

Evolving Experiences

March 2021

IRG 100 Roadmap

Why

0.1 Personal Introductions

0.2 Program and business introductions

1.1 Humanized Growth Study

1.2 Leading Humanized Growth

1.3 Decoding the World

1.4 Humanized Growth

1.5 Personal Passion & Purpose

1.6 Network & Sparring

 Growth Opportunities

Key

- | | |
|---|---|
|  Set-up & Finale |  Sparring |
|  Core curriculum |  Milestone |
|  Leadership |  Feedback |

What

2.1 Abundant Markets

2.2 Multiple Business Models

2.3 Evolving Experiences

2.4 Da Vinci Growth CMO

2.5 Da Vinci CMO Attitudes & behaviours

2.6 Humanizing Growth Hacks

 Growth Ambition

 Growth Ambition Feedback

How

3.1 Human-Centric Transformation

3.2 Open Culture

3.3 Anticipative Organisation

3.4 Whole-Brained

3.5 Diversity for Growth

3.6 Network & Sparring

 Growth Plan

 Growth Plan Feedback

4.1 The shared growth opportunity

4.2 Cannes preparation

4.3 Cannes: community & impact

Today's Agenda

05' Introductions

10' Content Presentation

70' Discussions

05' Next steps & Close

Poll Results

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
I prefer to first develop a detailed business model proposal before discussing it with colleagues	14%	51%	14%	14%	02%
I discuss business model implications with peers from as many relevant functions as possible	00%	14%	17%	51%	17%
I am a trusted partner of our CFO	03%	20%	31%	37%	9%

Delivering Ever-evolving experiences



32%

81%

Deliver
ever-evolving experiences



Wavemaker[•]



