



Embrace Change

- Change is inevitable, progress is optional

By; Annelie Gullström, *Transformation Strategist, Scania TTO*



19 NOVEMBER

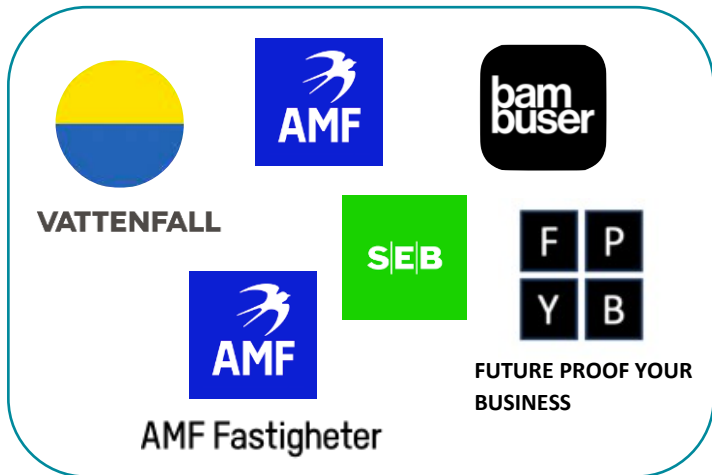
Agenda

- Change
- Trends
- Impact on organisations

The purpose is to inspire and highlight a few key trends and demonstrate how the accelerating rate of change is impacting organizations and influencing their ways of working.

ANNELIE GULLSTRÖM IN A NUTSHELL

Transformation Strategist (TTO)





The rate of change has never been this fast.

– and it will never be this slow again.

“Any business today that embraces the status quo as an operating principle, is going to be on a death march”

