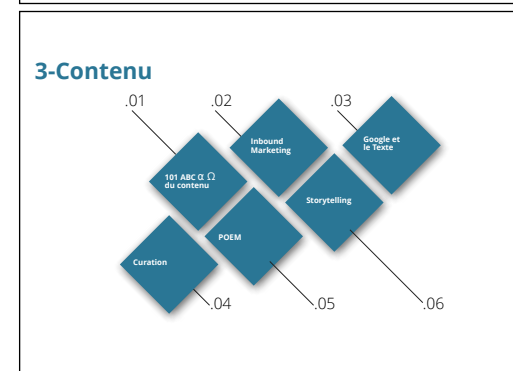
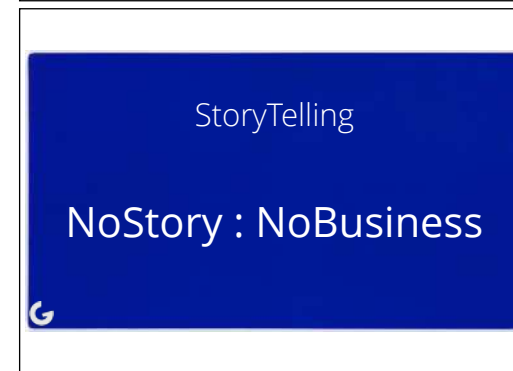
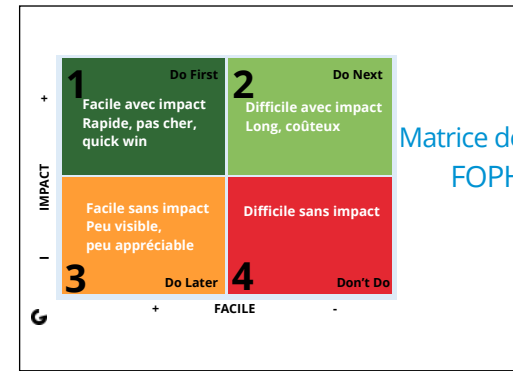
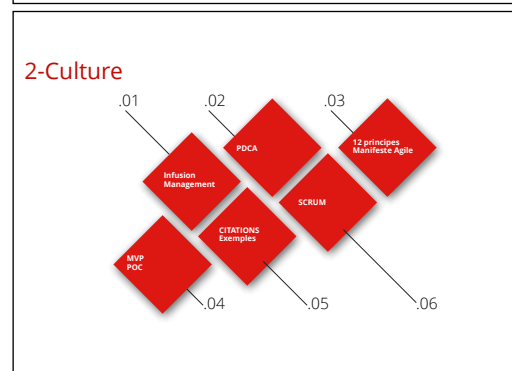
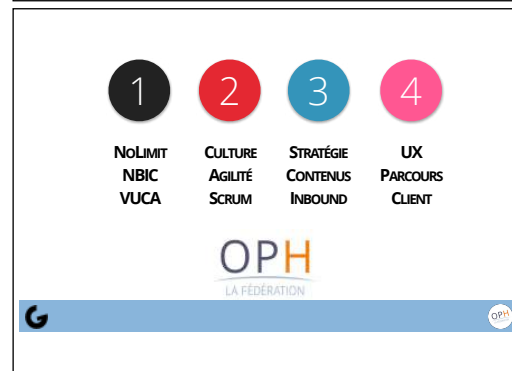
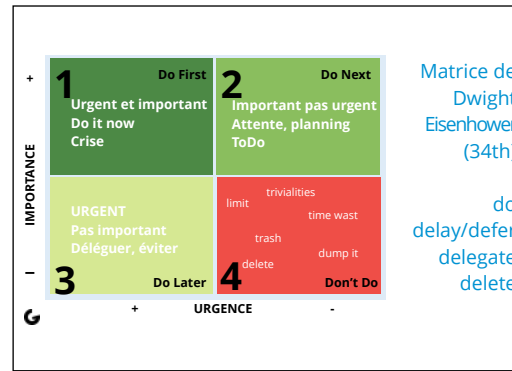
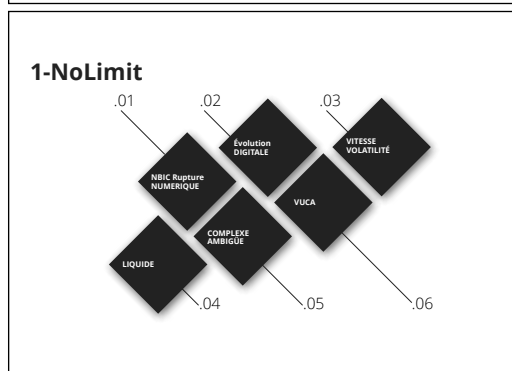
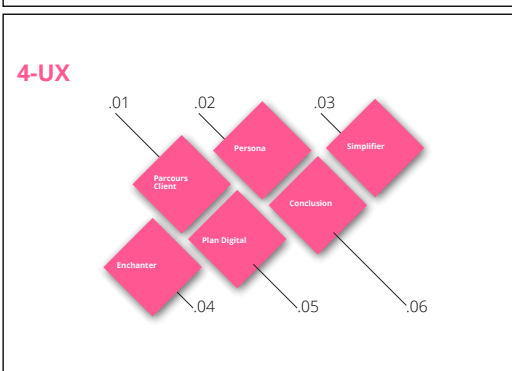
