

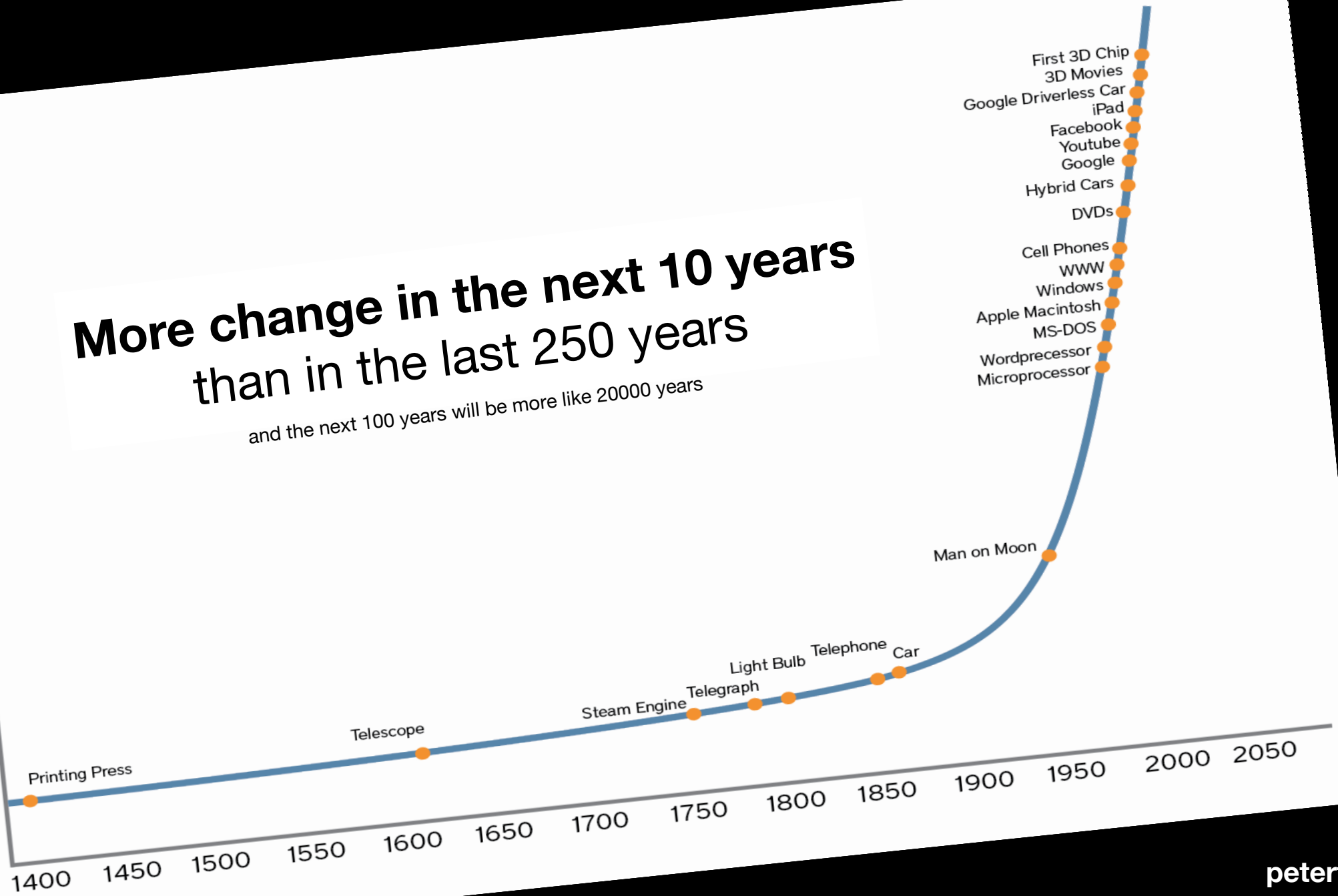


the next  the new
brand business
CX OS



More change in the next 10 years than in the last 250 years

and the next 100 years will be more like 20000 years

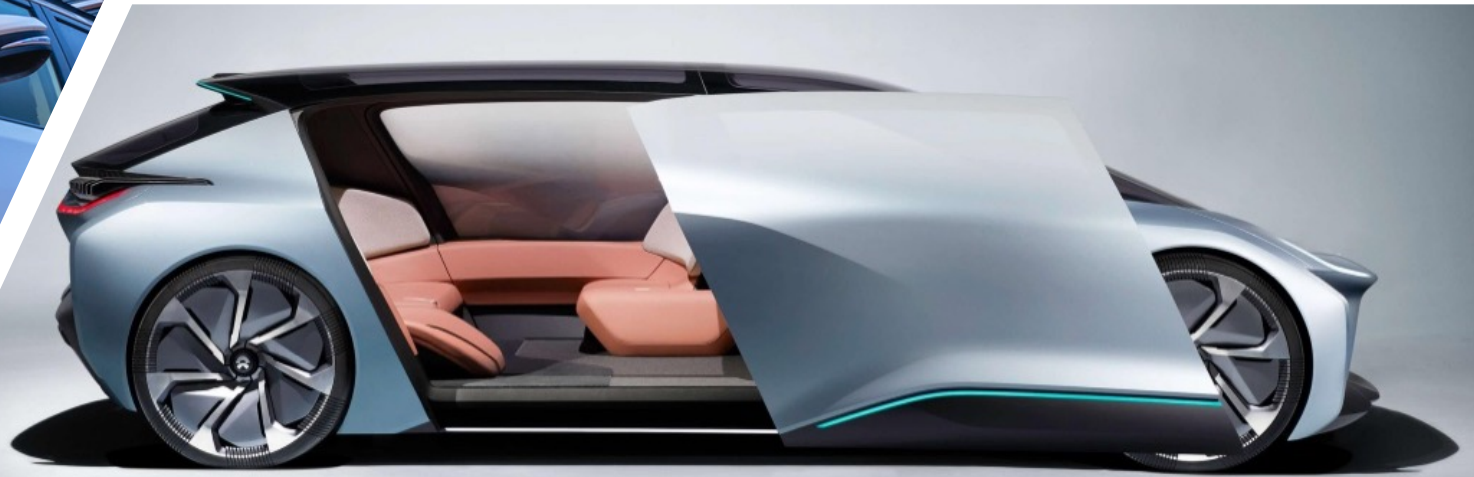


How do you see **your future**?





Every market is being shaken-up





Every market is being shaken-up





Every market is being shaken-up



Changing consumer agendas



MADE WITH NATURE

STAN SMITH MYLO



BUILT WITH BIOLOGY

Mylo is a nature-based alternative to leather, crafted from lab-grown mycelium, the root-like structure of mushrooms. This material harnesses natural technologies, billions of years in the making, to shape the upper of footwear.

STAN SMITH MYLO

MADE WITH NATURE



1_SPAWN

The process begins in a lab, recreating the natural conditions where mycelium grows best, under the forest floor. Mycelium is the root-like structure of mushrooms.



2_GROW

By mixing the mycelium with sawdust and other organic matter, growth is scaled up from spawn into an interconnected network that resembles a soft foam, in a state-of-the-art vertical farming facility.



3_HARVEST

Once billions of these cells have grown and formed an interconnected lattice, they are harvested and the leftover by-products are composted.



4_PROCESS

The resulting latticework is processed and finished with the aim of transforming it into a soft, supple material that looks, feels and performs like leather.



5_ASSEMBLE

Finally, sheets of Mylo material are crafted and stitched together to create the upper of the shoe, before attaching them to the natural rubber outsole.

Changing consumer agendas



Changing consumer agendas



OUR NEW YEAR'S RESOLUTION WE'RE TRYING TO GIVE UP CIGARETTES

