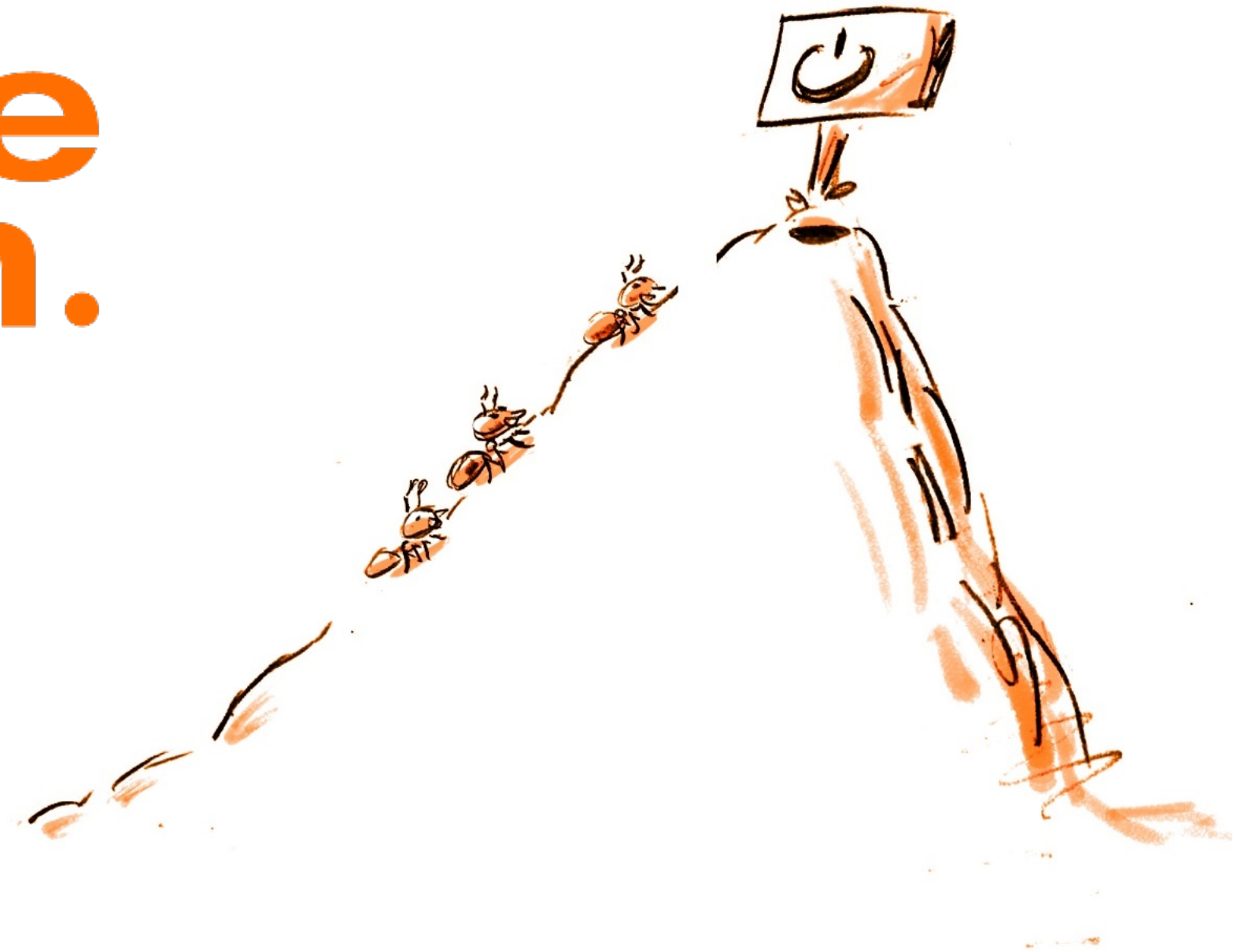


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DE RESPONSIVE  
ENTERPRISE



## Introduction Vikram Kapoor

- CEO Prowareness
- Serial Entrepreneur
- Investor & Coach of startups



## Book

- 🔌 Release September 6th 2016!
- 🔌 Co-written by Rini van Solingen



## Theorie & Practical knowledge

### Theory of the book

- ⚡ Patterns of
- ⚡ RE Index

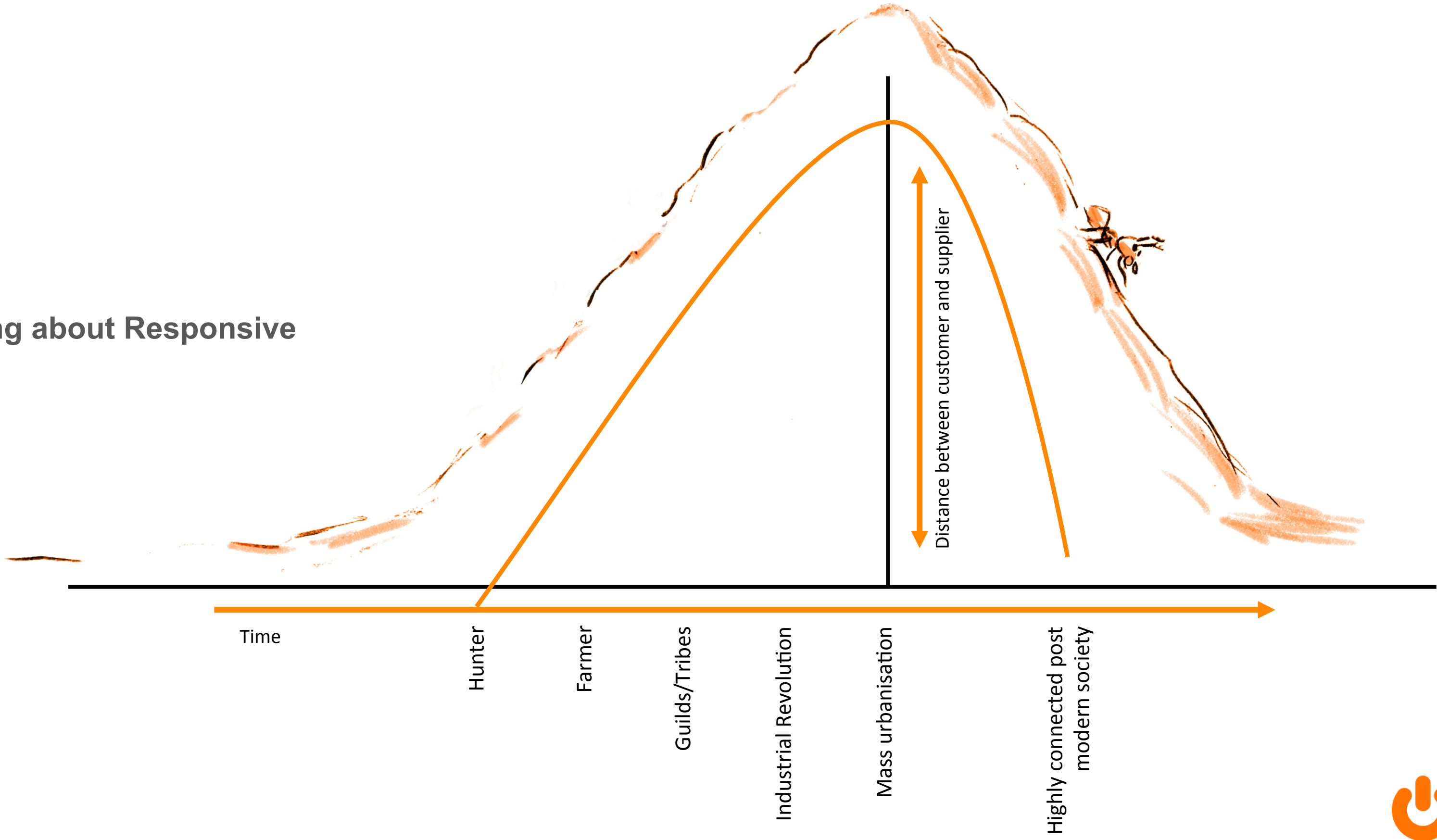
### And what we can learn from companies & thought leaders

- ⚡ Coolblue
- ⚡ Valve
- ⚡ Google (Kevin Gibbs)
- ⚡ Prowareness
- ⚡ Mark Andriessen
- ⚡ Deborah Gordon





Why are we talking about Responsive Enterprise?



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$



Traditioneel

Strong procedures  
Yearly plan  
Silo's  
Heavy management  
Resources  
Departments  
Waterfall  
Serious



Responsive enterprise

Company with a mission  
Light management  
Failure is an option  
Agile  
Gamification  
Employee with a plan  
Strong culture  
Teams with mandate  
Experimentation