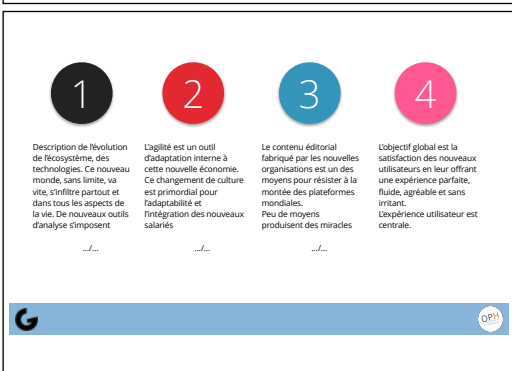
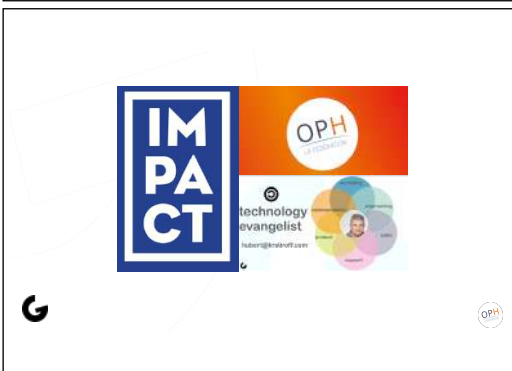
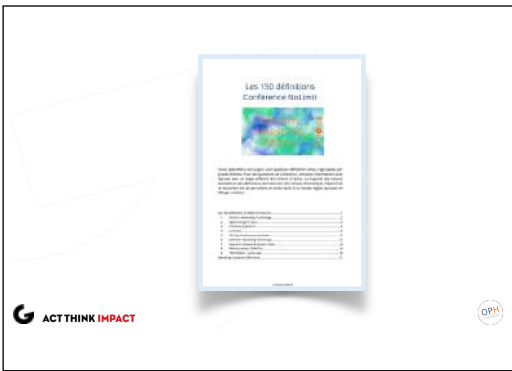
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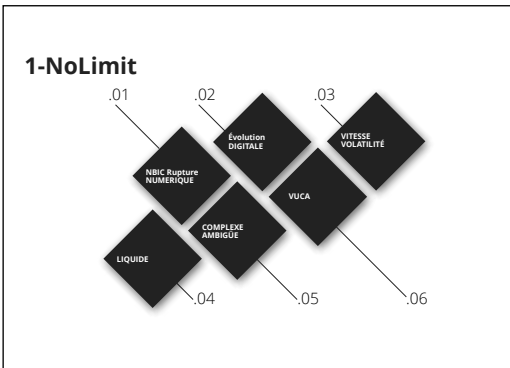
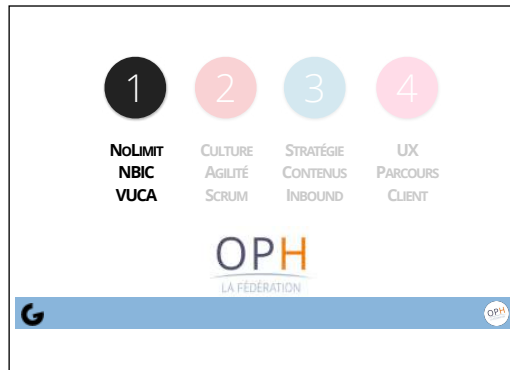
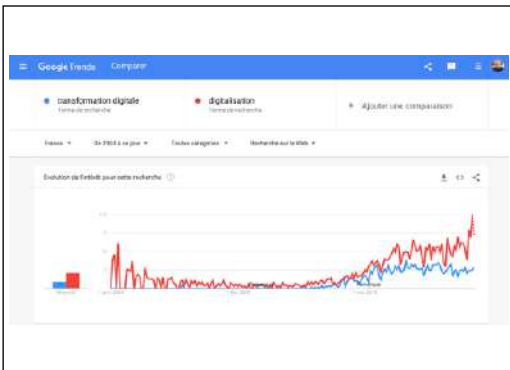
UX