Philip Morris is known for cigarettes. Every year, many smokers give them up. **Now it's our turn.**

Our ambition is to stop selling cigarettes in the UK. It won't be easy.

But we are determined to turn our vision into reality. There are 7.6 million adults in the UK who smoke. **The best action they can take is to quit smoking.** Many will succeed.

But many will continue to smoke. That's why we want to replace cigarettes with products such as e-cigarettes and heated tobacco, which are a better choice for the millions of men and women in the UK who would otherwise not stop smoking.

So far, we have invested £2.5bn on research and development. And it's making a difference. **We've introduced new products in many countries** and millions of adult smokers have abandoned cigarettes and switched to better options.

No cigarette company has done anything like this before. You might wonder if we really mean it. We do – and we're therefore making these commitments for 2018:

- Launch a website and campaign to provide smokers with information on quitting and on alternatives to cigarettes;
- Offer to support Local Authority cessation services where smoking rates are highest;
- Seek Government approval to insert, directly into our cigarette packs, information on quitting and on switching;
- Expand the availability of new, alternative products in the UK.

Never starting or quitting is always best. For those who would not otherwise stop, there are better alternatives than continuing to smoke. You can find out more about quitting and about alternatives to smoking at www.smokefreefuture.co.uk



PHILIP MORRIS INTERNATIONAL



smoke-free future

How did the pandemic change our world?