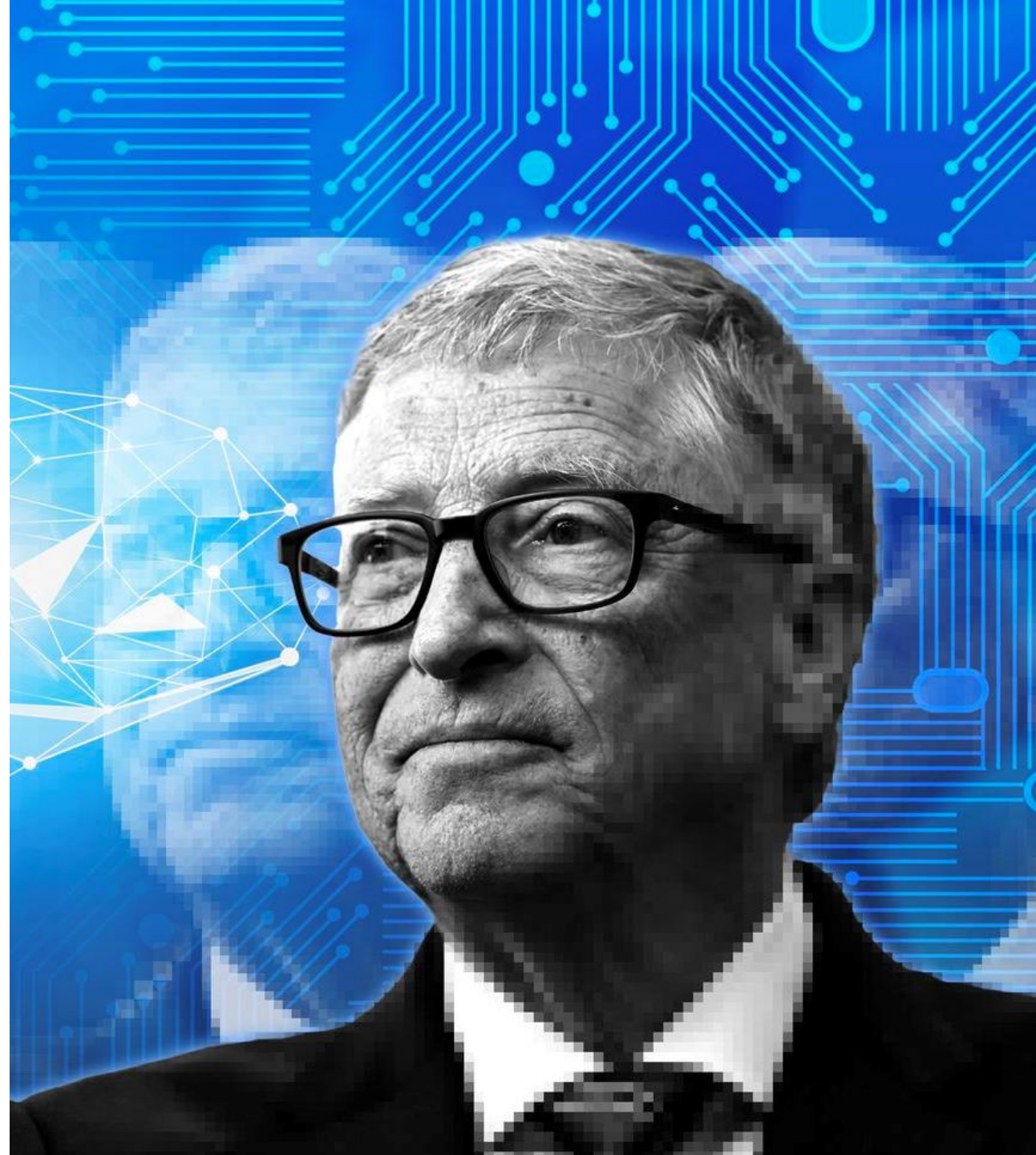
Ben Evans, Independent Analyst

Setting the scene

“We always overestimate the change that will occur in the **next two** years and underestimate the change that will occur in **the next ten**.

- Don't let yourself be lulled into inaction.”