Les acronymes du marketing moderne

ACT THINK IMPACT

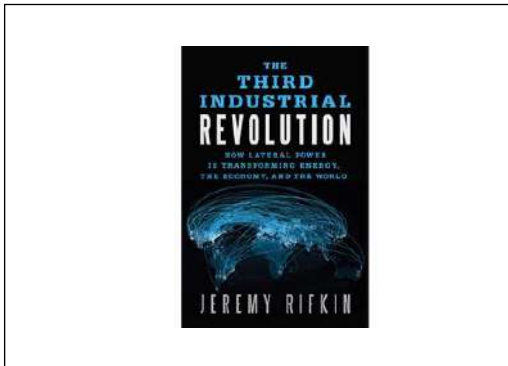
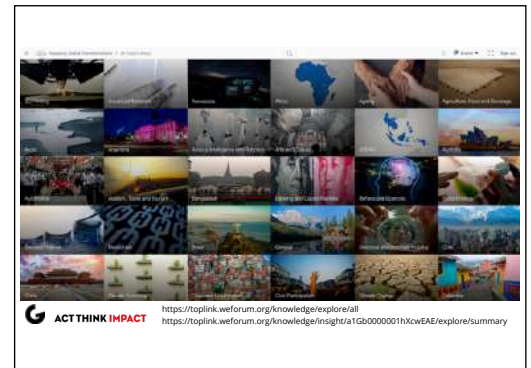
OPH





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

William Ford Gibson (1948-) cyberspace noir prophète



NBIC

Nano (techno, matériaux)

Bio (techno, mimétisme)