Online shopping
10 years in 8 weeks



Netflix v Disney+
7 years v 5 months

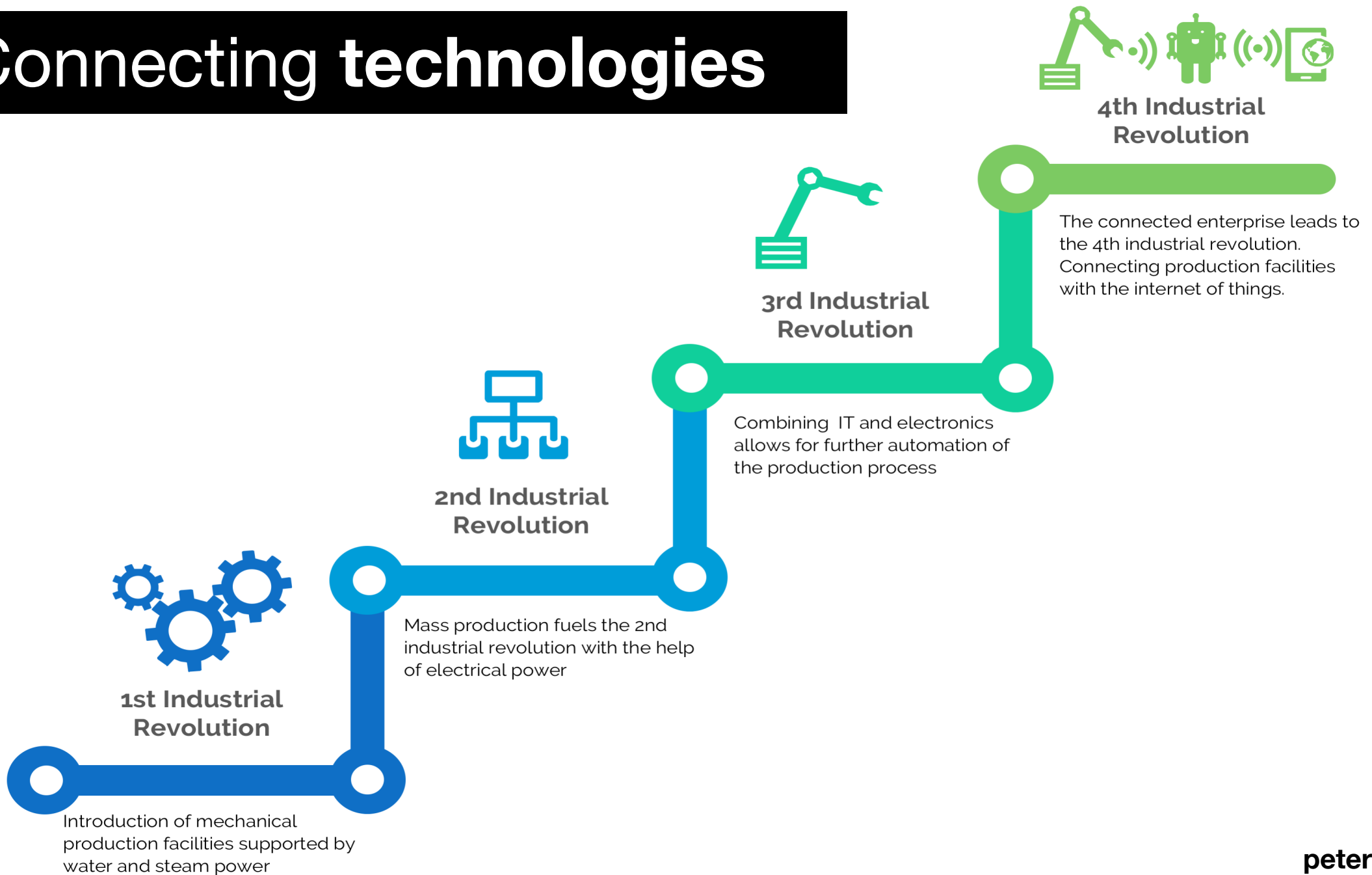


Digital health consultations
10x growth in 15 days



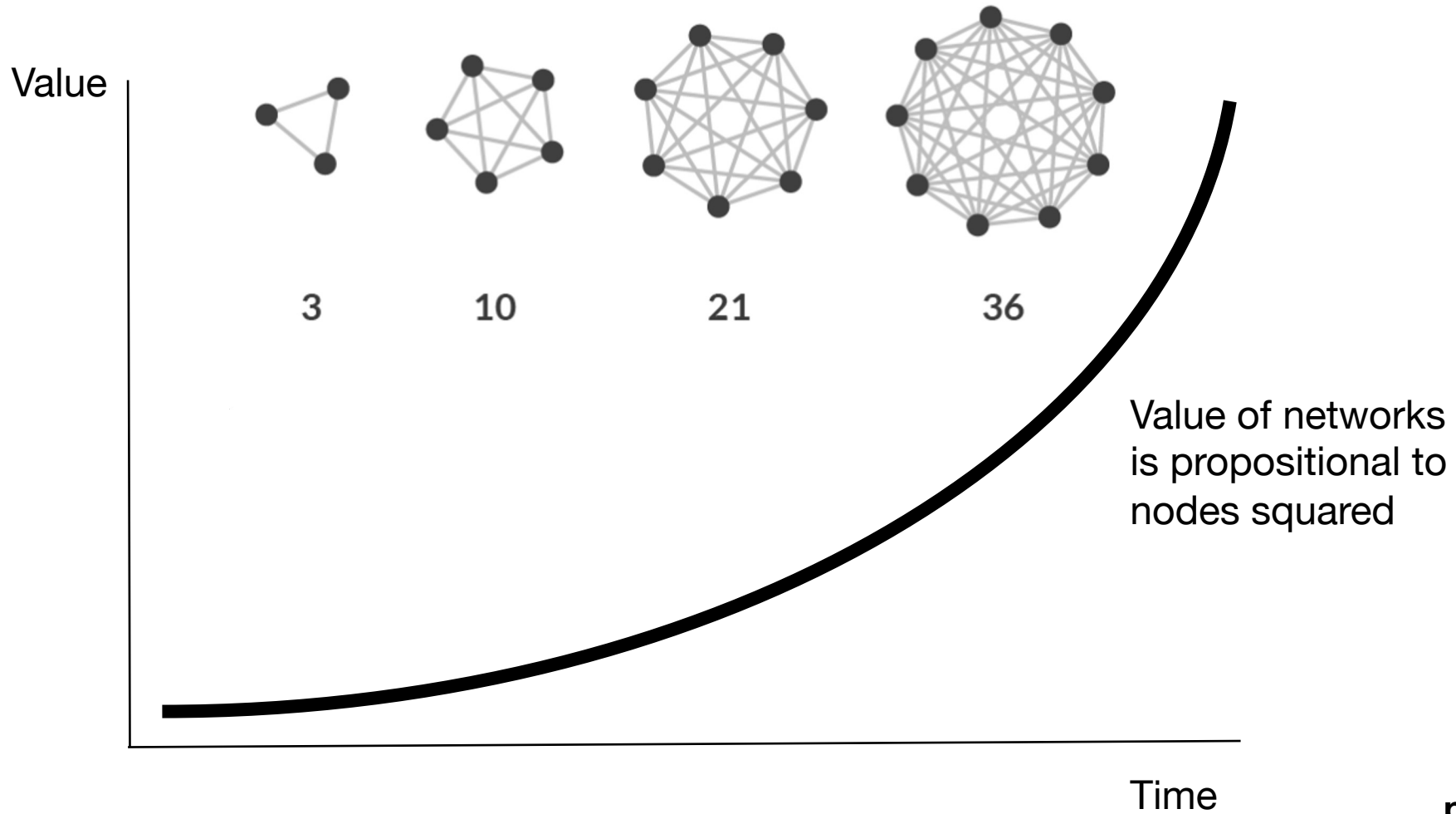
Remote working with Zoom
20x growth in 3 months

