ADAPT's Top 10 Strategic Priorities for Australia - 2020

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A D A P T

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Australia's future prosperity is at risk unless we take bold action and commit to long-term thinking." CSIRO 2019 Outlook Report



Jim Berry CEO at ADAPT



The 2019 World Digital **Competitiveness Rankings sees** Australia drop to 14th from 9th in 2015

Australia falls from 77 on the Harvard Complexity index in 2017 to 93 in 2019

Productivity growth is now consistently less than half of what Treasury has determined is required for the nation's continued prosperity..."

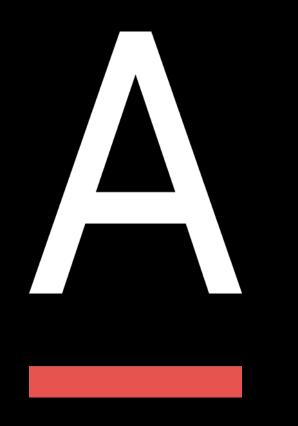
PWC

CSIRO National Outlook urges action to avoid a slow decline

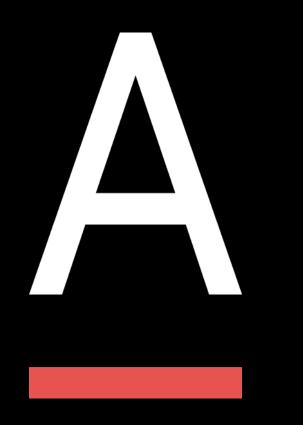
To put Australia on the path to the most prosperous future requires a new way of thinking and a new type of leadership in our great country."

CSIRO Larry Marshall

ADAPT



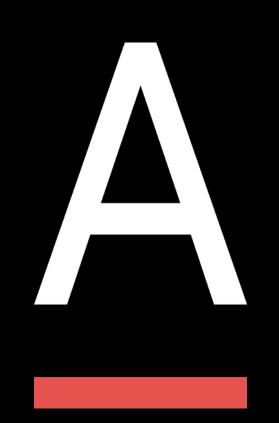
Our vision is to make Australia & NZ more commercially competitive and productive, for us and for future generations.



with the knowledge, relationships, inspiration and tools needed to gain competitive advantage.

ADAPT

ADAPT's mission is to equip executives



12 months 10,000 interactions 3,000 senior executives hosted



20-21 FEB MELBOURNE



13-14 MAR GOLD COAST



25 JUL SYDNEY



SYDNEY



29-30 MAY GOLD COAST

CFO EDGE

13 NOV SYDNEY







Matt Boon Director of Strategic Research

Matt is responsible for directing and developing ADAPT's research content and positions. He is also responsible for bringing together groups of C-Suite leaders to discuss and advise them on how to prepare for the myriad challenges and opportunities they face.

Peter Hind Senior Analyst

Peter is responsible for developing primary research initiatives driving fact-based written content, analysis and advice for and to the Australian and New Zealand C-Suite community.

Aparna Sundararajan Senior Research Strategist

Aparna leads the emerging and disruptive technology research agenda within ADAPT's strategic advisory team. Her role is to create independent advice for the Australian C-Suite around emerging technologies, trends and investment priorities.

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Core Competencies

Empower a High-Performance Workforce Modernise Legacy and Manage Complexity Embed Trust and Security Define and Execute on Technology Strategy

Core Competencies

Improve Operational Efficiency Underpin Analytics and a Data Driven Business Improve Customer Experience and Retention Enable Innovation and Transformation

Core Competencies

Evolve Personal Business and Leadership Skills Empower the CEO and Board Manage Expectations and Stakeholders Enable Innovation and Transformation Manage Budgets and Ensure ROI

Matt Boon **Director of Strategic Research** at ADAPT

Aparna Sundararajan Senior Research Strategist at ADAPT

ADAPT'S Top 10 **Strategic Priorities** for Australia - 2020

- Earn customer loyalty 1•
- **Build a data driven business** 2.
- Architect a secure and resilient organisation 3.
- **Drive operational effectiveness** 4 •
- 5 Think like a technology company

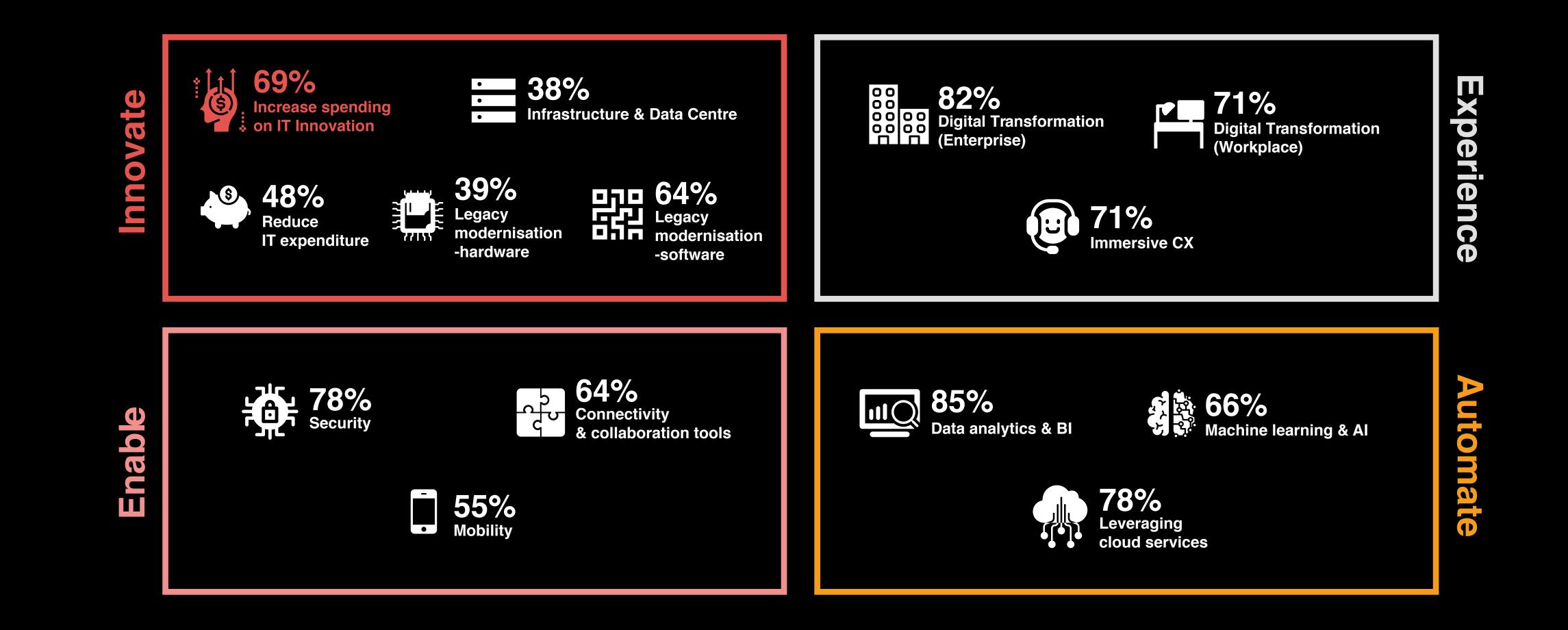


Tear down organisational silos 6 •

- **Embrace dynamic budgeting** 7•
- **Develop a people first organisation** 8 •
- **Encourage and build a diverse organisation** 9.
- **10** Future proof the organisation