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

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



Michel SERRES

-3000 écriture

1450 imprimerie/chiffre

2000 NBIC

Luc FERRY

1800 Vapeur

1900 Électricité

2000 NBIC

Gutenberg

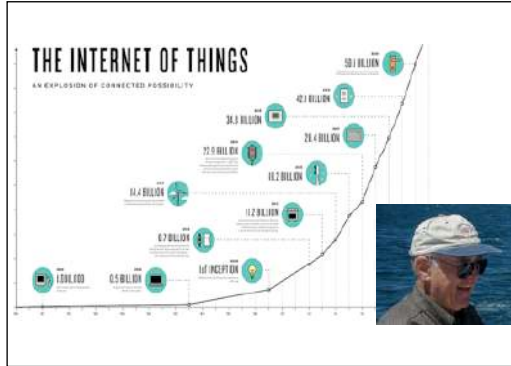
Zuckerberg Sandberg



...
**si vous ne payez rien,
 c'est que
 VOUS êtes le produit**



Moore
 Gordon



METCALFE'S LAW

value increases with n²

NETFLIX > DISNEY

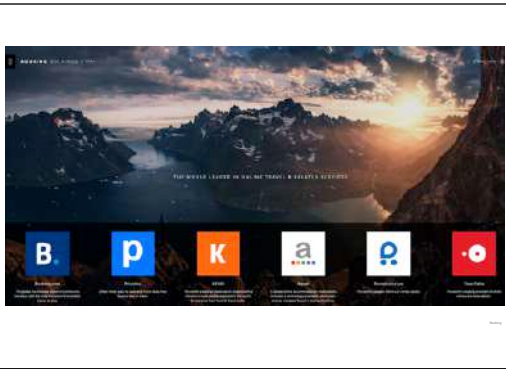
蚂蚁金服
 ANT FINANCIAL

Ranking	Banking Group	Market Capitalization (USD bn)
1	JP Morgan	368
2	ICBC	336
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	181
9	Bank of China	180
10	Bank of China	159
11	China Merchants Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	WAF Bank	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	83
18	Barclays	47

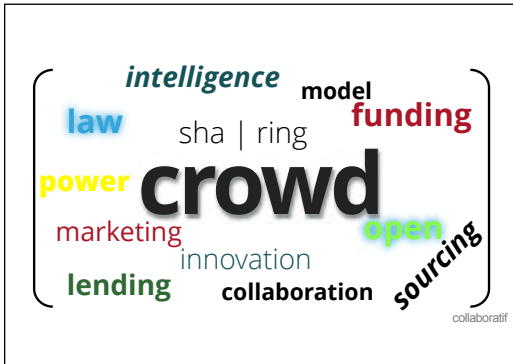
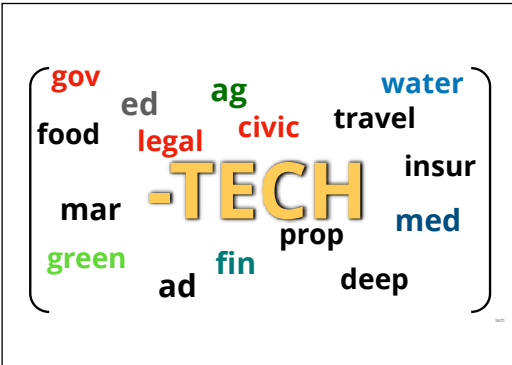
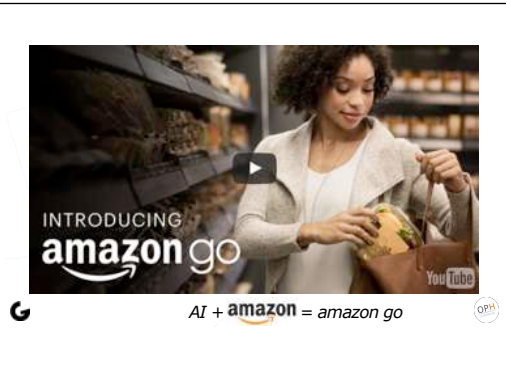
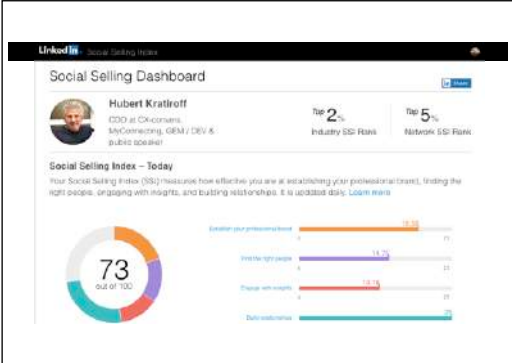
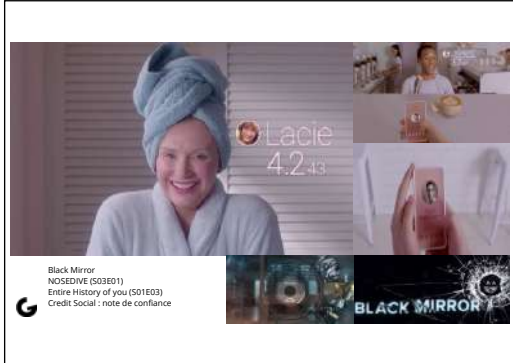
G A F A, q u o i ?

