

Kaj imajo skupnega milkshake, prodaja avtomobilov in digitalizacija?

BE-terna Day 2021

Blaž Strle

COO, BE-terna group

DESIGN THINKING



Empathize

Understanding people



Ideate

Generating your ideas



Define

Figuring out the problem



Test

Refining the product



Prototype

Creation and experimentation



Možganska nevihta z najbolj **neumno** idejo



ZGIN V KOT IN
PRIDI Z IDEJO!



Vroč krompirček:

ujemi in izpljuni



Tavaj in prilepi





NAGRADA ZA NAJBOLJE ORGANIZACIJSKI PROJEKT

VAŽNOŠĆI ZA DT

JUNIOR TOP STAR OF MONTH

MIEŠEN REPORT JUNIOR STAR + STAR -

FEMLE IEDA O PITANJE CEO MIEŠEN

TRUSTED ADVISOR STAR OF THE MONTH

PIVO 50 MONTHLY DRINKING WITH ODIC

UKIDANJE KPI

ONBOARD. PROGRAM SA CERTIFIK

EMERCIJA VAN BUSS.

SHADOWING SENIOR COLLS

MANAGEMENT POSITIONI KODO NAČELNIK SVAKI MJESEK

SVAKI MJESEK SVAKO KOMPANJE OD 500000

NAGRADA NAJLJEPŠE IDEJE

14. BEL NAPRATA KONTAKT

POMOĆ U SPRAČKOM DOMU

LAKOVANJE TASKOVA OD DRUGIH KOL

VOLONTERSKI RAD U STARIČKOM DOMU 100/10

SADAJNO SA KLIENTIMA DA ŽA NEKI NOVAC DOBIJE

UKIDANJE RADNOG VREMENA

PRAKSA 100 KLIENTIMA

COWORKING SA DRUGIM IT KOMP

ROTACIJA

KUĆNI LJUBIMAC

VOJNE VJEŠBE

MENTOR PROGRAM

BE-TEKSA IT RAZVOJ MBA

JUNIOR 2 JUNIOR NETWORK

CROSS COMPANY MENTOR TEAMS

ZAMJENI ULOGA JUNIOR TRUSTED ADVISOR

SIMULACIJE PROJEKATA INTERVJU

NA ZA KONTAKT

ROLEPLAY KONTAKT SALES

TRUSTED ADVISOR SAMO ZA DEBICIJAN

SHADOWING SA KLIENTIMA

SHARE WHAT YOU HAVE LEARNED

QUESTIONS I ANSWERS FORUM

MARKT NA MARKT IT

PEER PRESSURES MULTIPLE CANDIDATE

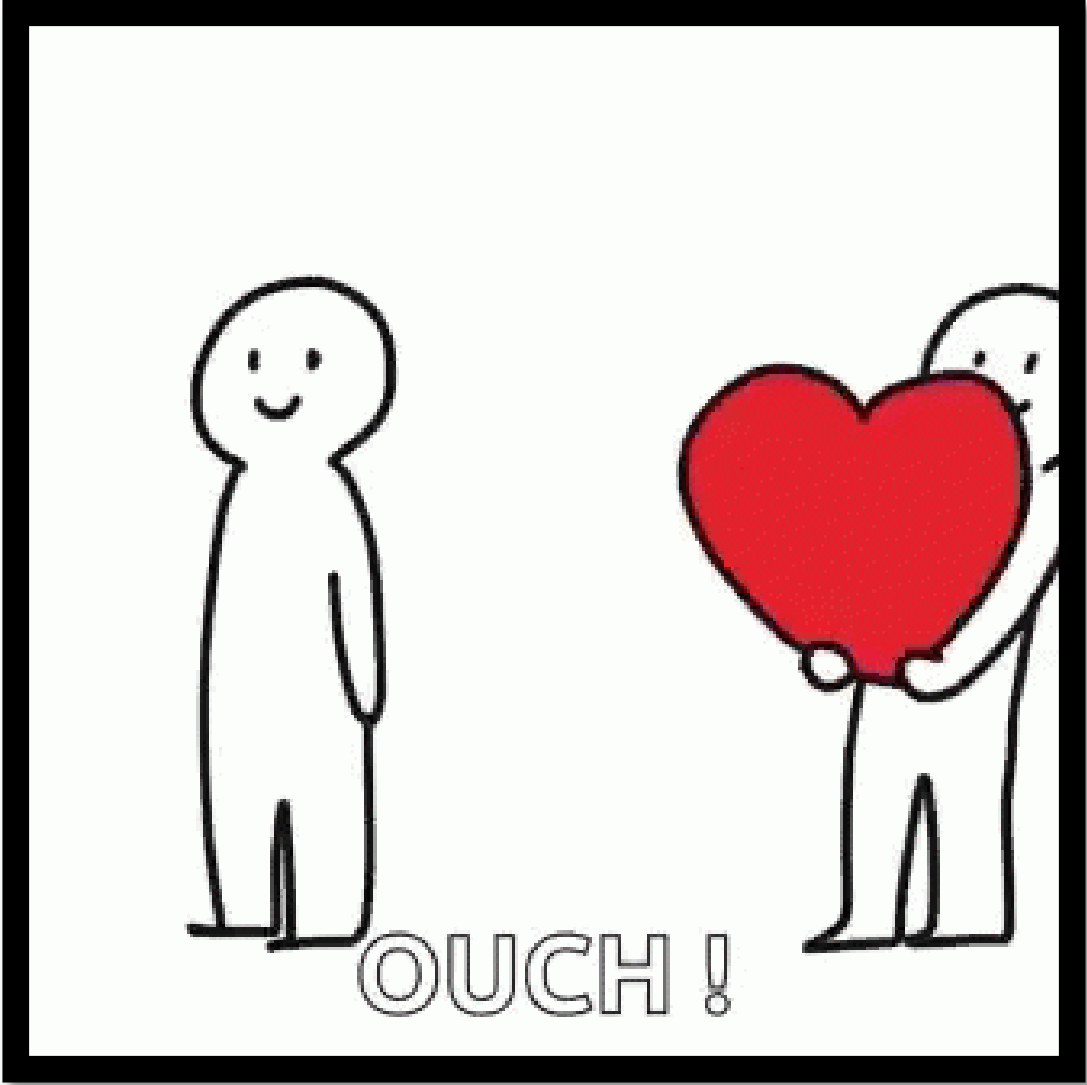
APR 14. BEL... 1ST 3 POS... FEBRUAR... 100000

