



technology evangelist

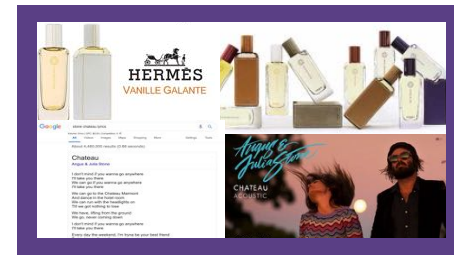
full stack marketer
 CDDO: chief digital/data officer
 DPO: Data Protection Officer
 expert learn marketing, CMI, marcom
 everyday writing, coding & programming
 entrepreneur / consultant

hubert@kratiroff.com
[@kratiroff](https://twitter.com/kratiroff)
[linkedin.com/in/kratiroff](https://www.linkedin.com/in/kratiroff)



your happiness is my business

Aphorisme de Hubert Kratiroff
 inspiré par Paul Dubrule / Gérard Néleson



experience phygitale N°1

OMNISCANAL

OPH LA FÉDÉRATION

lesnouveauxmarketing.com/op

UX

LinkedIn logo

Hubert Kratiroff
 CDDO at CHC, MyConnecting

WeChat logo

Hubert Kratiroff
 France

Scan the QR code to add me on WeChat

OPH LA FÉDÉRATION

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UX



Lequel Survie agile en Digital Business
Toute opportunité a son prix, généralement à son coût. Mais ce n'est pas le seul critère de sélection. Il faut aussi évaluer le risque de l'opportunité. C'est pourquoi il est important de définir des critères de sélection et de les appliquer de manière cohérente.

Table with 4 columns: A, B, C, D. Each column lists various business terms and their definitions.

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Marketing Metrics (Analytics & KPI)
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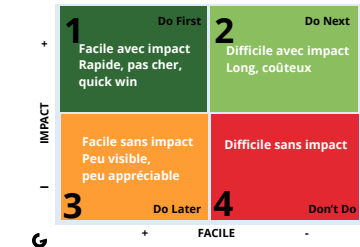
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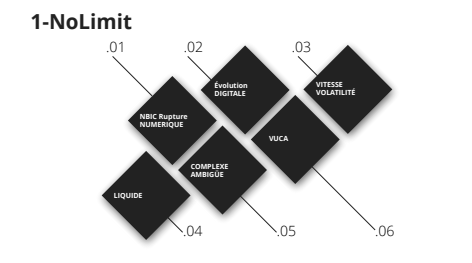
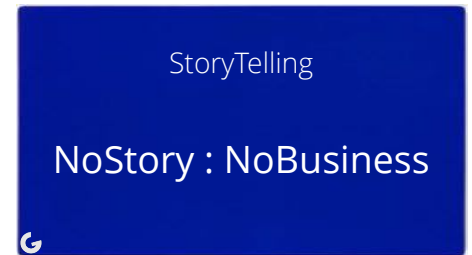
Matrice de Dwight Eisenhower (34th)
do
delay/defer
delegate
delete



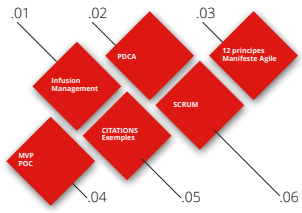
Matrice de FOPH



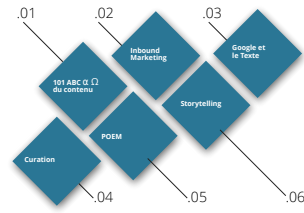
#neWWorld



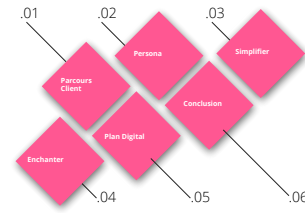
2-Culture



3-Contenu



4-UX



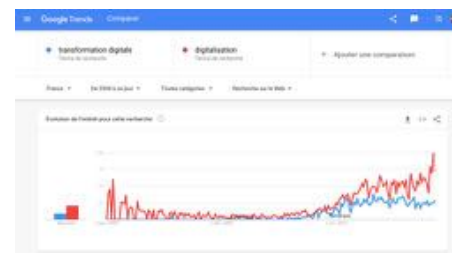
Slido presentation slide with a poll question: "Give a voice to your audience". The poll options are "#GEM" and "non".