Connecting technologies

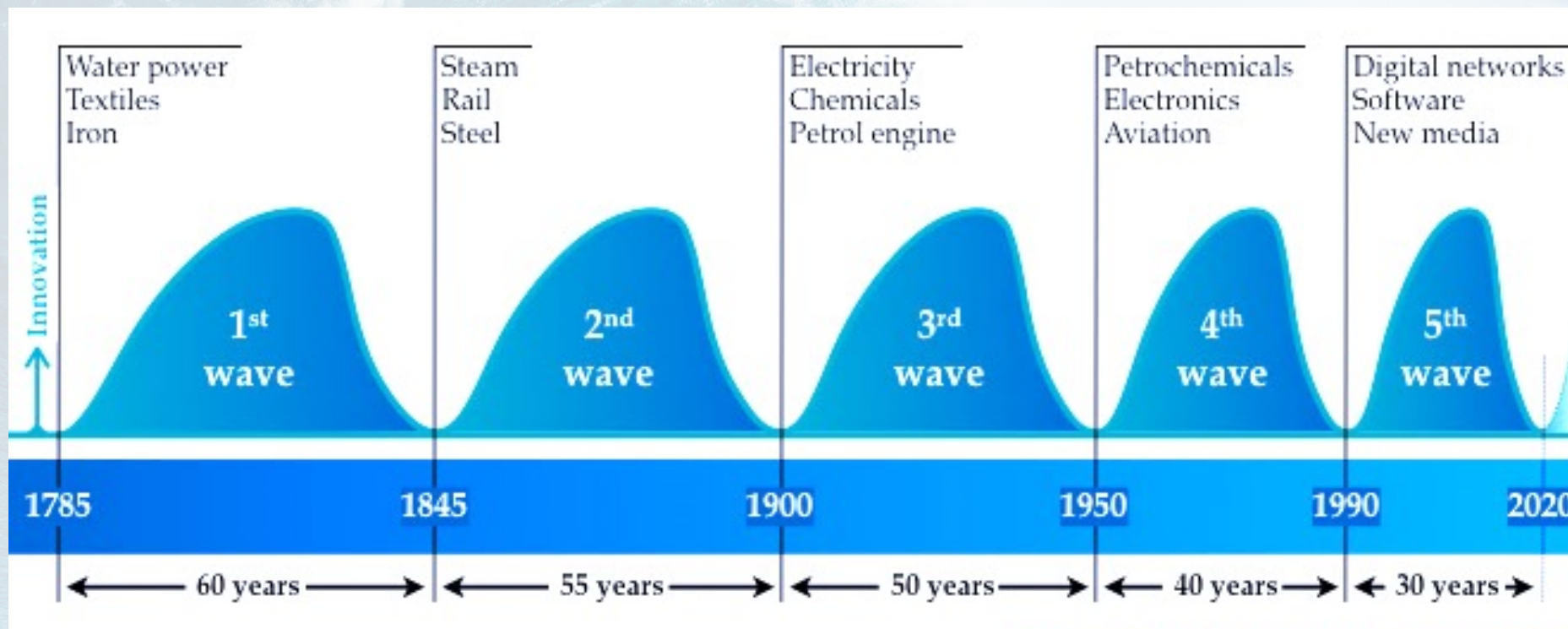




Metcalfe's Law ... power of networks



Now is the time to dare ... to reimagine



How will you embrace the megatrends?



How will you embrace the megatrends?



Ageing world



From young to old ...
45% increase in over-60s by 2030



How will you embrace the megatrends?