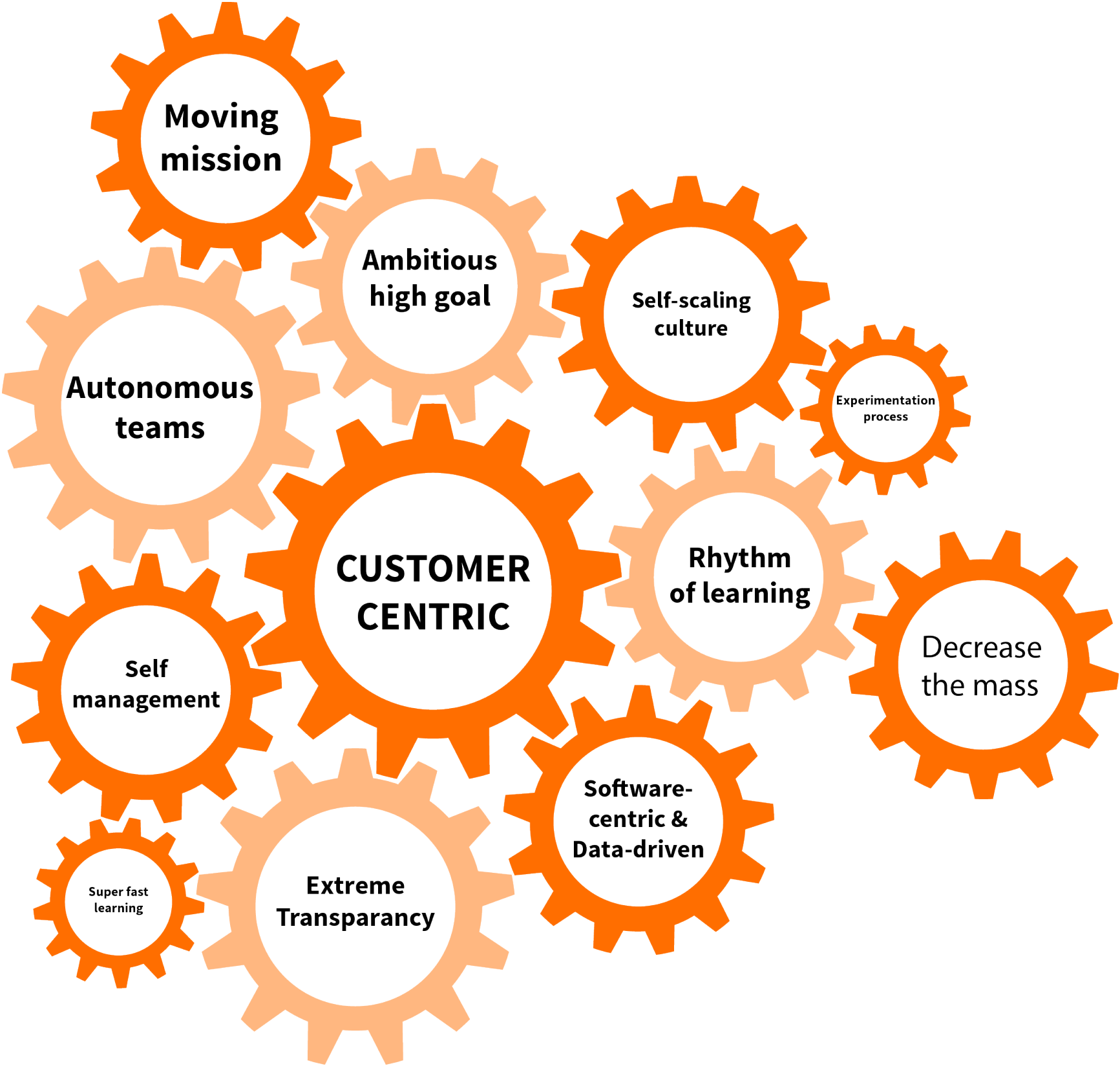
Low responsiveness index

High responsiveness index

$$a = \frac{\sum F}{m}$$



Patterns of an  
Responsive Enterprise



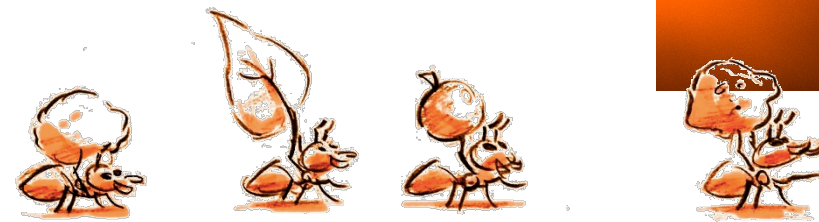
$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$





## Is extreme customer centric

- ⏻ Fast
- ⏻ Easy
- ⏻ Fun
- ⏻ Has Empowered employees
- ⏻ Friend
- ⏻ Obsessed with customer experiance



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$





Obsessed with customer experianc



Coolblue delivery service

$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$



## Has a moving mission

- 🔌 Connects to its customers at emotional level
- 🔌 Differentiates itself from the crowd
- 🔌 Translates its mission into a mission statement



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$





"Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis. "



"To provide the best customer service possible."



“Belong anywhere”



“Transforming organizations into software-driven responsive enterprises!”

$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$

CUSTOMERS

# The New Science of Customer Emotions

by Scott Magids, Alan Zorfas, and Daniel Leemon

FROM THE NOVEMBER 2015 ISSUE



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$

I am inspired by a desire to:	Brands can leverage this motivator by helping customers:
Stand out from the crowd	Project a unique social identity; be special
Have confidence In the future	Perceive the future as better than the past; have a positive mental picture of what's to come
Enjoy a sense of well-being	Feel that life measures up to expectations and that balance has been achieved; seek a stress-free state without conflicts or threats
Feel a sense of freedom	Act independently, without obligations or restrictions
Feel a sense of thrill	Experience visceral, overwhelming pleasure and excitement; participate in exciting, fun events
Feel a sense of belonging	Have an affiliation with people they relate to or aspire to be like; feel part of a group
Protect the environment	Sustain the belief that the environment is sacred; take action to improve their surroundings
Be the person I want to be	Fulfill a desire for ongoing self-improvement; live up to their ideal self-image
Feel secure	Believe that what they have today will be there tomorrow; pursue goals and dreams without worry
Succeed in life	Feel that they lead meaningful lives; find worth that goes beyond financial or socioeconomic measures







“Transforming organizations into software-driven responsive enterprises!”

"To provide the best customer service possible."