Evolving Experiences



All touch points



Challenge

*Only 8% of customers
say they have good
customer experiences*

- Gartner Research



Before

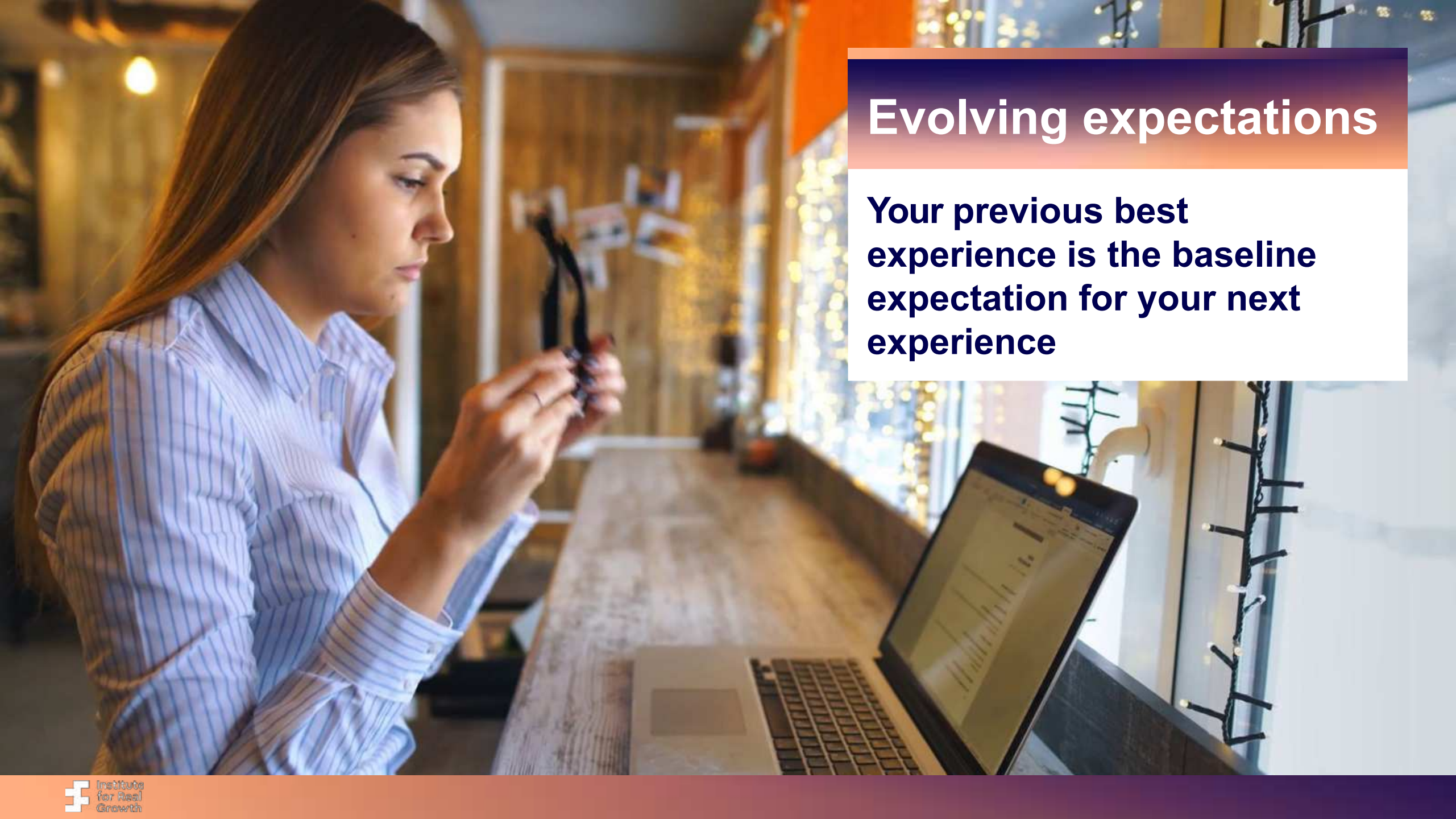


After

The sea of digital sameness

FORRESTER®

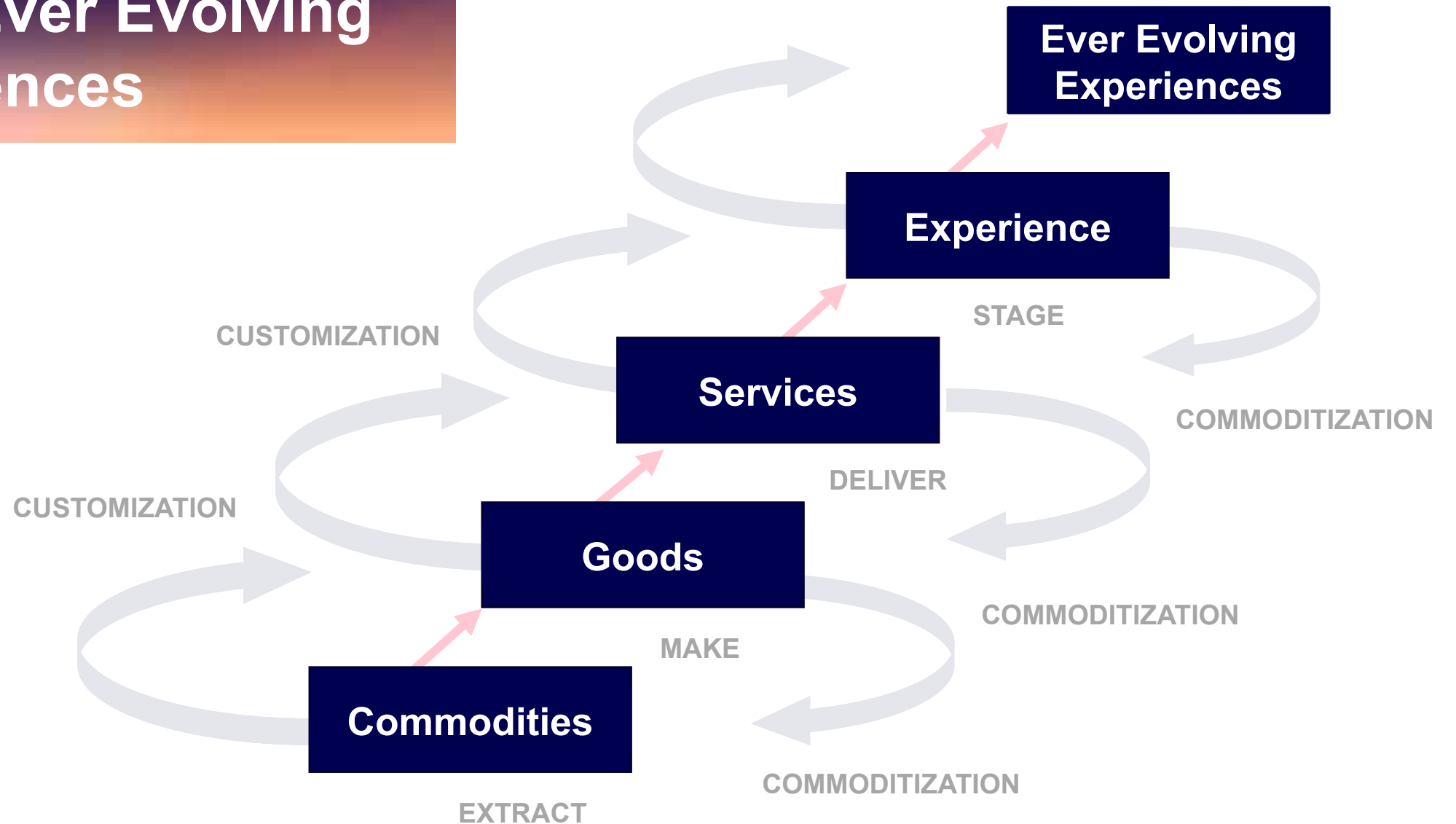




Evolving expectations

Your previous best experience is the baseline expectation for your next experience

Think Ever Evolving Experiences



Joseph Pine

BERLIN

From experience to
movement

We Sun
The Night
BERLIN

Running club

We Sun
The Night
BERLIN

How do we do this?