Joining a m
#GEM

slido ou slido.com #gem

AUDIENCE INTERACTION

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

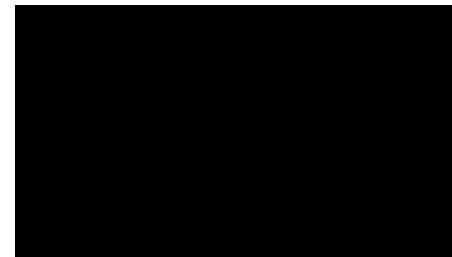


OPH LA FÉDÉRATION diagram with 4 pillars:

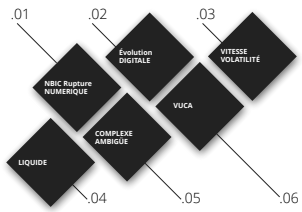
1. NoLimit
2. NBIC
3. VUCA
4. UX

Associated terms for each pillar:

- Culture: AGILITÉ, SCRUM
- Stratégie: CONTENUS, INBOUND
- UX: PARCOURS CLIENT



1-NoLimit



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

Willam Ford Gibson (1948)
cyberespace noir prophet

4^{ème} révolution industrielle

Vapeur + moteur

Électricité

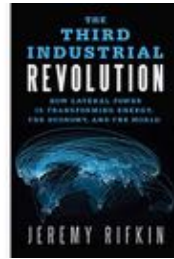
Informatique


IA

ACTTHINK IMPACT

https://toplink.weforum.org/knowledge/explore/all
https://toplink.weforum.org/knowledge/insight/G60000001hXcwEAE/explore/summary

3^{ème} révolution industrielle
Vapeur + moteur
Électricité
NBIC (NTIC)





NBIC


NBIC
Nano (techno, matériaux, H, graphène)
Bio (techno, mimétisme)
Informatique (IOT, IOB, 3Dprint, Blockchain, Quantique, Algorithmique)
Cognitif (IA, ML, MOOC, edTech, apprentissage adaptatif)



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

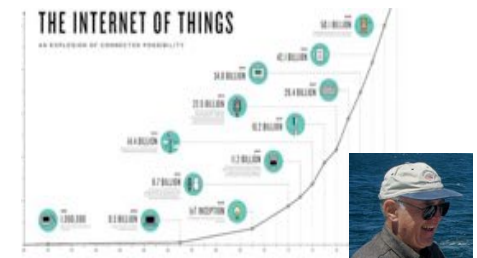
Gutenberg 	Zuckerberg Sandberg 
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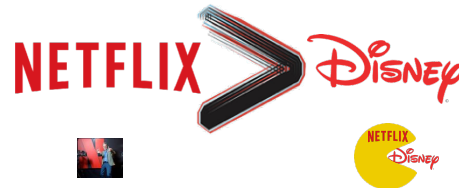
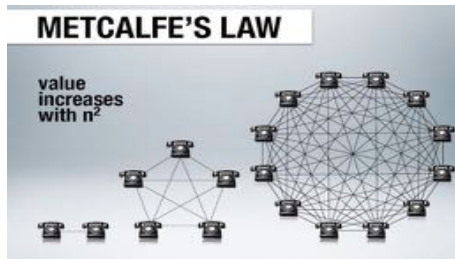