“Belong anywhere”



"Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis. "

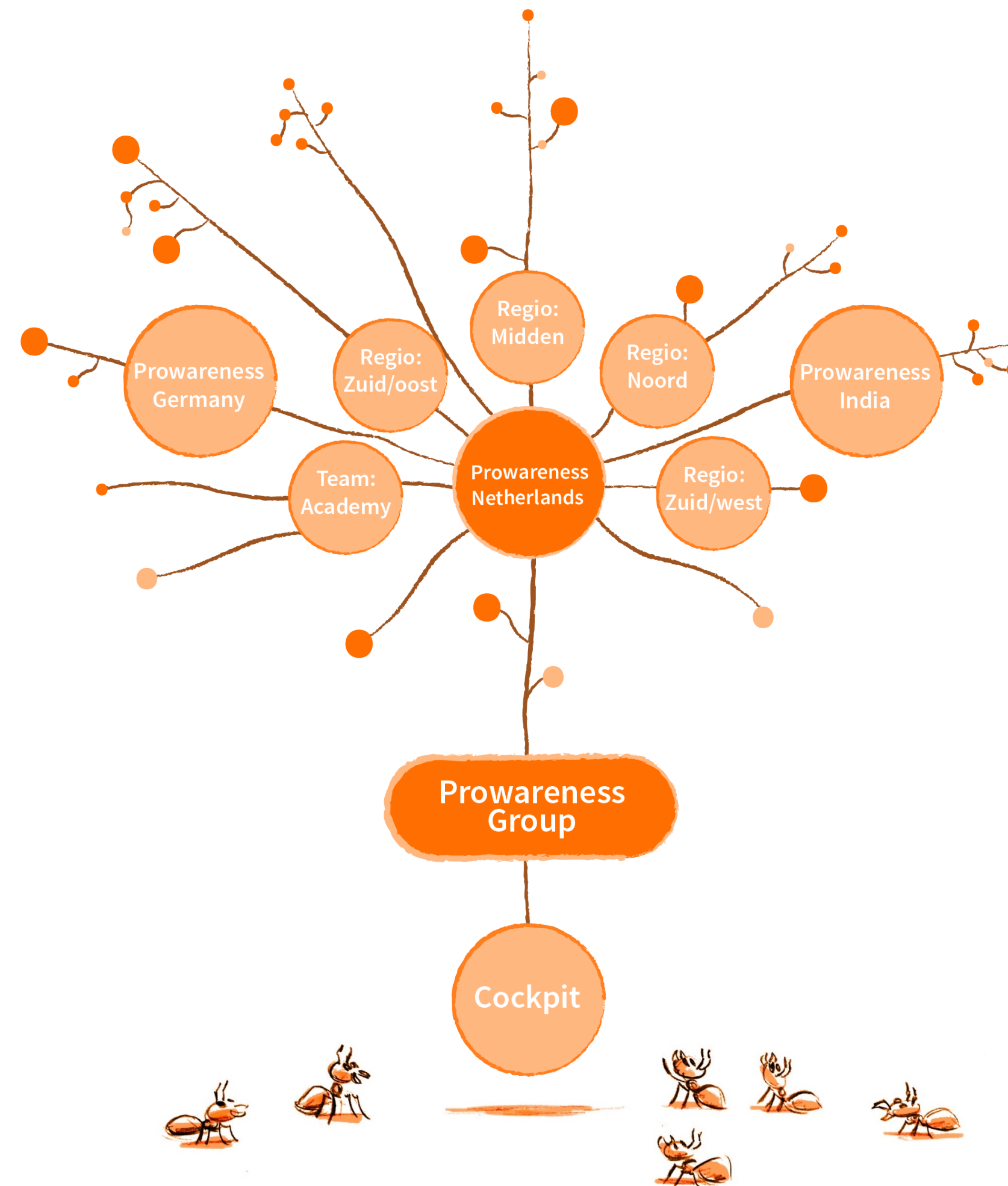
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## Has autonomous mini companies (Tribes)

- Own identity and P&L
- Common DNA
- No competition
- Has comparison



$$a = \frac{\sum F}{m}$$





## Makes everything extremely transparent

- 🔌 All data available to all
- 🔌 No barriers to communication
- 🔌 Information proximity
- 🔌 Decentral decision making authority
- 🔌 So that decision can be made at all levels
- 🔌 Focus at the customer/task at hand