Vision 2020 – Empowering Execution











Earn Customer Loyalty

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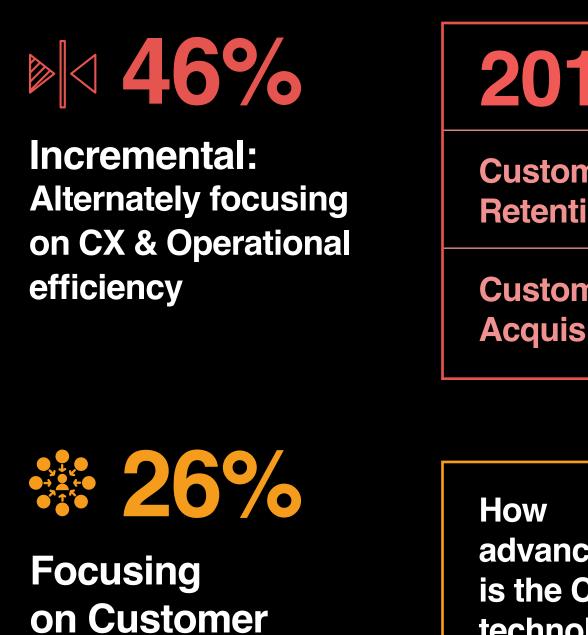
Be smart, not creepy; balance personalisation with privacy and data sensitivity."

"



ADAPT'S TOP 10 STRATEGIC PRIORITIES Earn Customer Loyalty

EXPERIENCE **PATH:** ITAL BUSINESS NSFORMATION STOMER DIG TRA





experience

17% Focusing on Operational efficiency

" Be smart, not creepy; balance personalisation with privacy and data sensitivity."

Business Priority	Not Important	So-so	Top Priority	
Digital Leaders	10%	14%	76%	
ClOs	16%	17%	67%	
Digital Leaders	14%	22%	64%	
ClOs	25%	25%	50%	
	Priority Digital Leaders ClOs Digital Leaders	PriorityNot ImportantDigital Leaders10%ClOs16%Digital Leaders14%	PriorityNot ImportantSo-soDigital Leaders10%14%ClOs16%17%Digital Leaders14%22%	PriorityNot ImportantSo-soTop PriorityDigital Leaders10%14%76%ClOs16%17%67%Digital Leaders14%22%64%

How advanced is the CX technology	64%	First steps	Immersive CX as a priority
	3%	Very advanced	technology for 2019







Build a Data Driven Business

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Know your customers, know your employees, beat competition; tame the data beast to achieve this."





We need to understand our data better

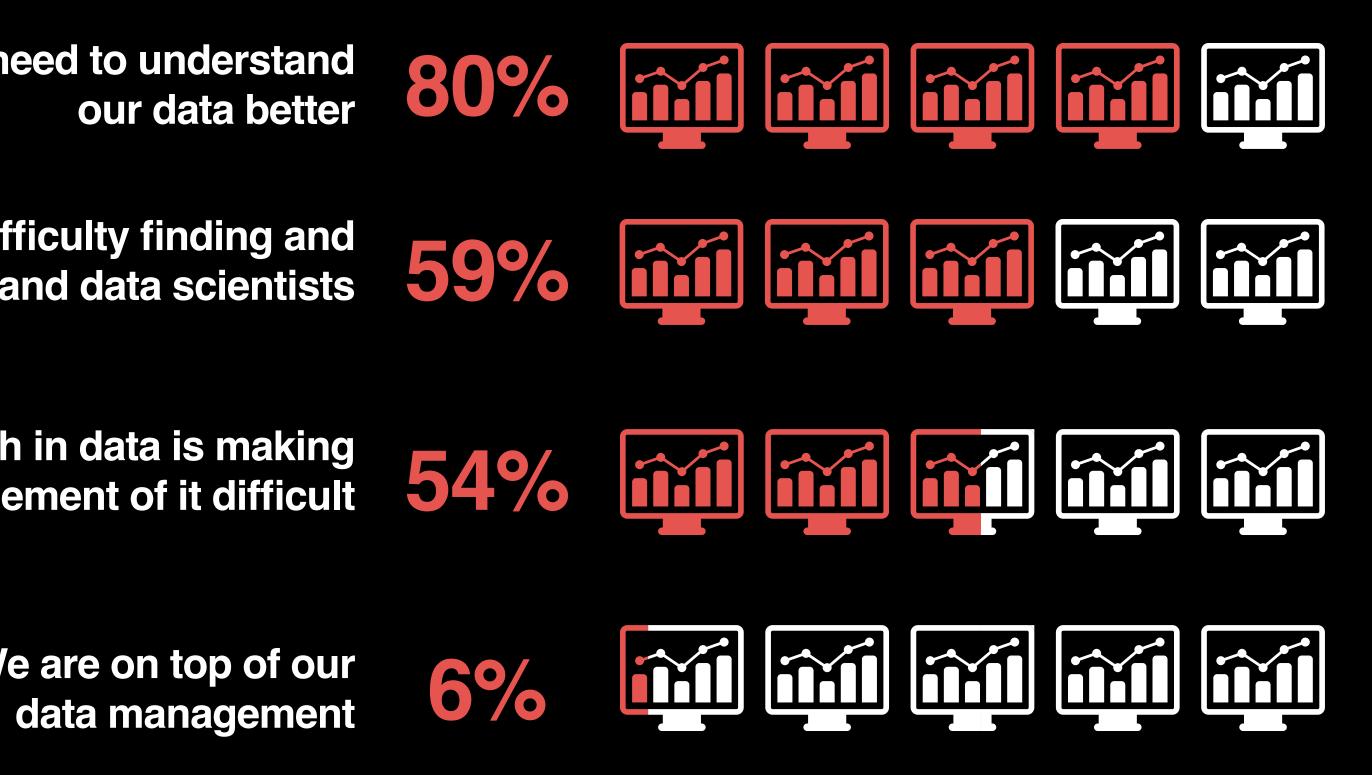
We are having difficulty finding and hiring data analysts and data scientists

The rate of growth in data is making the management of it difficult

We are on top of our

OVERLOA DATA

" Know your customers, know your employees, beat competition; tame the data beast to achieve this."