Ageing world



Booming Asia

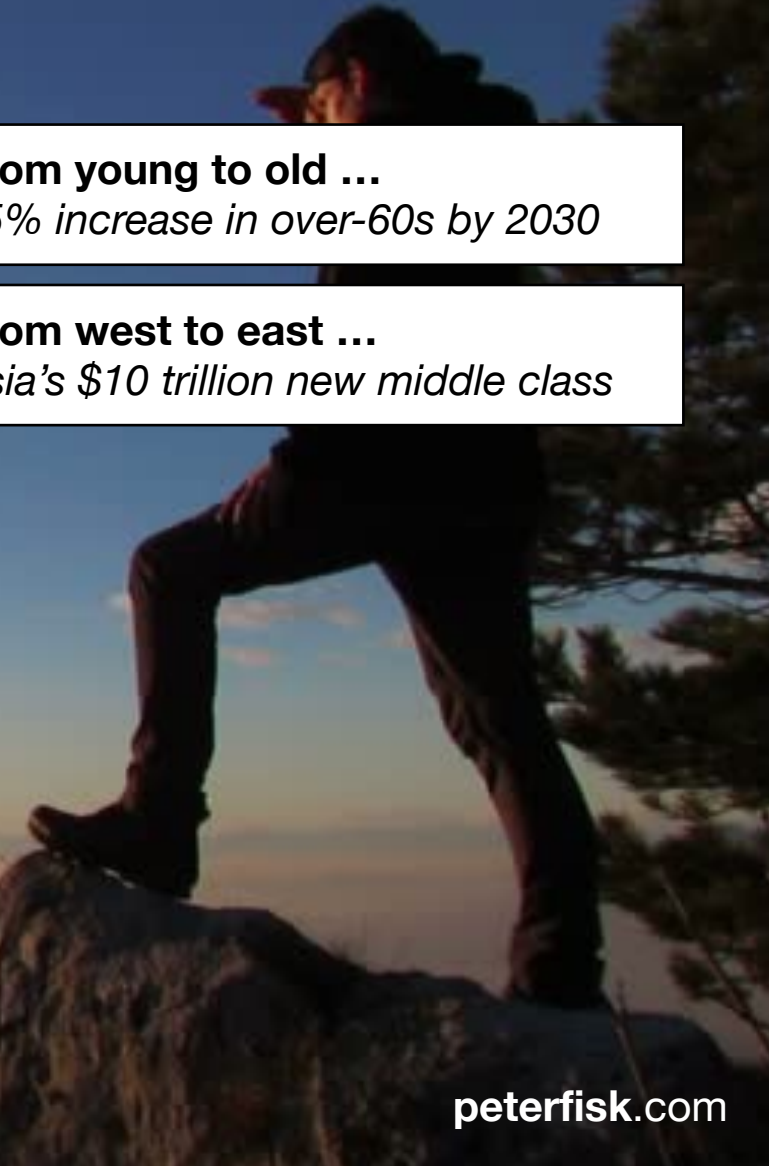


From young to old ...

45% increase in over-60s by 2030

From west to east ...

Asia's \$10 trillion new middle class



How will you embrace the megatrends?



Ageing world



From young to old ...

45% increase in over-60s by 2030



Booming Asia



From west to east ...

Asia's \$10 trillion new middle class



Cognitive Tech



From automation to intelligence ...

AI will drive \$15 trillion sales by 2030



How will you embrace the megatrends?



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Booming Asia



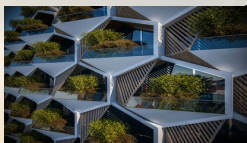
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Asia's \$10 trillion new middle class



Cognitive Tech



From automation to intelligence ...
AI will drive \$15 trillion sales by 2030



Dense Living



From towns to megacities ...
45 megacities, 33 of them in Asia



How will you embrace the megatrends?



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From west to east ...

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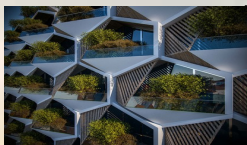


Cognitive Tech



From automation to intelligence ...

AI will drive \$15 trillion sales by 2030



Dense Living



From towns to megacities ...

45 megacities, 33 of them in Asia



Earth Renewal



From crisis to circularity ...

