

THE **NoW**
OF WORK 

RCC**STORE**e22



THE **FUTURE** **of** **RETAIL** **IS** **Now**
ARE YOU READY?

CORPORATE ARCHETYPES

- The committed innovator
- Agile companies that can react quickly to change
- Companies that “get it”, but have valid constraints
- Out of touch, arrogant, or outmoded companies



GLOBAL CONTEXT

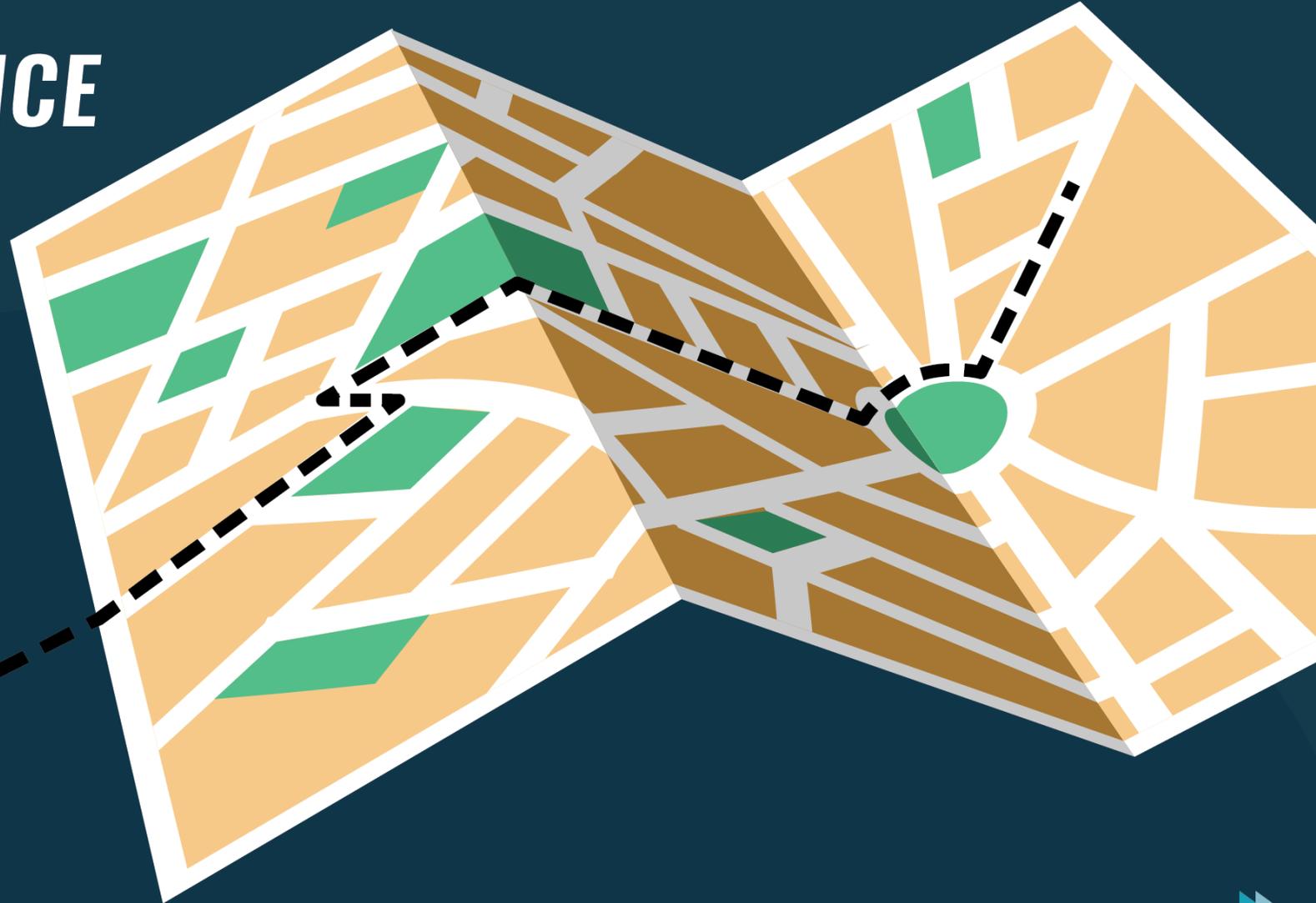


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MINDSET





CUSTOMER JOURNEY/EXPERIENCE



PERSONALIZATION

PROFILE

PREFERENCES

345729.56

ON

OFF

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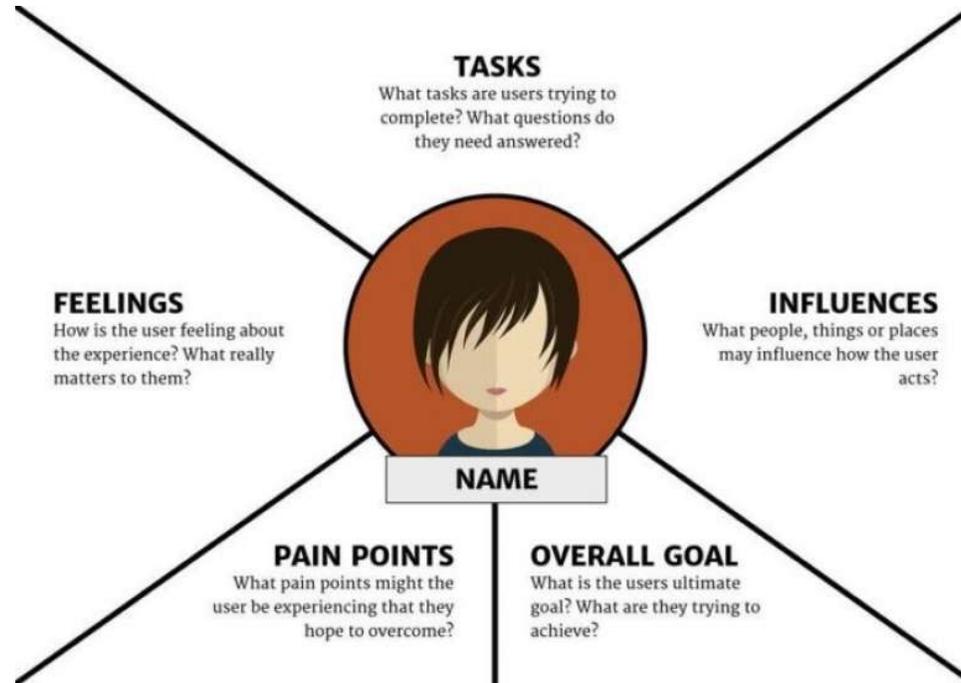
6.950	5.298	4.745
7.376	8.919	3.802
5.582	4.351	3.658