Bill Gates, 1996

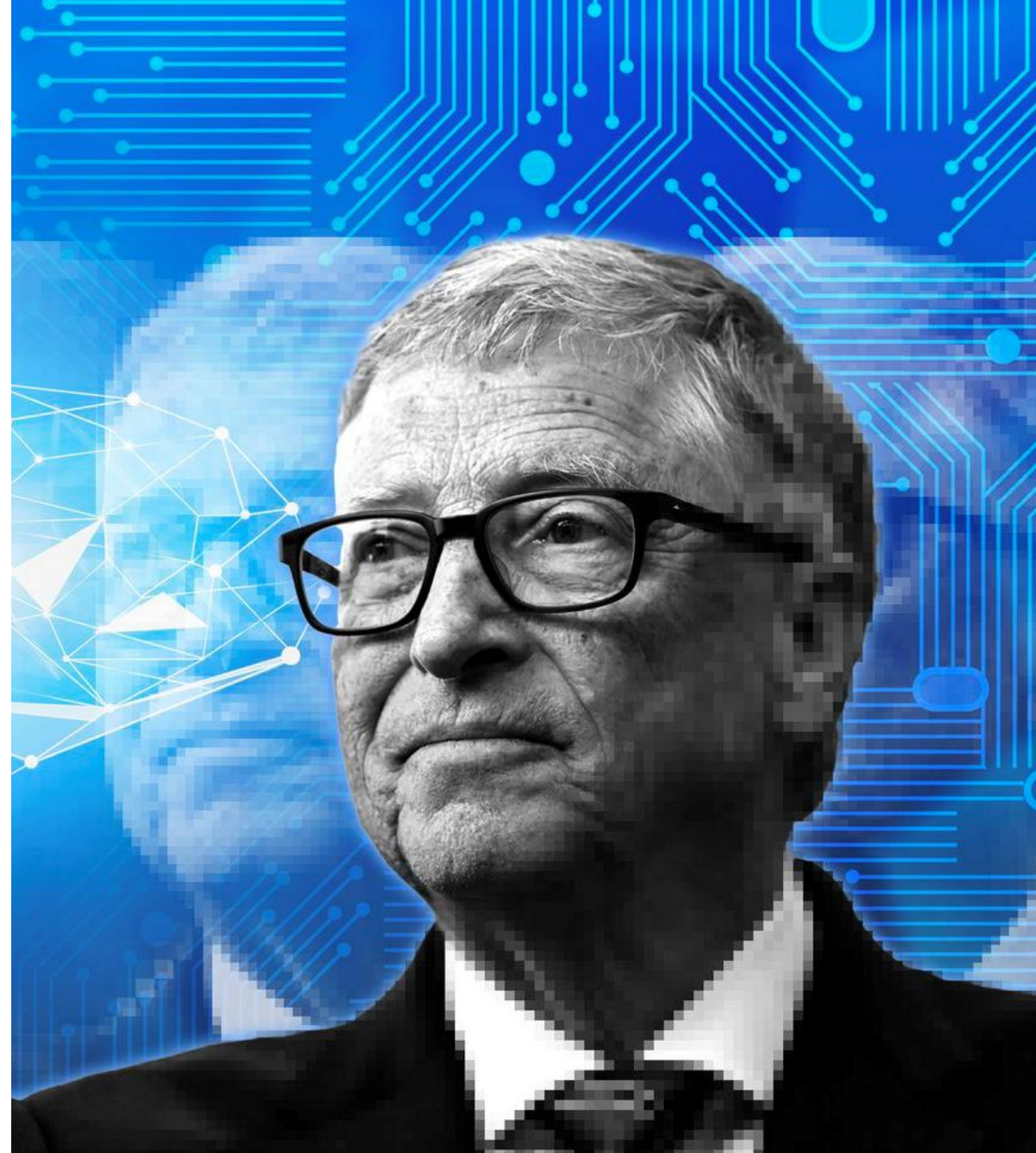


Setting the scene

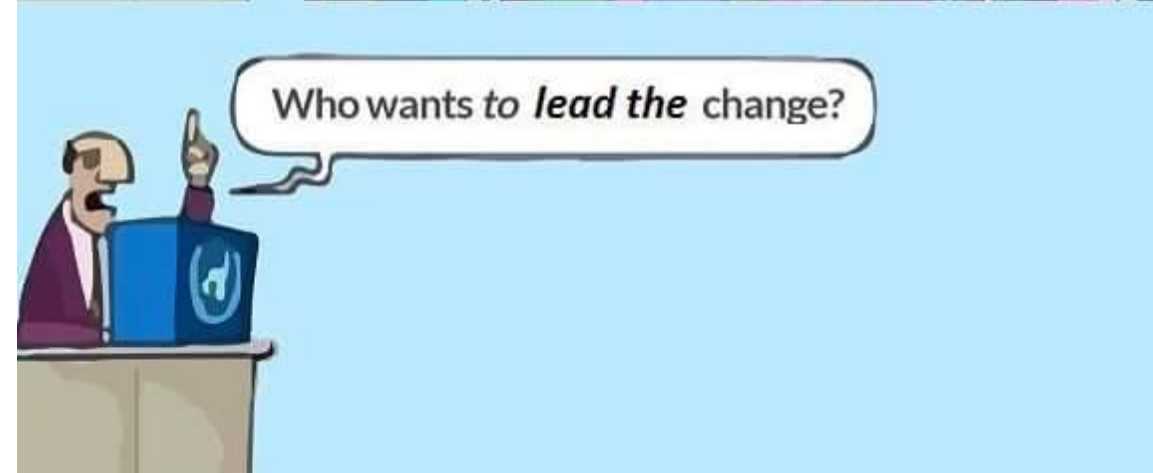
“We always overestimate
the change that will occur
in the **next ~~two~~** years and
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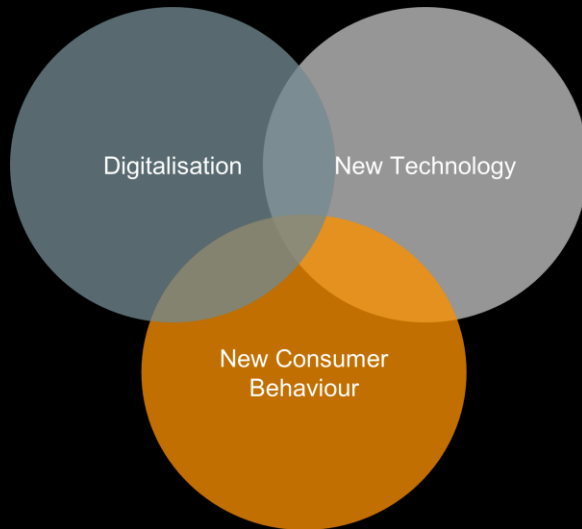


Change vs development or transformation.