ANETA, KO BI UZIEL, UPORNATI IZ BUVNES SVETA KAPITALI NISU

JUNIOR SAH KACINA FEEDBACK

KPI TIME

JUNIOR EVALUATION



BCG: Flipping the Odds of Digital Transformation Success

With so much at stake to build digital capabilities that drive customer centricity and productivity, why do so many companies **fail?**

And not just troubled companies - top performers, market leaders, and investor favorites, too. New BCG research shows that **70% of digital transformations fall short of their objectives**, often with **profound consequences**.



Kakšno službo opravlja **milkshake**?

Clayton Christensen:
Increasing sales of milkshakes



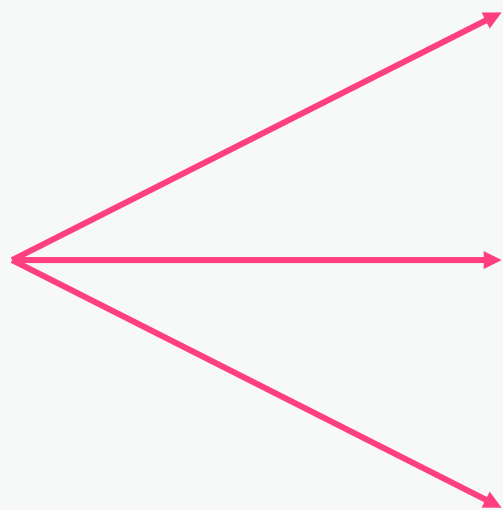


**Kakšno povezavo ima
izbor avtomobila z
digitalizacijo?**

PRODUKT **≠** **REŠITEV**



Povzetek



1.

Kakšno službo opravlja digitalizacija?

2.

Kaj?

3.

Kdo?

Reference

- **What job does a milkshake do:** <https://www.youtube.com/watch?v=fIKcN2x50rw>
- **BCG Flipping the Odds of Digital Transformation Success:**
<https://www.bcg.com/publications/2020/increasing-odds-of-success-in-digital-transformation>
- **BCG digital transformation readiness calculator:** <https://connect.bcg.com/digital-transformation-readiness-assessment/>
- **Leading Change: Why Transformation Efforts Fail**, by John P. Kotter: <https://hbr.org/2007/01/leading-change-why-transformation-efforts-fail>



Brezplačna **digitalna** transforma**(k)**cija vašega podjetja!

Šestim podjetjem podarjamo personaliziran akcijski načrt **digitalne transformacije** z analizo ROI po metodologiji Microsoft Catalyst.

Več informacij najdete na naši spletni strani:

<https://www.be-terna.com/sl/digitalna-transformacija>