Architect a secure and resilient organisation

A D A P T

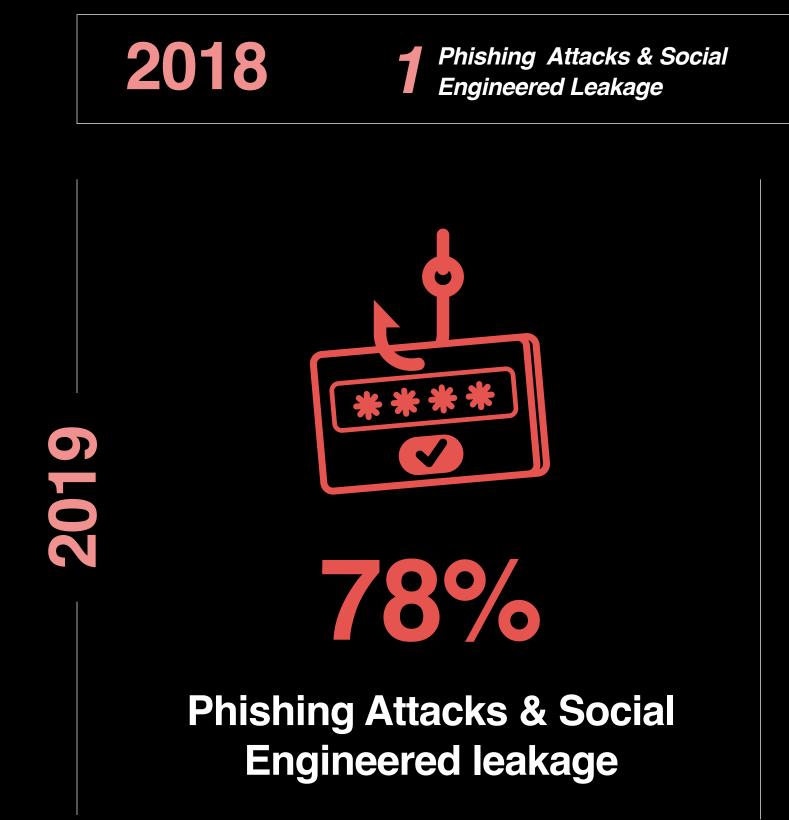
In a world run by data, security is the thin, invisible boundary between access and abuse."



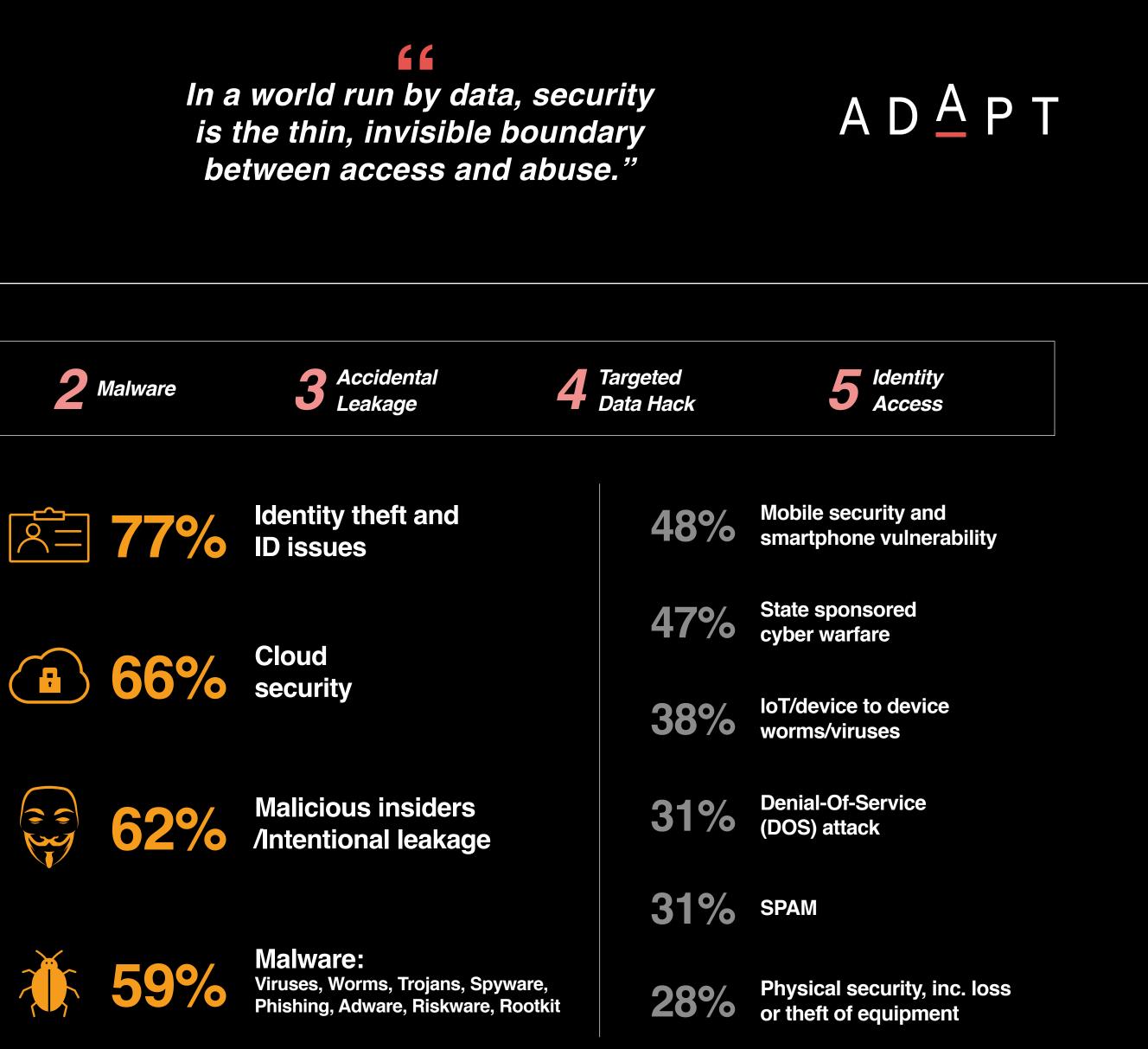


ADAPT'S TOP 10 STRATEGIC PRIORITIES Architect a secure and resilient organisation

SECURITY **R** S ШΖ R \mathbf{O} \bigcirc ΔZ



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Drive Operational Effectiveness

A D A P T

For the optimum outcome, companies should determine their strengths and weaknesses, while leveraging partners with complimentary capabilities."