+35% food, +50% energy by 2030

exit calm

THE
FUTURE
IS NOT
WHAT
IT
USED
TO
BE

BRAND
CX

BUSINESS
OS

Conscience

Being there, on-demand,
personal, intelligent,
my best friend

Curator

Creating market platforms,
supporting, sustaining,
fast and easy

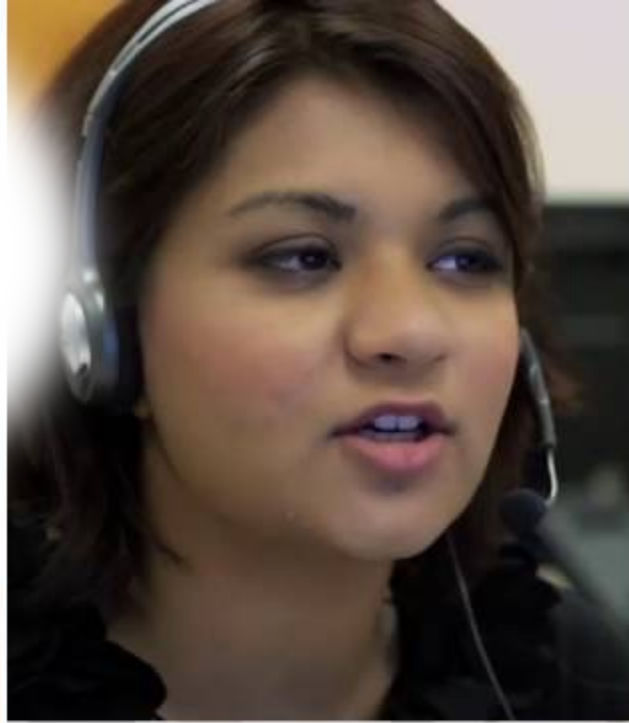
Community

Enabling people to connect,
to create, do, achieve
more together

BRAND CX

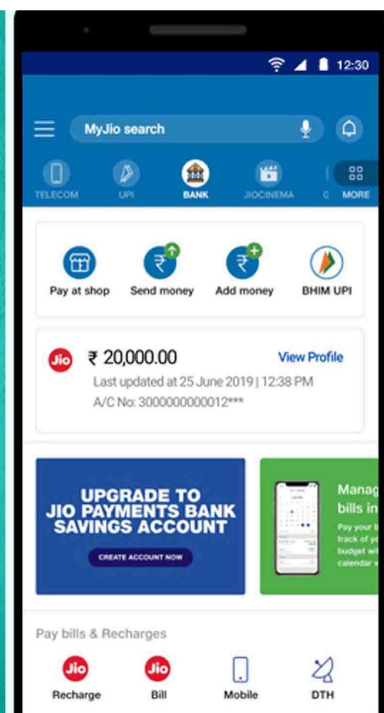
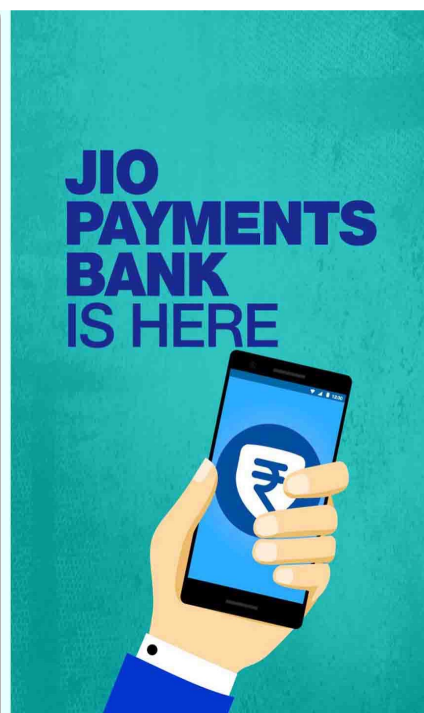
Conscience

Being there, on-demand,
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my best friend



JioPhone

IS EFFECTIVELY
FREE



Conscience

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personal, intelligent,
my best friend

Les Vignobles de

NIOLife

Languedoc Roussillon
11300 Brugairolles, FRANCE



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Coca-Cola

@CocaCola Atlanta, GA
Official tweets of Coke & The Coca-Cola Co
<http://www.coca-cola.com>

+ Follow

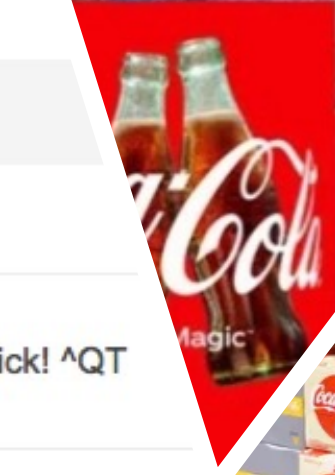
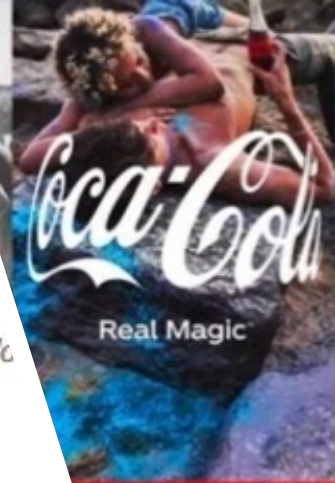
Tweets Favorites Following Followers Lists

CocaCola Coca-Cola
@Dragon_Bawlz Hope you're having a great day, Nick! ^QT
2 hours ago

CocaCola Coca-Cola
@bcarroll7 and tweeters named Becky ;) ^QT
2 hours ago

CocaCola Coca-Cola
@gV_ You like? ^QT
2 hours ago

CocaCola Coca-Cola
@ilovenataliekay What's stopping you, Natalie
2 hours ago



Curator

Creating market platforms,
supporting, sustaining,
fast and easy

The image shows a modern building facade with a large, dark grey section featuring the DBS logo and slogan. The logo is a red square with a white 'X' inside. The slogan 'DBS Bank. Living, Breathing Asia' is written in white. The building is surrounded by green trees and a clear sky. In the foreground, there are several smaller signs on poles, including one with '24 HOUR ATM' and 'VISA PLUS' logos, and another with the DBS logo and '24 HOUR ATM' text. The overall scene is brightly lit, suggesting a sunny day.