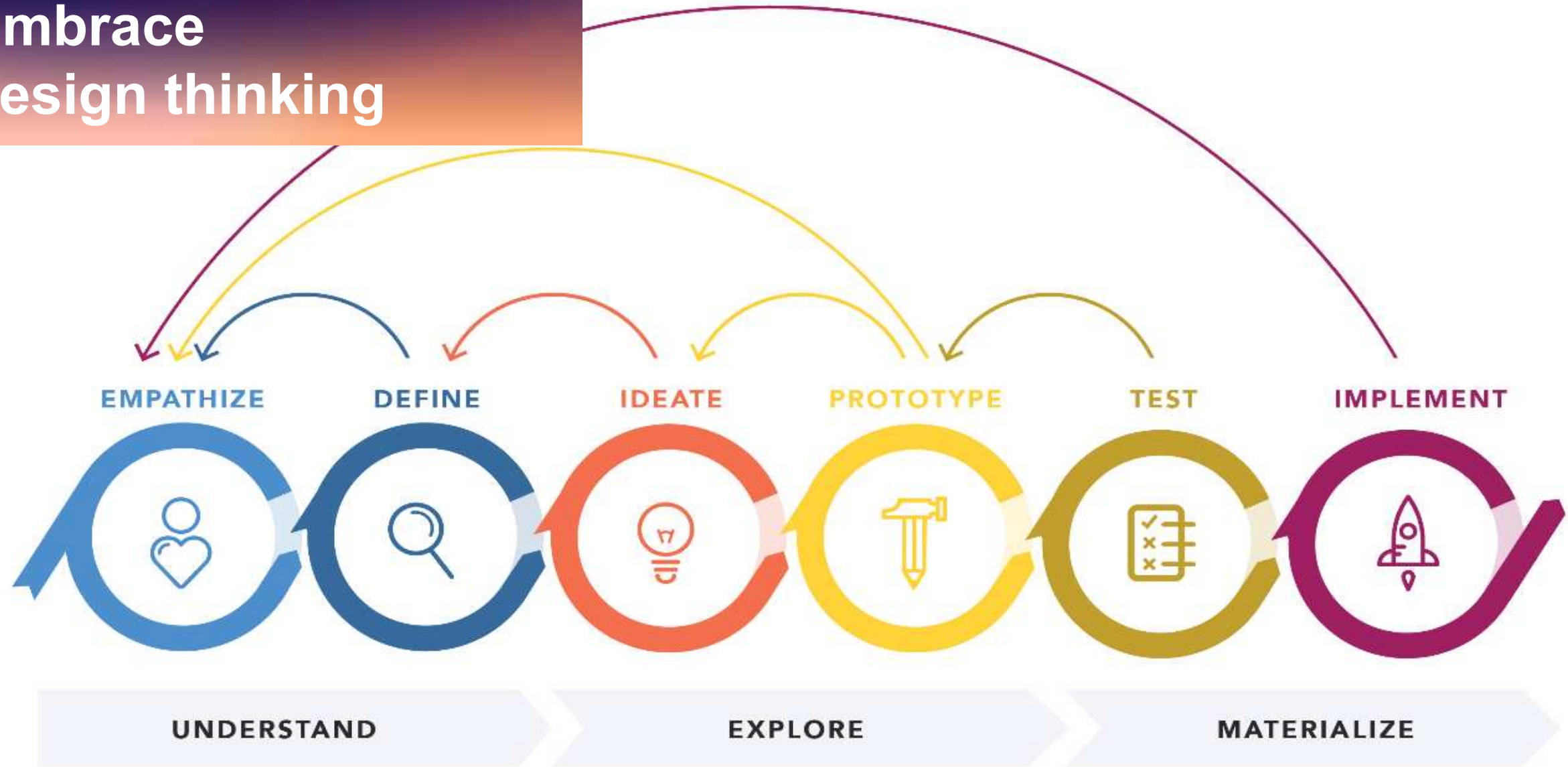


**Overperformers
embrace the
'Always Beautifully
Dissatisfied'**



$$x_i = \frac{34_p f}{-26_p}; \quad x_i = \frac{(34_p - T)f}{-26_p}; \quad y_i = y_r = \frac{86_p f}{-26_p}$$
$$-26_p = f \frac{T}{x_i - x_r} = f \frac{T}{d}; \quad 34_p = x_i \frac{T}{d}; \quad 86_p = y_i \frac{T}{d};$$

Embrace design thinking



Initial interaction

Job hunt

Job Placement



CONSIDERATION & EVALUATION

Understand the options that will help me find a job



ADECCO ON BOARDING

Join an agency that will help me find the right job



JOB SEARCH

Browse a range of well suited and exciting jobs



JOB APPLICATION

Apply for job(s) that are right



JOB OFFER

Get a job that is right



PERFORMING THE JOB

Perform the job to best of my ability



COMPLETE JOB

Successfully finishing placement



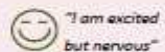
"I feel confident"



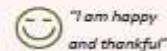
"I feel energised"



"I am hopeful"



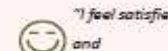
"I am excited but nervous"



"I am happy and thankful"



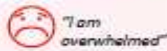
"I feel integrated and confident"



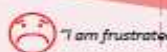
"I feel satisfied and aspirational"



"I feel insecure"



"I am overwhelmed"



"I am frustrated"



"I am disappointed"



"I am puzzled"



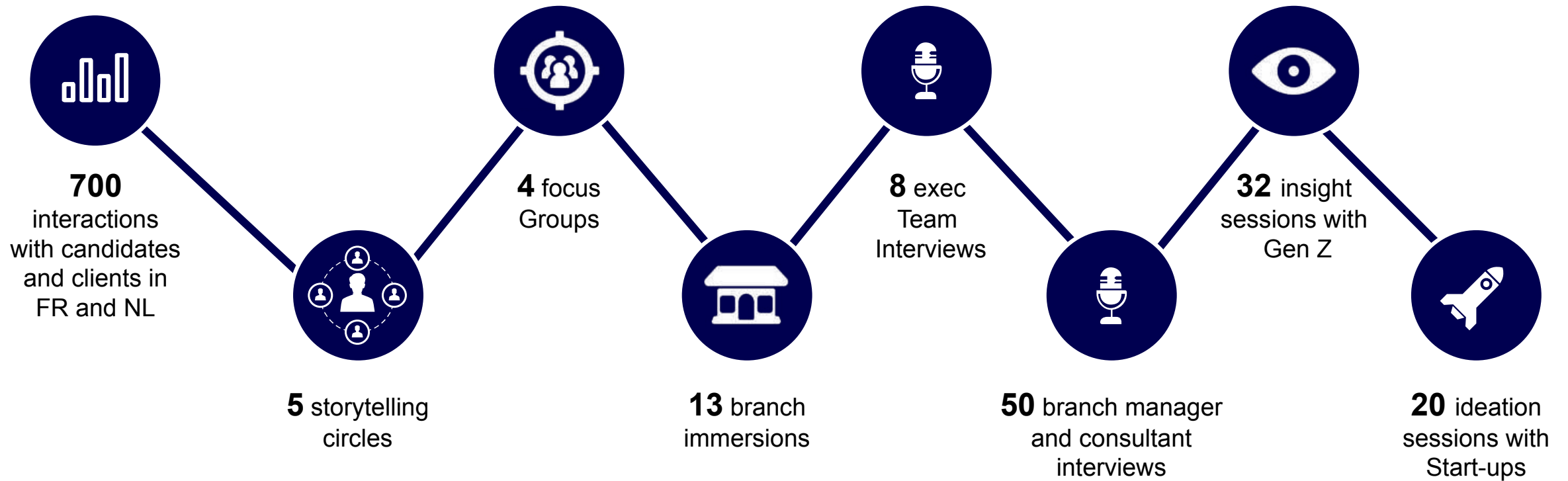
"I feel undervalued and alone"