5.238	4.808	8.703
3.332	6.821	3.660
4.084	6.519	7.078

7.214	5.284	8.227
3.429	6.218	4.101
7.543	7.880	6.729



Empathy map



INNOVATION HORIZONS

Current products and services

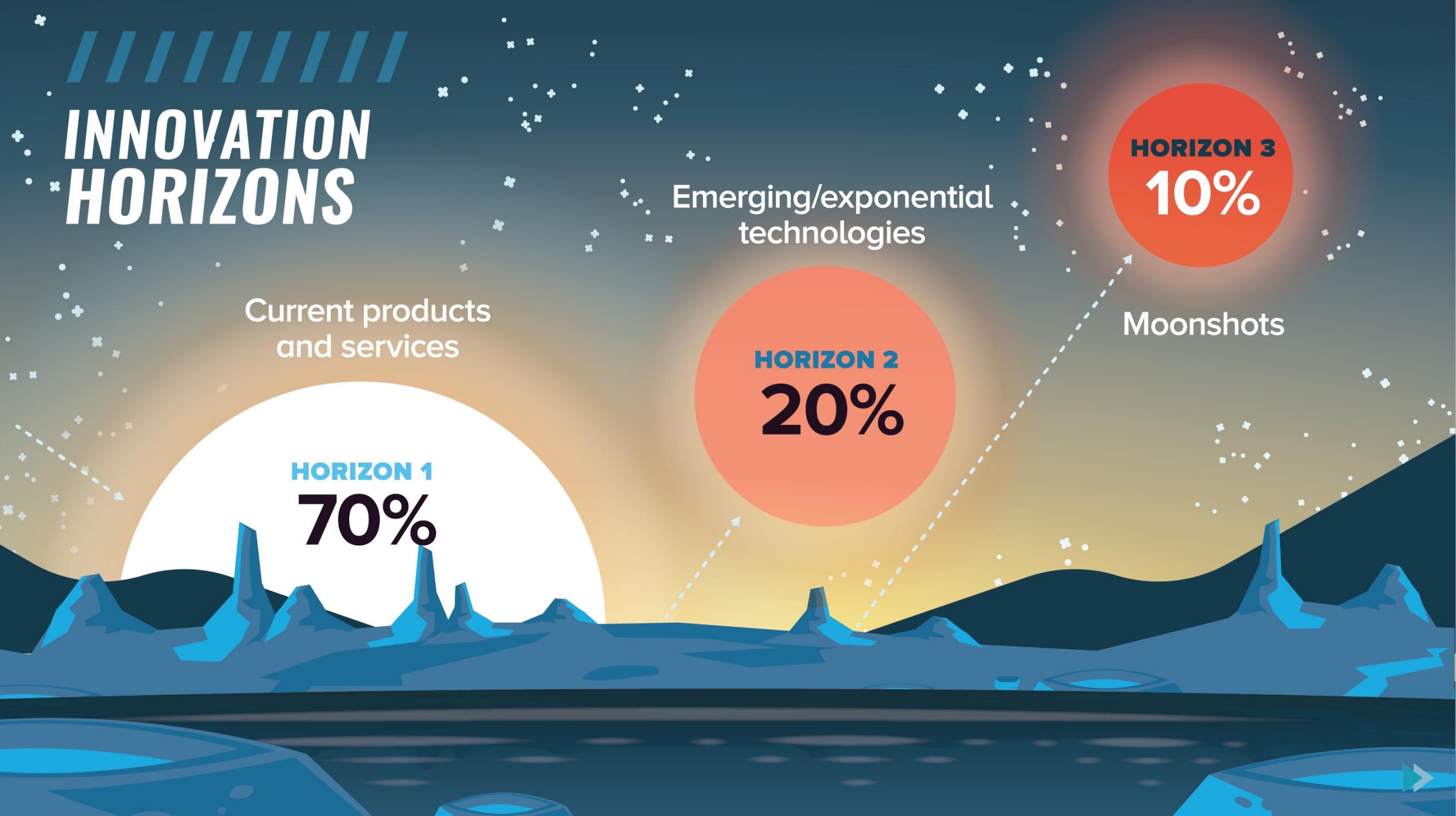
HORIZON 1
70%

Emerging/exponential technologies

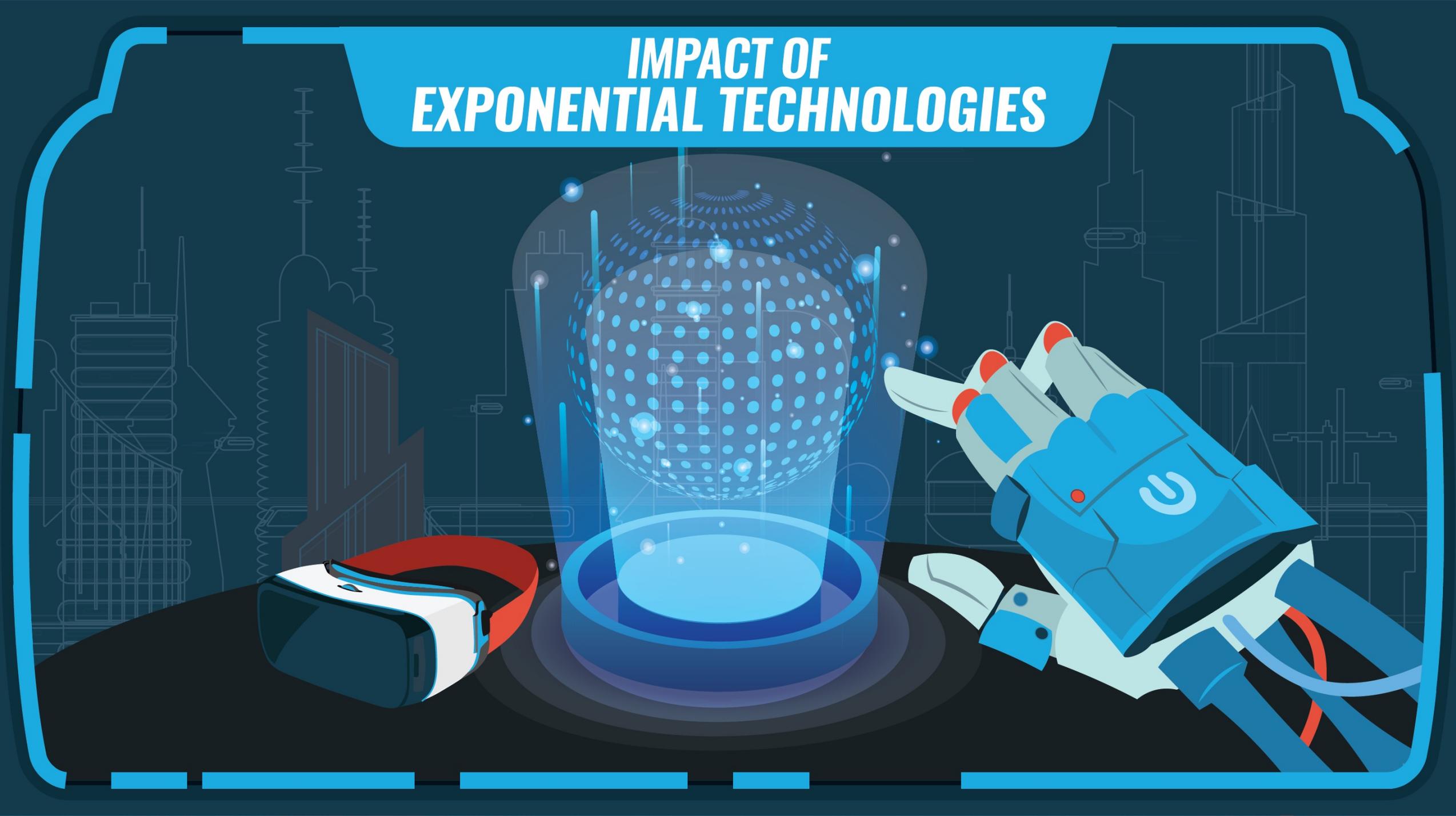
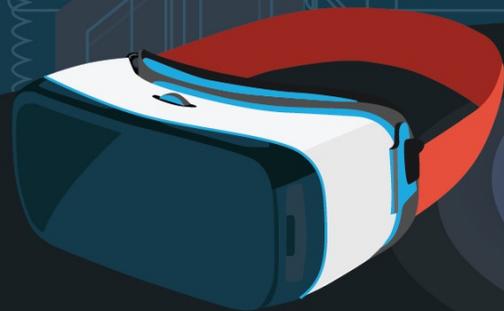
HORIZON 2
20%

HORIZON 3
10%

Moonshots



IMPACT OF EXPONENTIAL TECHNOLOGIES





INNOVATION ECOSYSTEMS

Internal



INNOVATION ECOSYSTEMS

External





THE INNOVATION SHIFT





AGILE & LEAN

MINI-BYTE



| PRESERVE |





INNOVATION TIME



KTLO

KEEP THE LIGHTS ON



Balanced

SCORECARD



Discretionary

INNOVATION TIME





THE 7 C'S



Resilience to
Change

Creativity

*Critical
Thinking*

Collaboration

Human
Connection

Communication

*Compassion
and Empathy*



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**GETTING
STARTED**

COMMUNITY

PERSONAL
RESPONSIBILITY

C-LEVEL
EXEC

**START
NOW
OF WORK INC.**

THE FUTURE
IS NOW

ARE YOU
READY?



The Great Resignation?



The Great Opportunity!





Take-aways



1. Define your “Archetype” and invest accordingly;
2. Re-imagine your customer & employee experiences (and entire journey map). Challenge all your old assumptions;
3. Democratize your modernization journey – both internally and externally.





FUTURE

WOMAN

THANK YOU.

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 Rocky Ozaki