 **DBS**
DBS Bank. Living, Breathing Asia

A square sign on a pole featuring the DBS logo and the word 'DBS' in white text on a dark background.

 **DBS**

A square sign on a pole featuring the DBS logo and the word 'DBS' in white text on a dark background.

 **DBS**

A square sign on a pole featuring the DBS logo and the word 'DBS' in white text on a dark background.

 **DBS**

A sign on a pole featuring the DBS logo, the text '24 HOUR ATM', and the logos for VISA and PLUS.

 **DBS**
24 HOUR ATM
VISA PLUS

A sign on a pole featuring the DBS logo and the Sinhala text 'දී ජීවිතයට හානිය' (Dey Jeevitaya Hanaya).

 **DBS**
දී ජීවිතයට හානිය

A sign on a pole featuring the DBS logo and the text '24 HOUR ATM' and Sinhala text 'දී ජීවිතයට හානිය' (Dey Jeevitaya Hanaya).

 **DBS**
24 HOUR ATM
දී ජීවිතයට හානිය

Make banking 'invisible'



 **digibank**
by DBS

LIVE MORE, BANK LESS

**BUSINESS
RECORDED™**



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Community

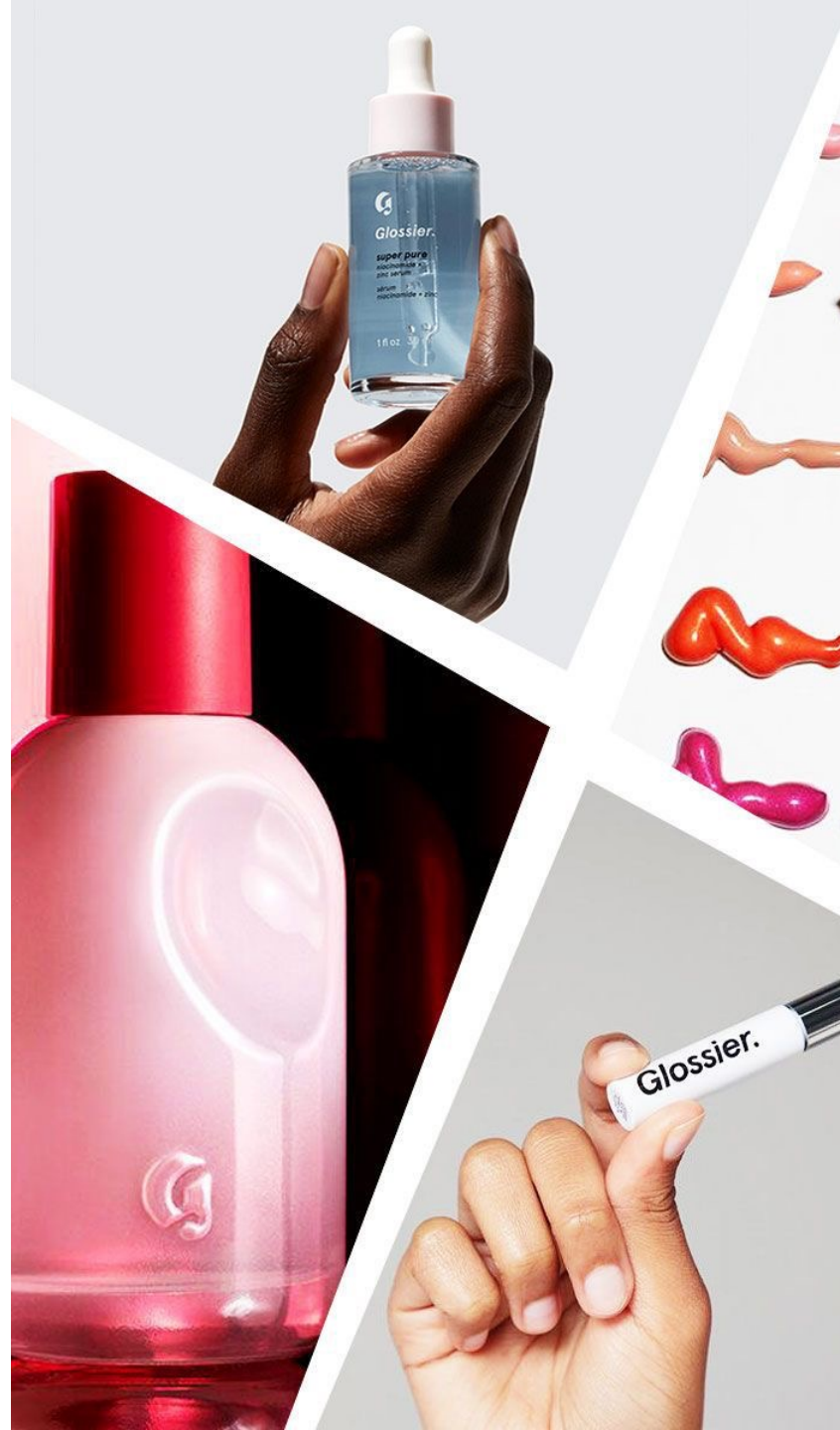
Enabling people to connect,
to create, do, achieve
more together

BRAND CX

Community

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more together





glossier • Abonnée

1 sem Répondre

mellowed, His @glossier I just found whilst looking at the ingredients that this product contains sodium hydroxide! Can you please tell me the PH LEVELS of this? So I can know if it's safe to use or not because it has given me breakouts

5 j Répondre

— Afficher les réponses (1)

marcella I just bought this product love the way my skin feels

5 j Répondre

188 120 vues

1 FÉVRIER

Ajouter un commentaire...