"I am disappointed and worried"

Starting with customer journey

Adecco journey mapping



Deep insights

Consultants spend 70% of their time on administrative tasks

Not the right branch

I am a crane driver and I am looking for jobs through temp agencies.

A friend told me to contact an Branch, 30 kilometers from my home. So I took my car and went there. I was welcome by a lady who asked for my résumé. I gave it to her and said I was looking for jobs of Crane Driver. She told me it was not the right Branch. She sought for the right branches around, there were 3 of them but far from my home. She told me also to go on adecco.fr for a pre-registration

After 15mn, I left and went back home.



Pain points:

- Information about the location of the branches are not up to date
- No clarity of branch specialty
- Candidates often approach agencies that are closed but find people working inside



Feeding the funnel

	Insights	Moments of Truth	HR	IT	MK	Sales	Canal	FI	Short Medium Long term	Digital	Impact Branch Network	Pain	Gain	Score	SMM L/O	Decision Maker / User	Potential Partner	Best Practices
CI03	Strengthen your foundation	First contact with Adecco										L	H				Apuridis	FR
CI04	Strengthen your foundation	First contact with Adecco										L	M					FR
CI11	Strengthen your foundation	First contact with Adecco										L	M		SM		Microsoft Exakts	IT
CI12	Strengthen your foundation	First contact with Adecco										L	M		SM		Microsoft Exakts	
CI05	Strengthen your foundation	First contact with Adecco										L	M		SM		Lander	
CI02	Take care of our needs	First contact with Adecco / Relationship with Consultant										M	H		SM		Cloud	FR
CI03	Take care of our needs	Matching Quality										L	M		SMLO		harver	
CI05	Prepare for the future	Matching quality / Pro-active planning										M	H		ML			
CI06	Take care of our needs	Autonomy										M	H		SM		Linx	ADL
CI13	Strengthen your foundation	Follow up										M	H		SMLO		Beeple	

We co-created 100+ solutions...

Each solution details the business owner, timing, branch impact, digital impact and pain/gain

...in collaboration with Adecco experts, customer experience experts and start-ups