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$





$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$





Fig. 2-2 Method to move your desk



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$





## Has an experimentation process

- 🔌 Definition of an experiment
- 🔌 It is OK to fail
- 🔌 Fail fast -> learn fast

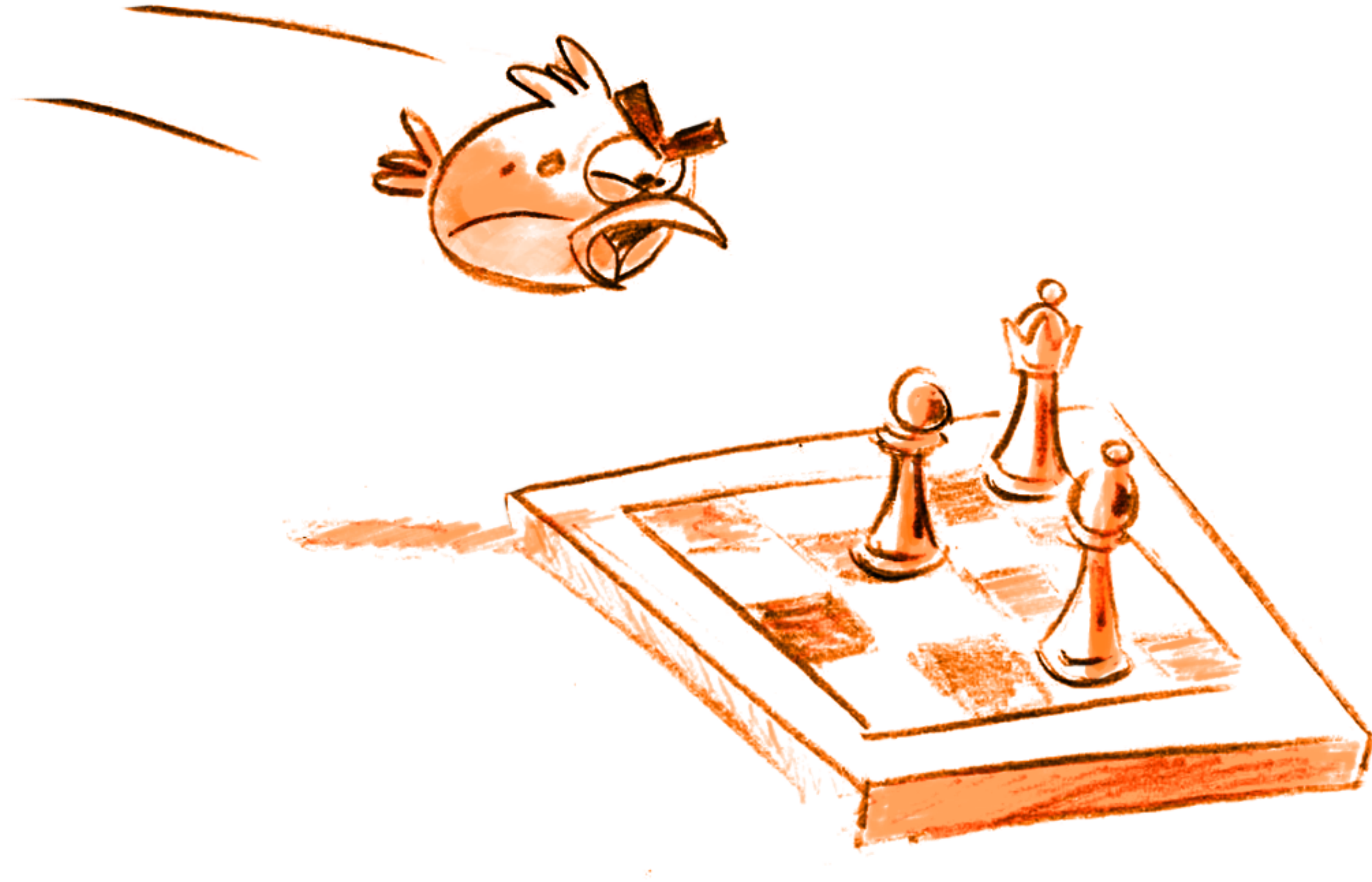