...
si vous ne payez rien, c'est que VOUS êtes le produit

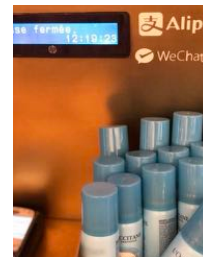


Moore
 Gordon





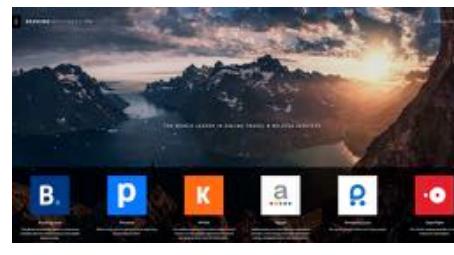
Ranking	Banking Group	Market Capitalization (USD bn)
1	JP Morgan	338
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
10	Axi Financial	150
11	China Merchants Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Deutsche Bank	84
17	United	50
18	Barclays	47



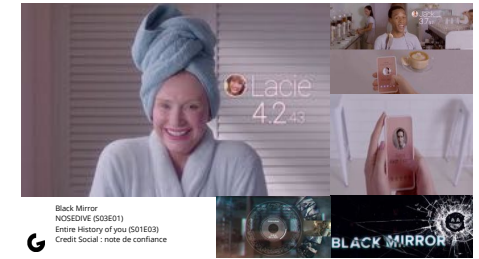
G [GAFA, quoi?] OPH

G [GAFA
NATU
BAT] OPH

G [GAFA: Google, Amazon, Facebook, Apple; MSH: Microsoft, Salesforce, Huawei; NATU: Netflix, Airbnb, Tesla, Uber; BEY: Booking, Expedia, Yandex; BATX: Baidu, Alibaba, Tencent, Xiaomi; BDH: Bytedance, DJI, Hikvision]



Ranking	Company	Market Cap (USD bn)
1	Microsoft	61,234
2	Google	54,814
3	Amazon	41,408
4	Facebook	38,168
5	Apple	36,811
6	Alphabet	37,567
7	Google	37,448
8	IBM	36,284
9	IBM	31,039
10	IBM	30,200



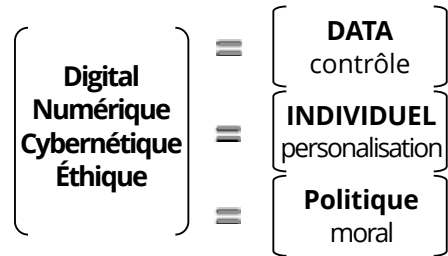
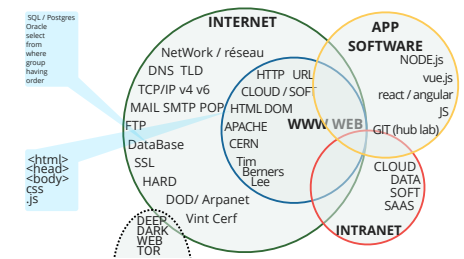
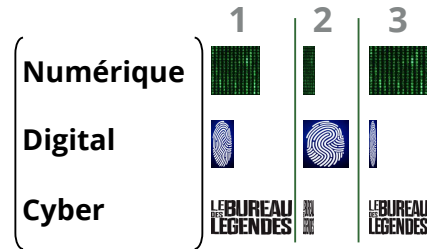
PSY 3,9 milliards de vues
YouTube : 5M€ de droit +



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



“ 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

complexity Characteristics: The situation has many interconnected parts and variables. Some information is available, but it is difficult to understand or utilize it all for decision-making or action.	volatility Characteristics: The situation is unpredictable or unstable and may be of sudden duration. It is not necessarily hard to understand, but it is unmanageable because of its duration.
ambiguity Characteristics: Clarity is lacking or missing; the exact facts, cause and effect are unclear. Change is possible but not definite.	uncertainty Characteristics: Despite a lack of other information, the exact facts, cause and effect are known. Change is possible but not definite.



VUCA : NIKE with colin kaepernick



VUCA

HBR 2014

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Harvard Business Review

ADAPT TO WORK

VUCA
outil
militaire
adaptation
aux
conditions

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

HBR 2014

complète
bien le
SWOT

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



slido ou slido.com #gem