WHAT IS CHANGING?

Biggest Transformation in Modern Times



Supercycles



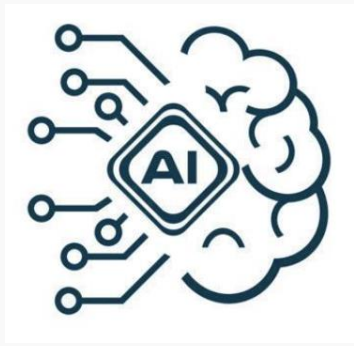
The industrialism



The electricity



The internet



Ai

Technologies powering Internet 3.0



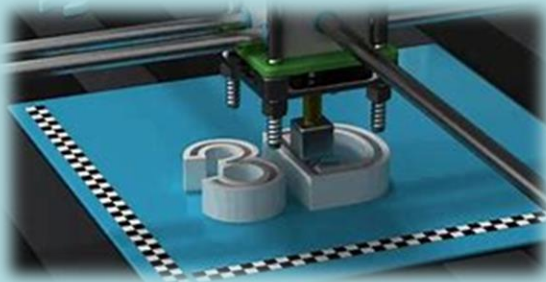
Blockchain & cryptocurrency



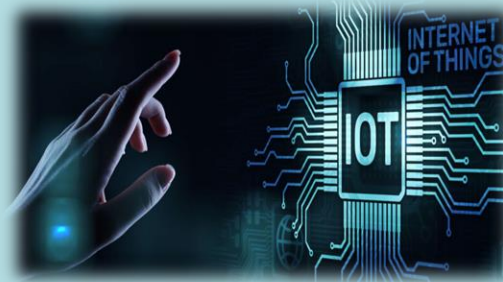
Artificial intelligence



Virtual reality & Augmented reality



3D



Internet of things



5G



On the internet



In the internet

Beyond Universe

Metaverse - Web 3.0

- Transient Metaverse- on its way
- Right now expectations are still more hype than reality
- Less money invested now compared to last year. Shifting to AI among others
- 2027 more than 40% of large corporations are expected to use a combination of these technologies for increased revenue according to Gartner
- Don't dismiss and keep track

A CEO's guide to the Metaverse by McKinsey, 2023

"It's too big to ignore—yet its future is far from certain. Companies need to dip a toe in the water and plan to take the plunge if the development motivates it."

"You learn 4 times faster through AR/VR and become more emotionally connected. Companies can save a lot of time and money."



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BMW- saves time & money

At the [BMW Pilot Plant in Munich](#), the future of automotive design is here today. Engineers wearing augmented reality (AR) headsets gather around the engine bay of a new prototype vehicle. **Their aim: to check the fit of newly designed parts.**

One of the main cost savings comes from not having to build and ship so many real prototypes.

Nokia - training

And training in the Learning Space isn't just a matter of virtualizing activities that used to take place with physical objects in a physical space. **VR and AR training can go one step further and make the invisible visible for training purposes.**



AI

Hype Cycle for Artificial Intelligence, 2024



Plateau will be reached:

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

▲ more than 10 years

⊗ obsolete before plateau

2022 and 2023 Generative AI was positioned on the Peak of Inflated Expectations.

Now moved from super hyped to reality .Projected to reach transformational benefit within two to five years.

EXPERTS: 90% OF ONLINE CONTENT WILL BE AI-GENERATED BY 2026

AS THE ADAGE GOES: DON'T BELIEVE
EVERYTHING YOU SEE ONLINE!

" Synthetic media refers
to content created or
manipulated using AI"

95%



The prompt was “A photograph of advertising people discussing creativity on stage in a panel on a beach at Cannes Lions.”



Tool: Midjourney

1.5 BN EMPLOYEES GLOBALLY WILL NEED UPSKILLING BY 2025

50%

of all employees require upskilling by 2025, which is equal to **1.5 billion people** on a global scale¹



E-learning platforms and classroom trainings are not able to fulfill the urgent need and are...