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## Chess vs Angry birds

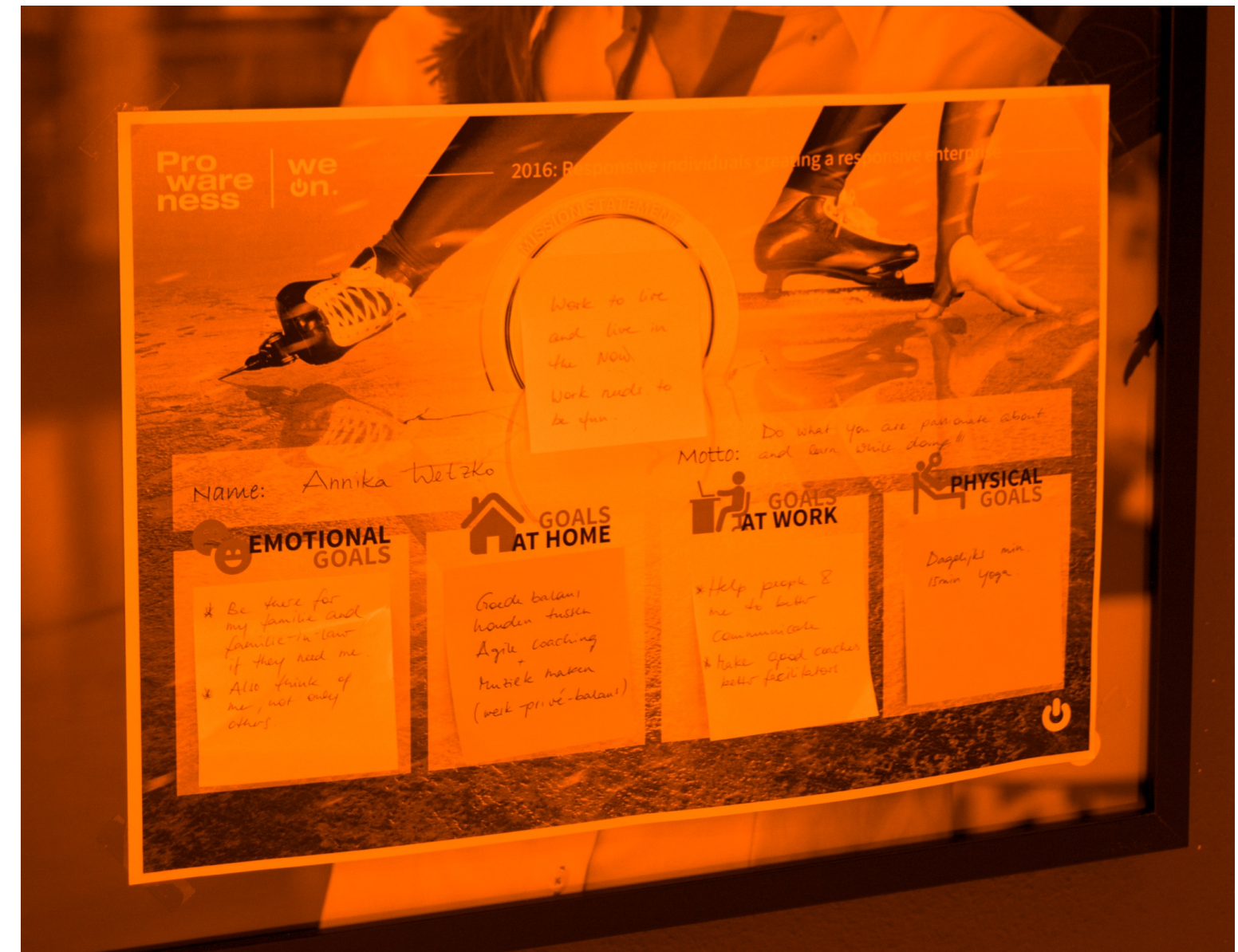


$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$



## Encourages Self management

- Encourages people to think about their plans/ambitions
- Builds the company with the plans and wishes of your employees
- Become an investor instead of an employer