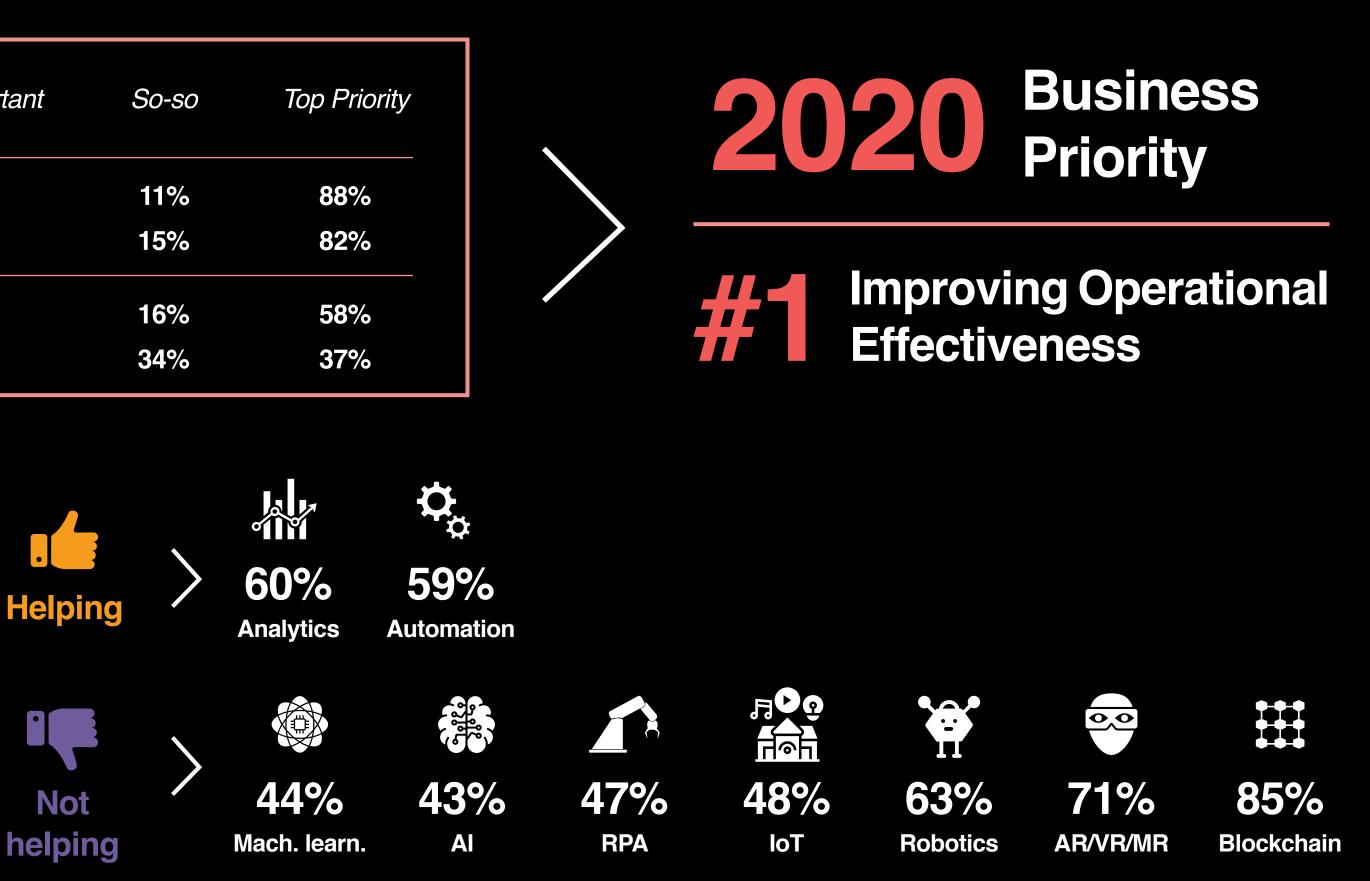




" For the optimum outcome, companies should determine their strengths and weaknesses, while leveraging partners with complimentary capabilities."

2019 Business Priority		Not Important	So-so
Operational	Digital Leaders	1%	11%
Effectiveness	CIOs	3%	15%
Sales	Digital Leaders	26%	16%
Effectiveness	ClOs	29%	34%

Impact of emerging technologies on operational effectiveness and cost reduction



SOURCE: ADAPT Digital Edge May 2019, ADAPT CIO Edge Feb & Sep 2019. Sample Size - 382 Australian & New Zealand Digital Leaders & CIOs.





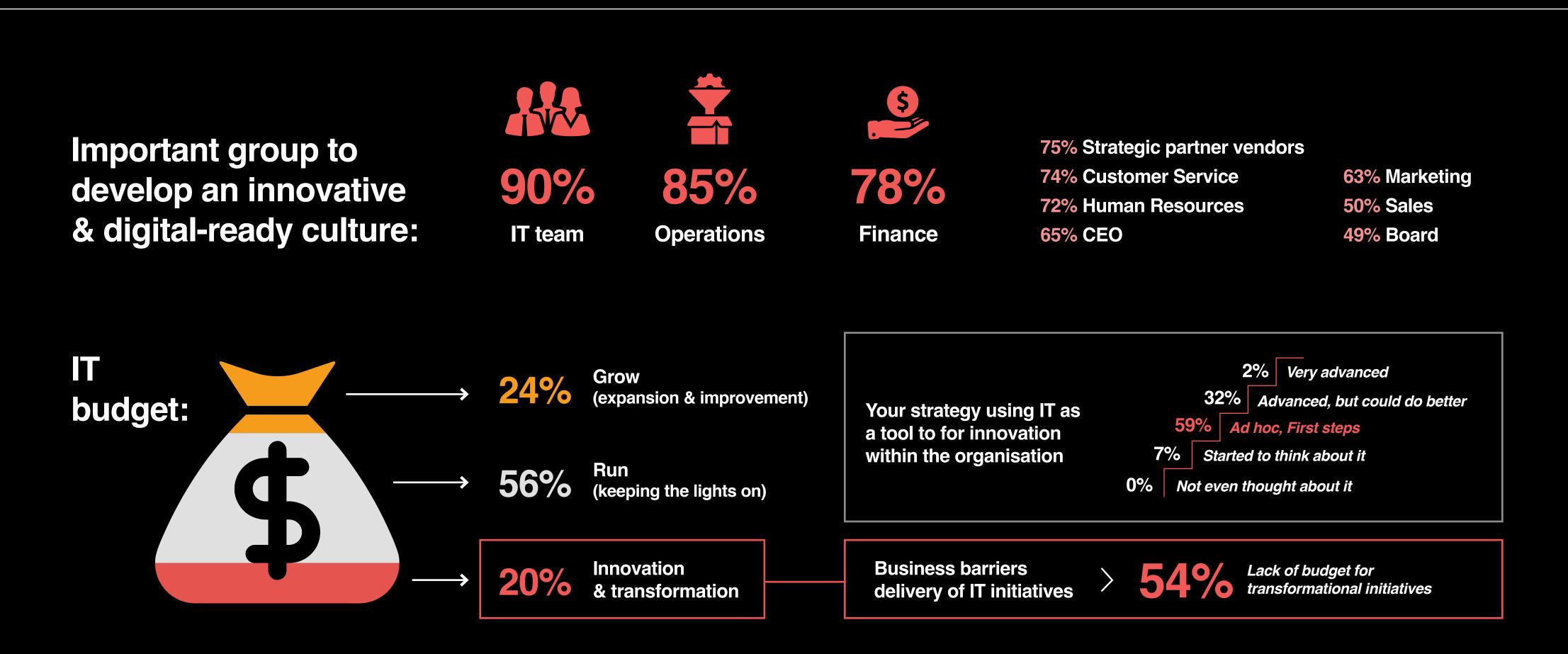
Think like a technology company

A D A P T

Mould the technology to solve the business problem, rather than letting technology dictate the business problem."