...not engaging enough leading to low employee retention



...difficult to practice and track performance offline



...time-consuming and highly expensive



KLARNA: ALL IN ON GEN AI

AI is responsible for 37% of the cost saving, or about \$10 million on an annualized basis

- **Legal:** Contract drafting
- **Marketing:** -25% agency cost
- **Communication:** Sentiment analysis
- **Product Dev:** Interactive shopping assistant
- **Internal Efficiency:** Kiki manages internal knowledge, handles 2,000+ daily inquiries, and promotes transparency. It empowers Klarna's workforce, enhances team performance, and improves customer experience

Customer Support AI:

- Replaced the workload of 700 employees in two months.
- Estimates annual savings on \$40 million
- From 11 to 2 minutes with kept quality, customer satisfaction levels comparable to humans
- French teleperformance company lost 400 million SEK in market value following the news.

SO...

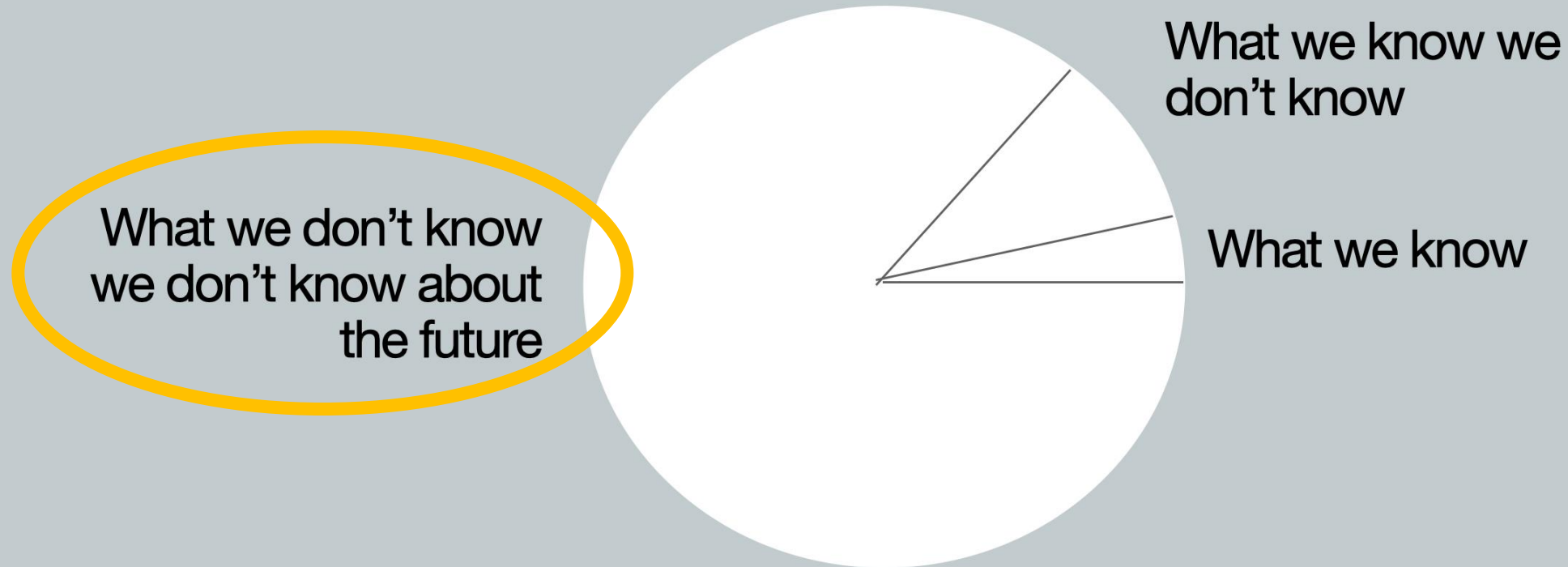
TODAY'S CHANGE IS COMPLEX AND LESS PREDICTABLE



The pace of change is increasing - the combination of increased complexity and speed makes the future less predictable. Companies can no longer only rely on historical events and how things used to be done. We need to dare to challenge conventional pearls of wisdom.

“ Companies that recognise that the future might change the very foundation of their business, that prepare for it and change their course of action accordingly, are 33% more profitable than companies on average. In addition, these alert companies have achieved a 200 % higher growth rate than the average company.”

All your knowledge is about the past, but all our strategic decisions are about the future.



THANK YOU

By, Annelie Gullström, *Transformation Strategist, Scania TTO*

**"The measure of intelligence is
the ability to change"**

Albert Einstein