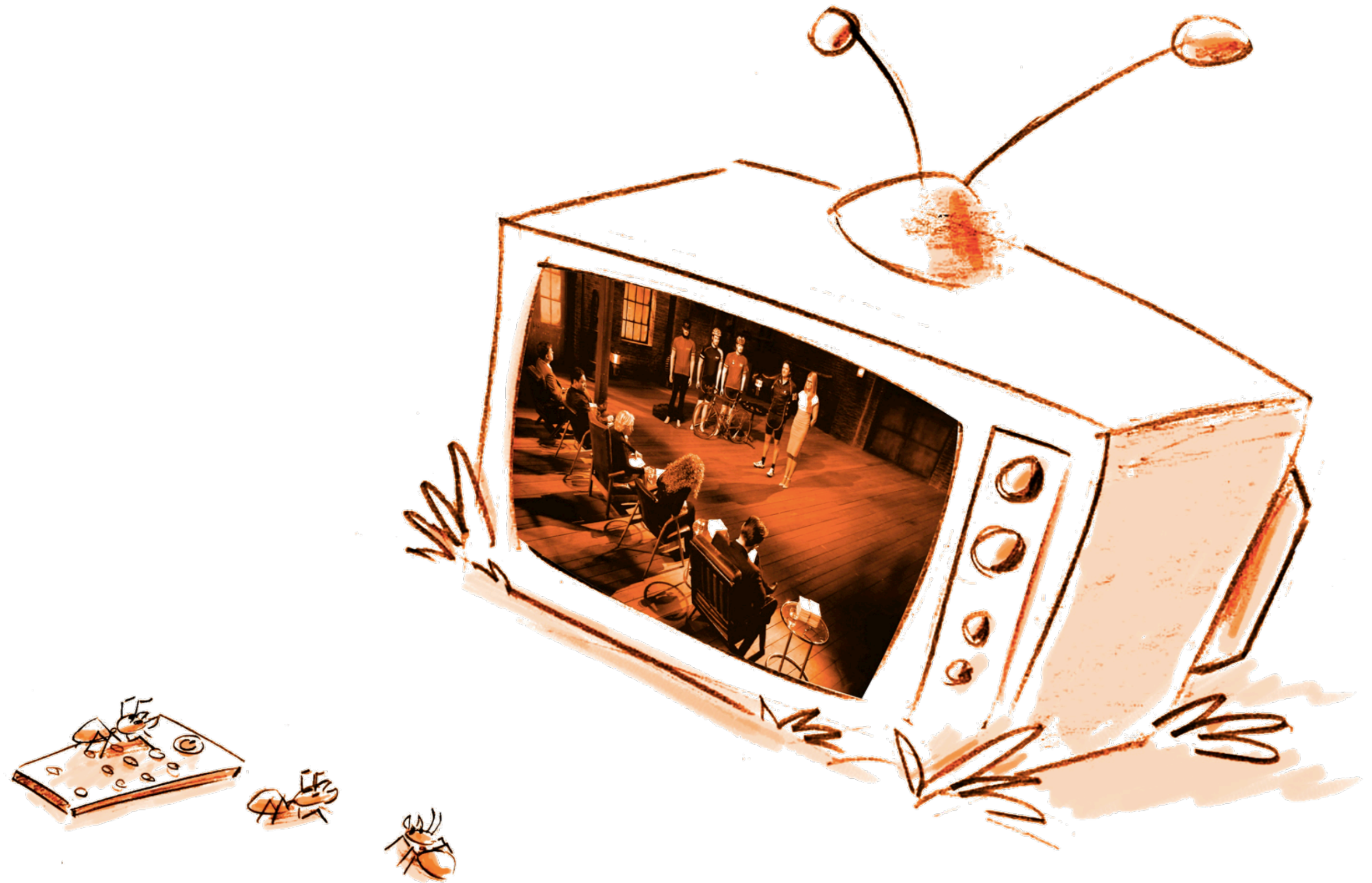


$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$





## Dragons Den



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$



Kevin Gibbs (Google)

🔌 20% Time

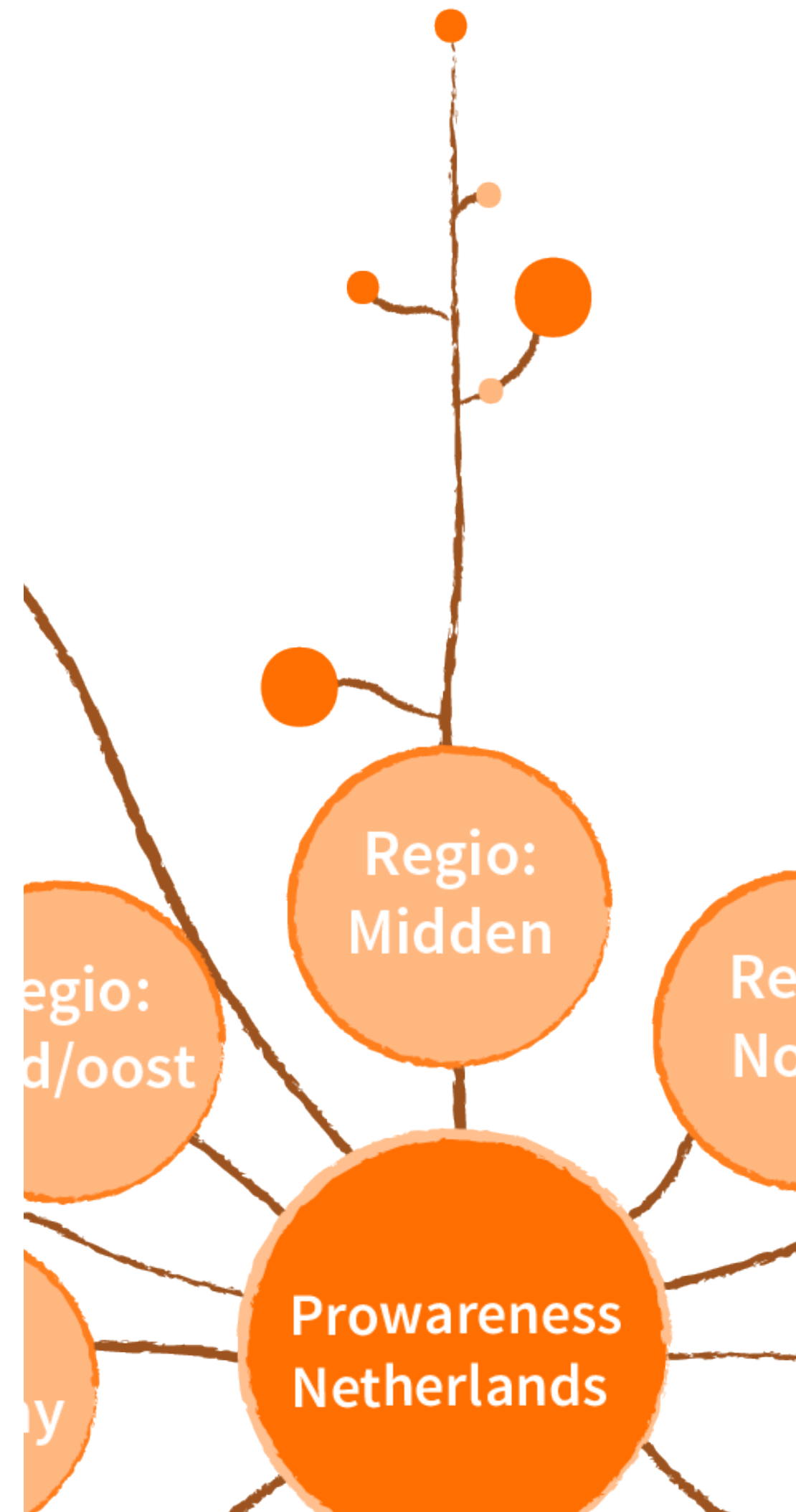
$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$