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Tear down organisational silos

A D A P T

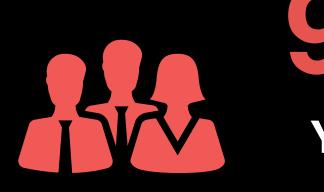
Silos will disappear only when organisations relook at the way they align people, processes and technology, with business objectives."





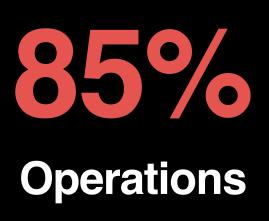
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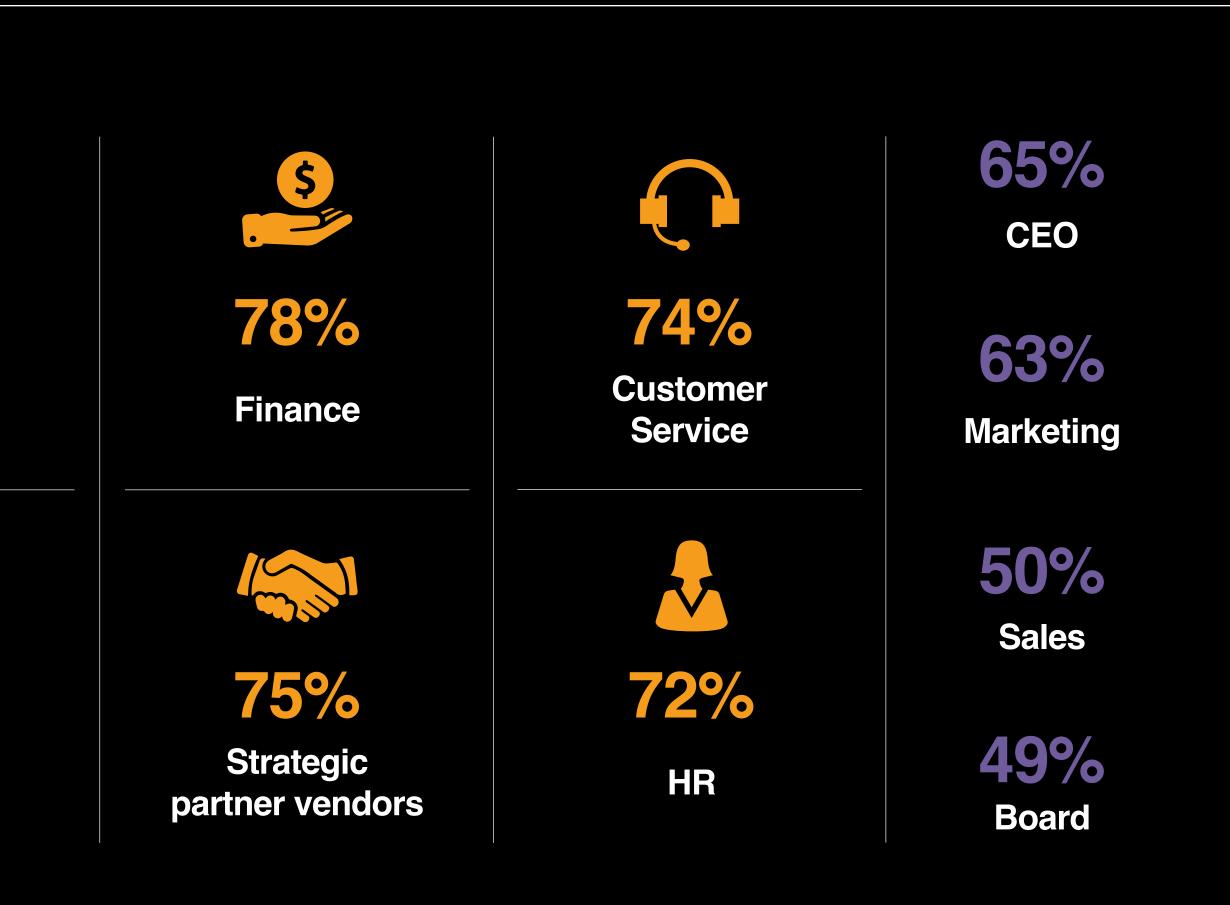