**Be empathetic
and think like a host**



Fight 'sacred' industry norms



Fight 'sacred'
industry norms

CITROËN C4 CACTUS



PREVIOUS



AIR BUMP



BLANC
BANQUISE



NOIR
OBSIDIEN



GRIS
ALUMINIUM



GRIS
SHARK



ROUGE
ADEN

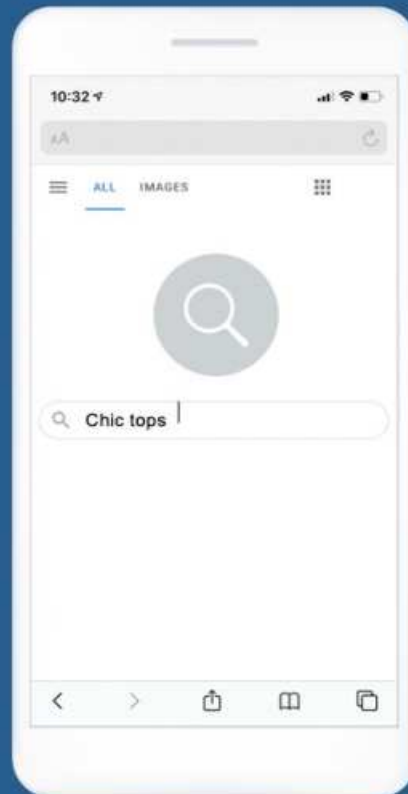


BLANC
NACRE

Leverage AI

ECOMMERCE

People find products



DISCOVERY COMMERCE

Products find people



Leverage AR and VR

je choisis
mon type de vêtement



Vous essayez

Vestes et Manteaux
Tout

j'essaie

◀ 1/4 ▶



◀ 1/4 ▶

je sélectionne
les articles ajoutés à mon panier

- ☒  Robe femme décorée d'une fleur
38 40 42 44 38 19.95 €
- ☒  Veste femme en jean courte à volants
38 40 42 44 23.95 €