G A F A
 N A T U
 B A T

G A F A M S H
 Google Amazon Facebook Apple Microsoft Salesforce Huawei
 N A T U B E Y
 Netflix Airbnb Tesla Uber Booking Expedia Yandex
 B A T X B D H
 Baidu Alibaba Tencent Xiaomi Bytedance DJI Hikvision

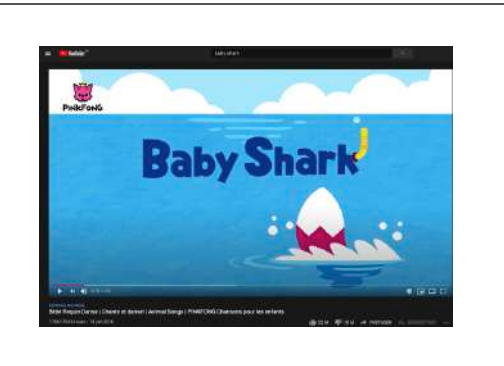


	2016	Brand Value 2016 \$MIL	2017	Brand Value 2017 \$MIL
1	Microsoft	62,039	Google	245,581
2	Coca-Cola	56,824	Apple	234,671
3	Amazon	41,406	Microsoft	143,222
4	Walmart	39,168	Amazon	139,286
5	Facebook	38,510	Facebook	129,800
6	Walmart	37,567	AT&T	115,112
7	Google	37,445	VISA	110,999
8	IBM	36,064	IBM	106,292
9	citi	31,028	Tencent 腾讯	102,088
10	McDonald's	30,201	McDonald's	97,725





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



Ranking	Banking Group	Market Capitalization (USD bn)
1	JP Morgan	306
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	208
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
10	Axis Finance	150
11	China Merchants Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Starbank	84
17	Unicredit	50
18	Barclays	47



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

Pierre Reverdy (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 that are difficult to understand in isolation or to predict, but the individual elements are easy to understand in isolation.</p> <p>Example: The world's financial system is a complex network of interconnected parts, all with unique regulatory environments, and it's difficult to predict the overall impact of a change in one part.</p> <p>Approach: Break the task into smaller, more manageable pieces, and focus on understanding the individual parts.</p>	<p>volatility</p> <p>Characteristics: The challenge is to understand the consequences of a decision in real time, but it's not necessarily clear in advance. The situation is constantly changing, and the impact of a decision is not always predictable.</p> <p>Example: The world's financial system is a complex network of interconnected parts, all with unique regulatory environments, and it's difficult to predict the overall impact of a change in one part.</p> <p>Approach: Build a robust and flexible system that can adapt to changing circumstances. Focus on understanding the individual parts, and be prepared to adjust the system as needed.</p>
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Bob Dylan

Kendrick Lamar

VUCA

HBR 2014

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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 s'avoir ce qu'il faut faire, quand prendre ou se sait ce qu'il faut faire »

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


INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

QrCode

G
GRENOBLE
ÉCOLE DE
MANAGEMENT

ACT THINK IMPACT

AMBA AACSB EQUIS



Key TakeAways

ce qu'il faut retenir



NoLimit dans un monde VUCA




slido

Joining a m

#gem

Get started for free



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CULTURE EATS STRATEGY FOR BREAKFAST

Peter Drucker