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Embrace dynamic budgeting

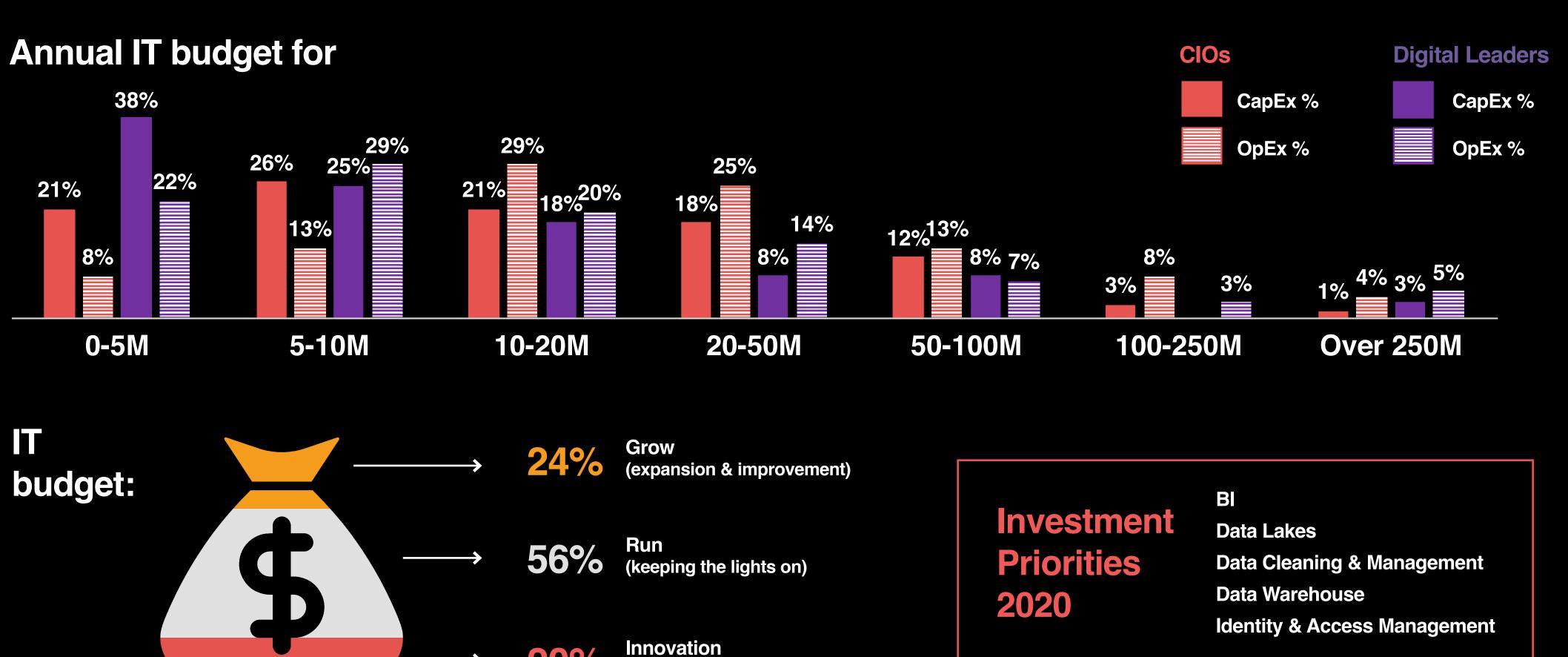
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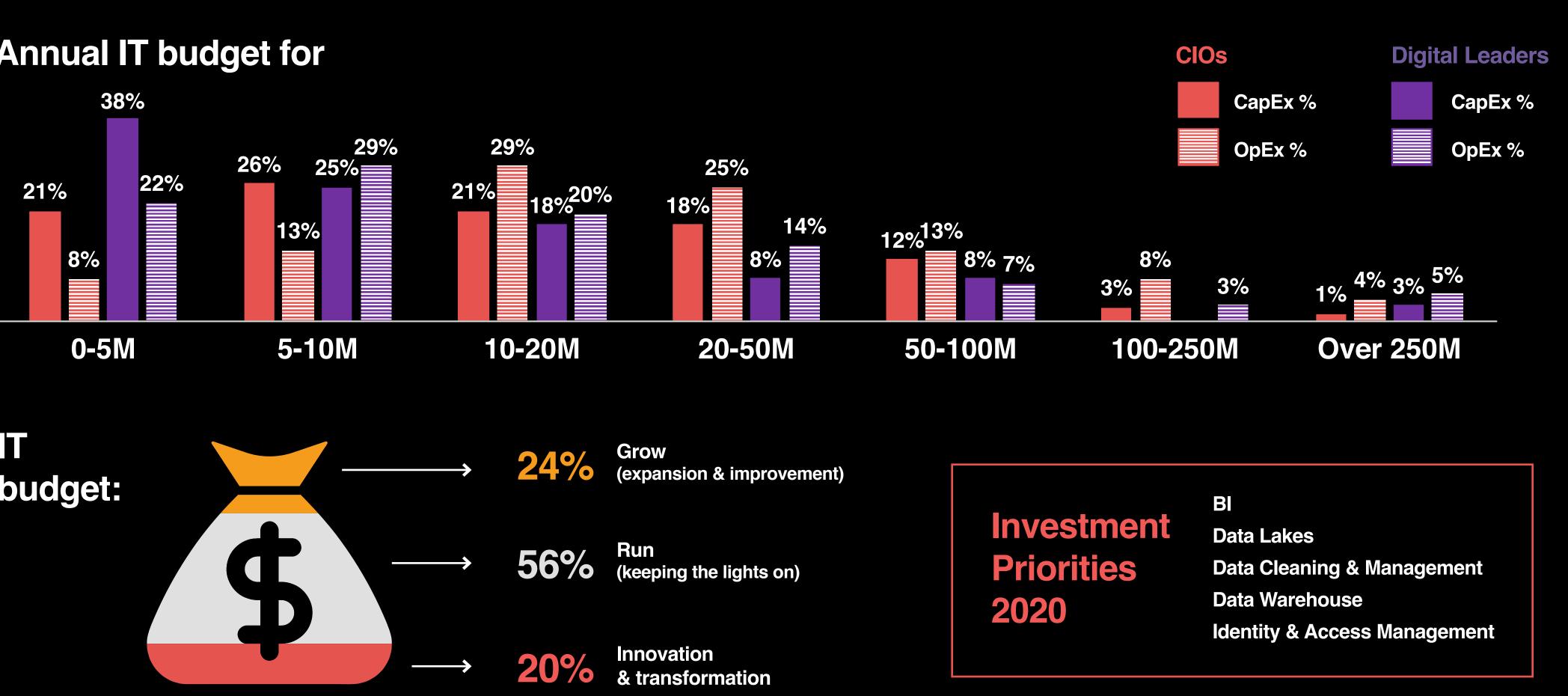
A D A P T

The digital transformation of a business must not be held back by the inadequacies of outdated approaches to budgeting."



ADAPT'S TOP 10 STRATEGIC PRIORITIES Embrace dynamic budgeting





" The digital transformation of a business must not be held back by the inadequacies of outdated approaches to budgeting."

SOURCE: ADAPT Digital Edge May 2019, ADAPT CIO Edge Feb & Sep 2019. Sample Size - 382 Australian & New Zealand Digital Leaders & CIOs.





Develop a people first organisation

A D A P T

Your teams should be a combination of skills, mindsets, and attitude rather than just hard skills and experience. Change the way you hire people."

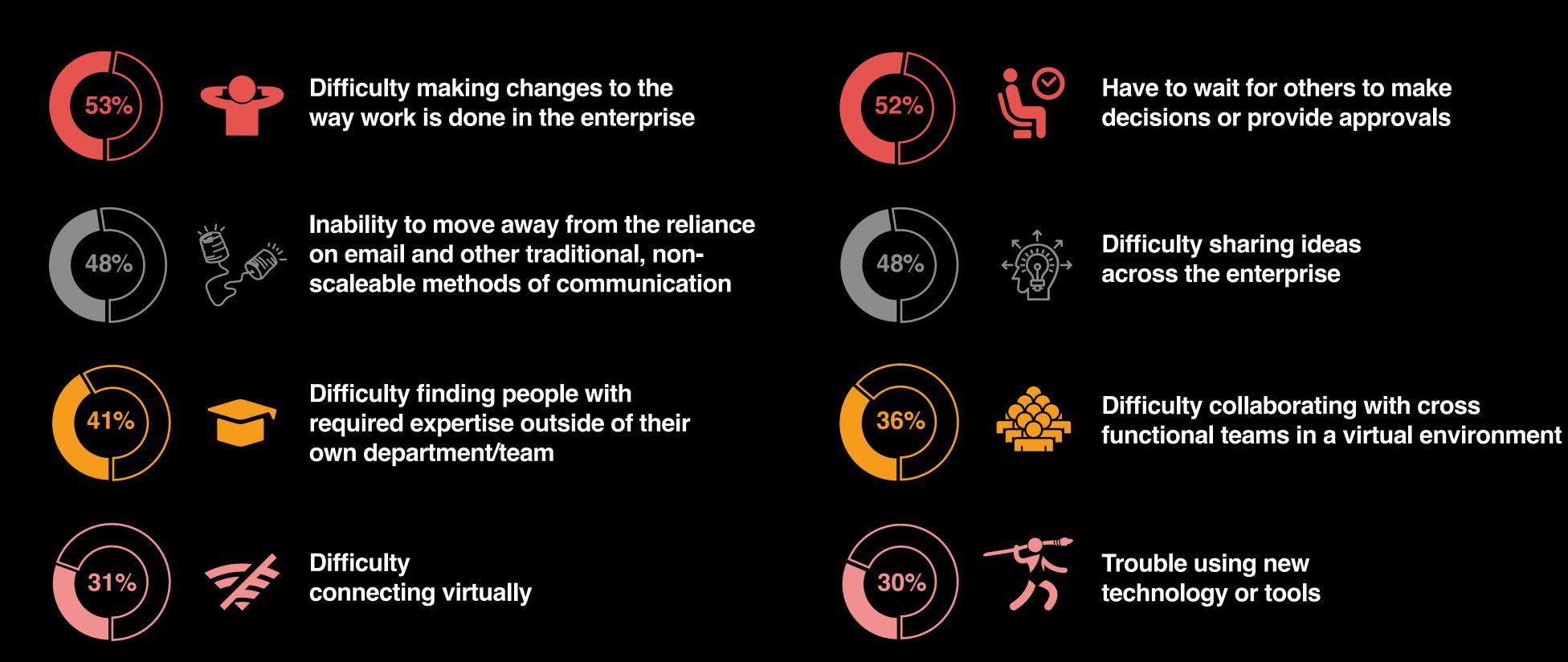
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ADAPT'S TOP 10 STRATEGIC PRIORITIES Develop a people first organisation