total des sélections 43.9€

enlever

- ▶ le dernier article
- ▶ tous les articles

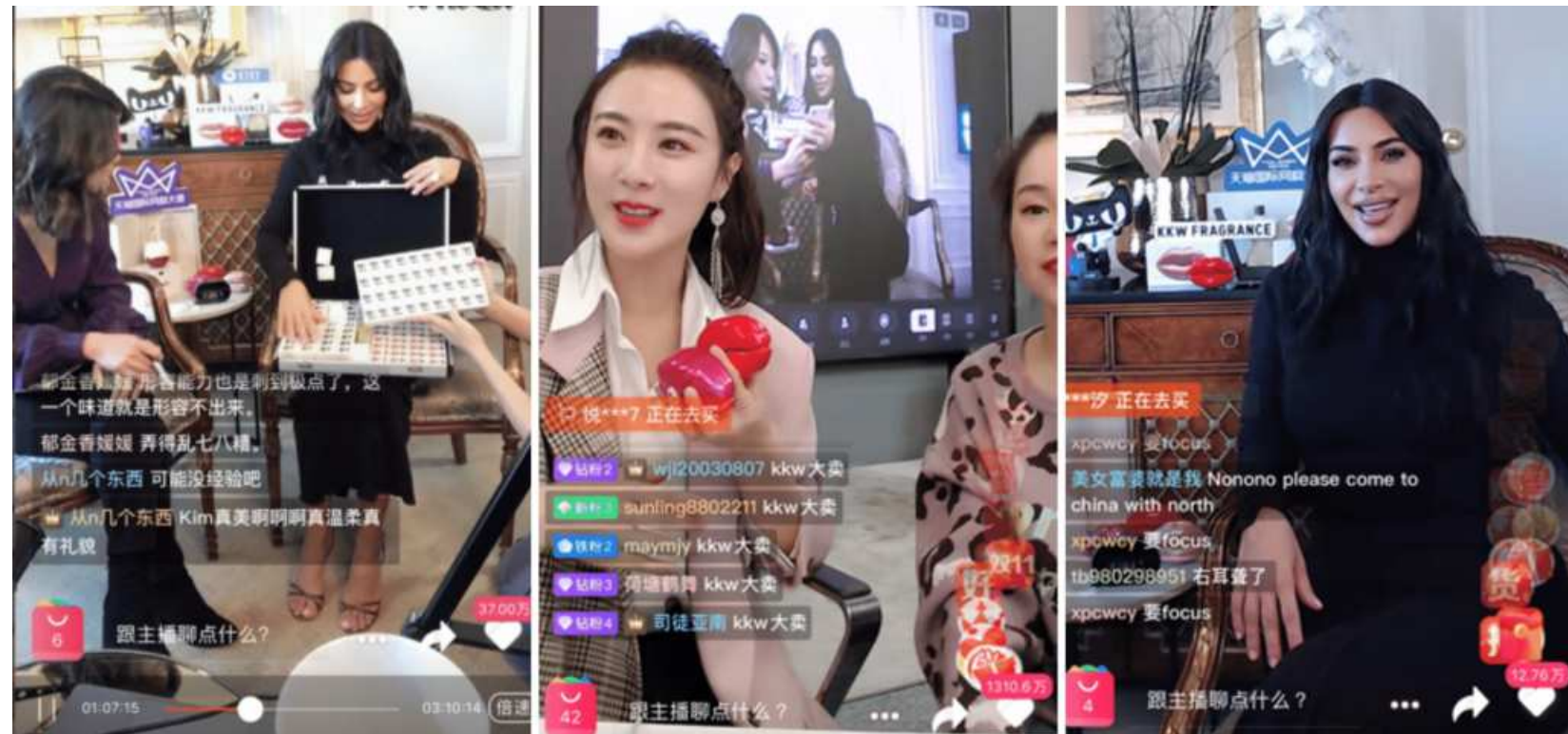
ajouter à mon panier



Leverage AR and VR



Livestreamed shopping events



Alibaba Hema



Your role



**Create empowered
teams in flattened
organizations**



Lead the cross-silo discussion



**Start where you have
influence**

Manage portfolio of initiatives



Ensure humanity at key touchpoints



ORGANIC COFFEE
★ PRET ★
NATURAL FOOD

Exercis

Individually

Where are we leading and lagging with Evolving Experiences ?

Why? What is enabling and blocking success?

What can I do more/less to enable success?

Don't forget to reference benchmark learnings.

Exercis

In Groups:

**Discuss and prioritize
best practices for
enabling Evolving
Experiences success.**



WARC

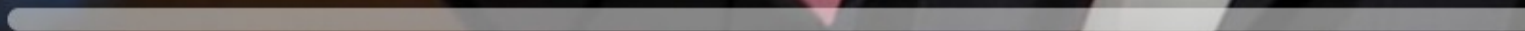
ADMAP / OCTOBER 2019

Winning in the era
of brand experience

TED

Tim Brown | TEDGlobal 2009

Designers — think big!



16:35





Lucas Perraudin

on Discovery Commerce

FACEBOOK

Milestone 1: Growth Opportunities

Schedule your sparring session



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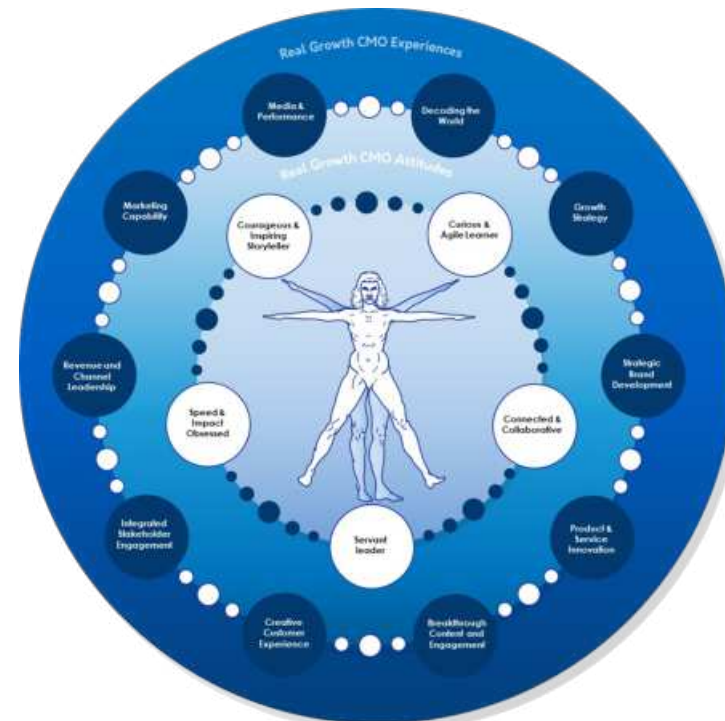
4.3 Cannes: community & impact



Next session

Time: March 10
8AM EST | 2PM CET | 9PM CST

Topic: da Vinci Growth CMO



Charlotte Petri Gornitzka

Assistant Secretary General

Friday February 26

9 AM EDT | 2 PM BST | 10 PM CST



[Register here](#)

Hosted by IRG Founder **Marc de Swaan Arons**



Deepak Chopra

Author

Friday March 12

9 AM EST | 2 PM GMT | 10 PM CST



[Register here](#)

Hosted by IRG Founder **Marc de Swaan Arons**