### Creates a self scaling culture

- Scaling is done from inside out, by splitting the cells or sending out an ambassador
- In that way the culture remains the same

$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$







$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$





## Implements a relentless rhythm of learning

- 🔌 A powerful heartbeat that out-speeds your market and customers
- 🔌 Heart beat consists of:
  - Start
  - Stop
  - scoreboard
  - Evaluate
  - Adapt
  - Gamify



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$







$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$



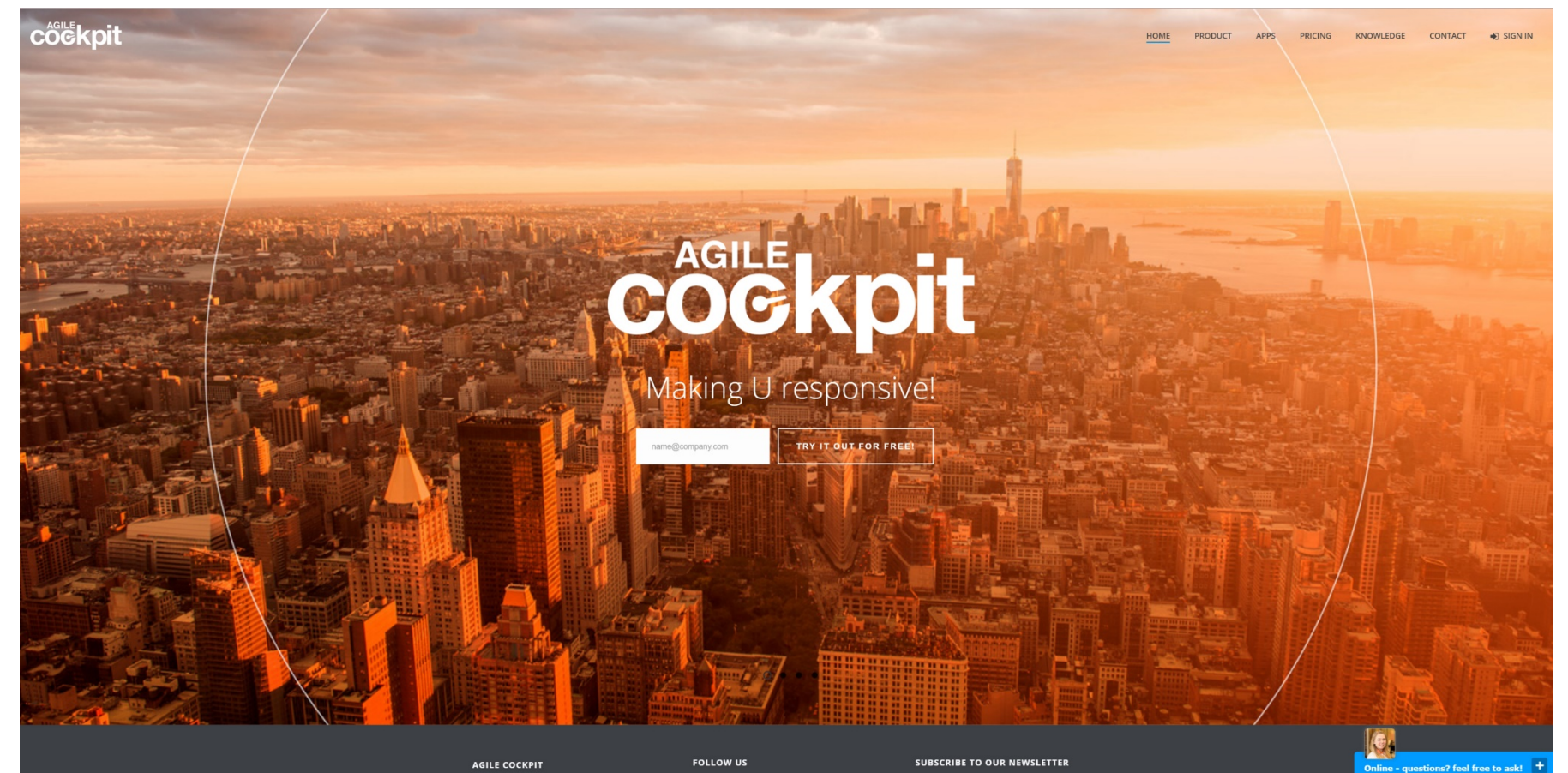


## Become software-centric and data-driven

- ⚡ Harnesses the disruptive power of software/data
- ⚡ Automates the core of its service.
- ⚡ Has a software developer centric culture



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$





**Mark Andreessen**  
founder of Netscape,  
renowned Venture Capitalist  
Andreessen-Horowitz

Software is eating the  
world, in all sectors

In the future every  
company will become a  
**software** company

$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$





## Decreases it's mass

- 🔌 Size
- 🔌 Gravity index of the organization
  - Age of the products
  - Bureaucracy
  - Age of the company
  - Age of employment of employees
  - Mass of the customers
  - Mass of suppliers



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$



$$\mathbf{a} = \frac{\sum \mathbf{F}}{m}$$







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