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A D A P T

SOURCE: ADAPT Digital Edge May 2019. Sample Size - 110 Australian & New Zealand Digital Leaders





Encourage and build a diverse organisation



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Different people bring alternative perspectives to problem solving, business leaders need it more than ever."







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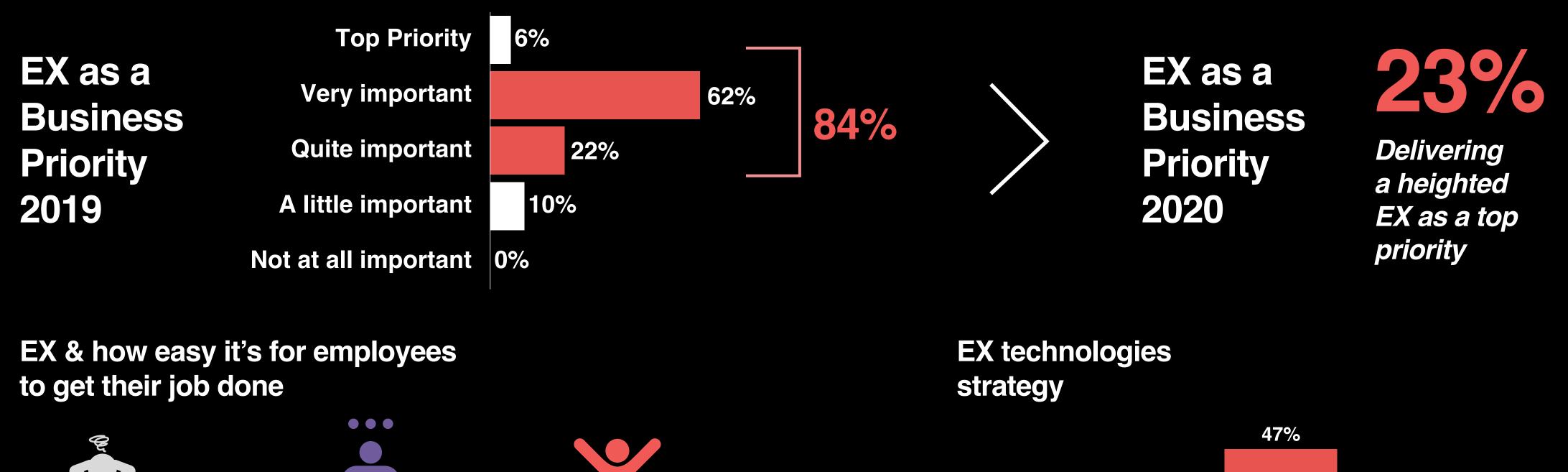
Future proof the organisation

A D A P T

Avoid quick fixes to problems that force the business to spend even more of its IT budget maintaining the status-quo."



ADAPT'S TOP 10 STRATEGIC PRIORITIES 10 Future proof the organisation





They find it difficult to work

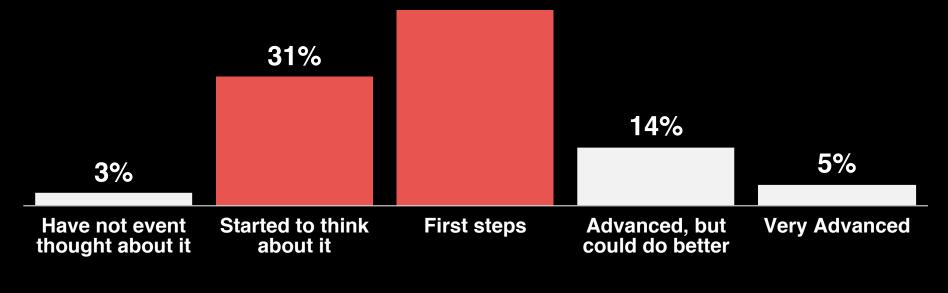


So-so with challenges



We have the best tools & workplace

" Avoid quick fixes to problems that force the business to spend even more of its IT budget maintaining the status-quo."



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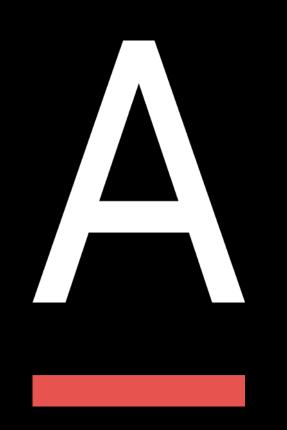
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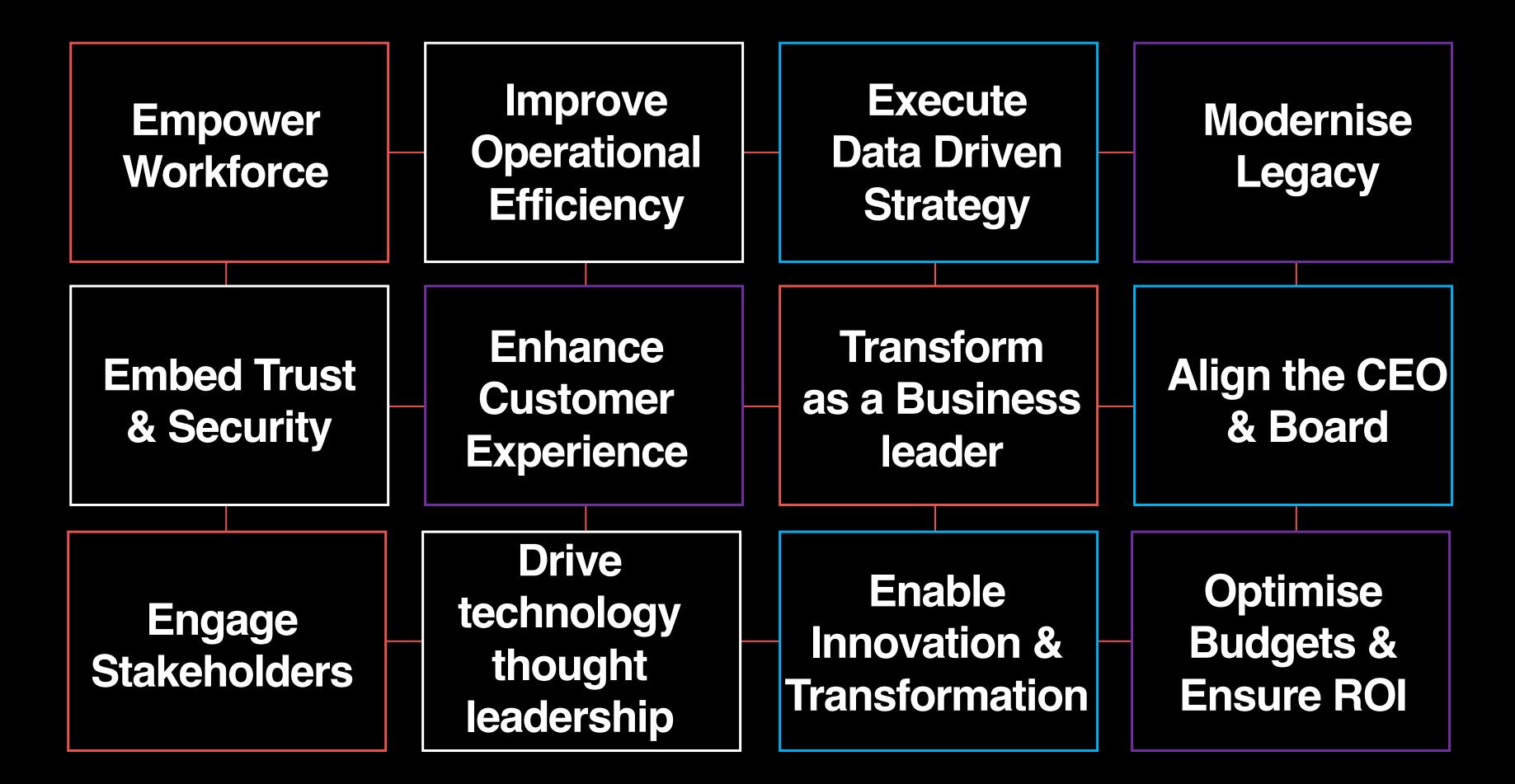




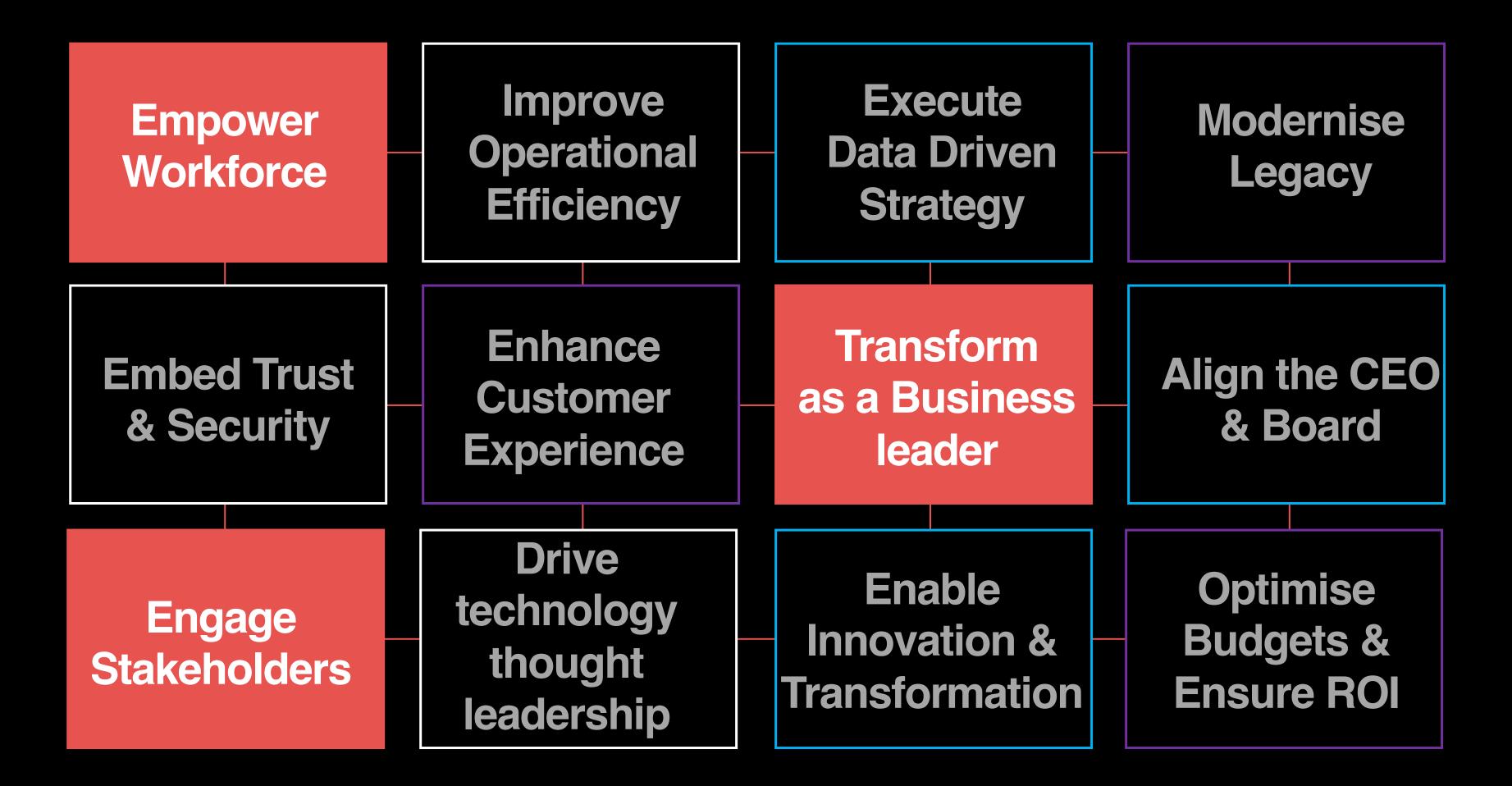
What are the 12 to lead and succeed?

Competencies you need

The 12 core competencies



The 12 core competencies





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6• 7• 8 • 9•



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Tear down organisational silos Embrace dynamic budgeting Develop a people first organisation Encourage and build a diverse organisation **10** • Future proof the organisation

Thank You

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