Perfecting Skin Tint sheer skin enhancer

Perfect Skin Tint on G1

internetbabie · 7 nov. 2019

my accomplishment is being the "small good friend" thank you

17 233

@glossier · 4 nov. 2019

a carino @jcarino3 · 4 nov. 2019

ler has an eyeliner now which means I can now do my full face of glossier which means that from now on I will always be doing my full face of glossier

9 262

clarissa @clarissaugh · 31 oct. 2019

these spot the difference games are getting harder and harder @glossier

Deborah @glossier M look good! T

Community

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more together

ROBLOX





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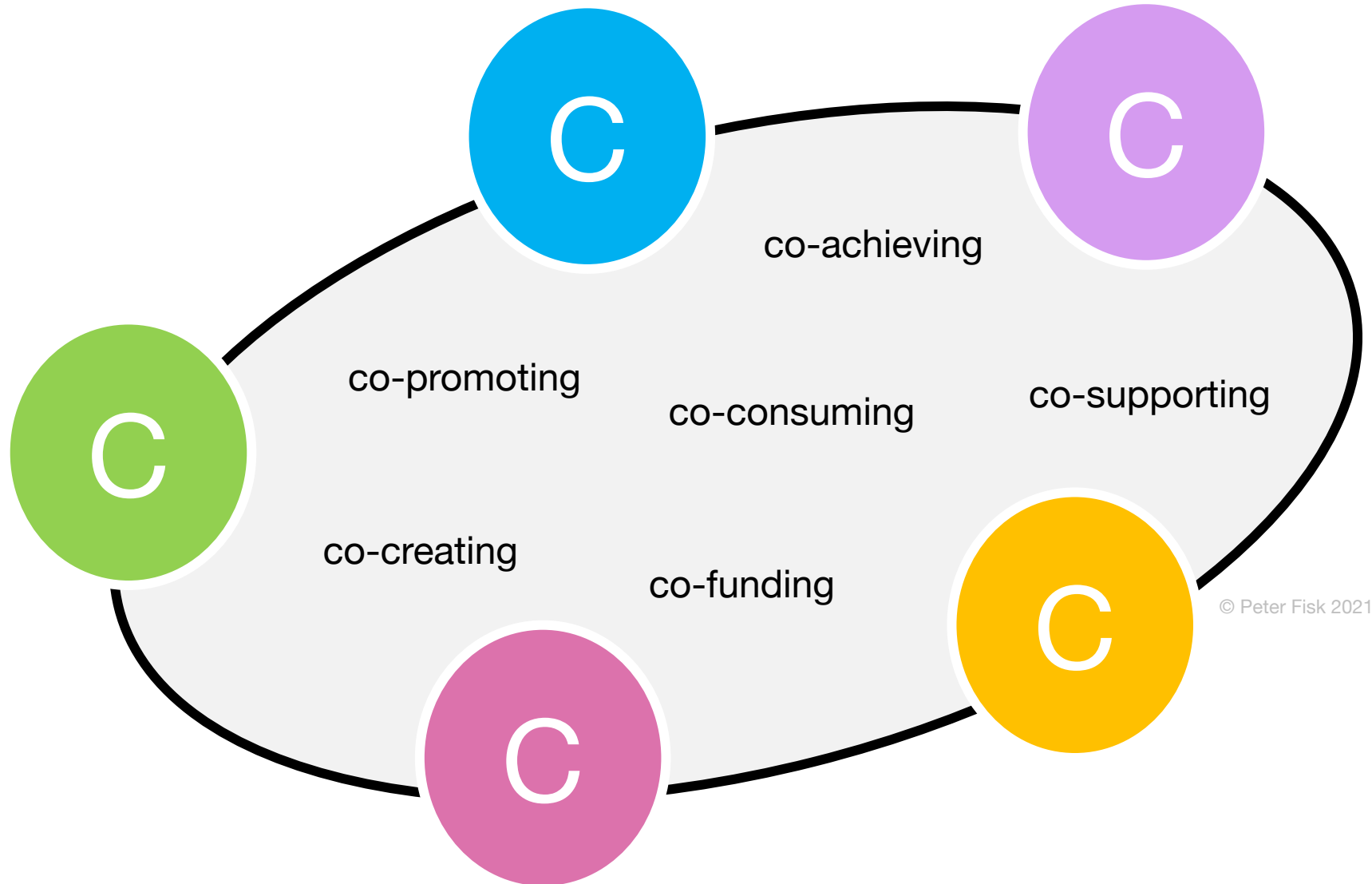
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more together

BRAND CX

C2C is the new CX



BRAND
CX

BUSINESS
OS



BUSINESS OS

Experimental

Relentlessly innovating,
exploit now, explore future
test and fail and learn

Exponential

Harnessing network power to
multiply growth through
partners and customers

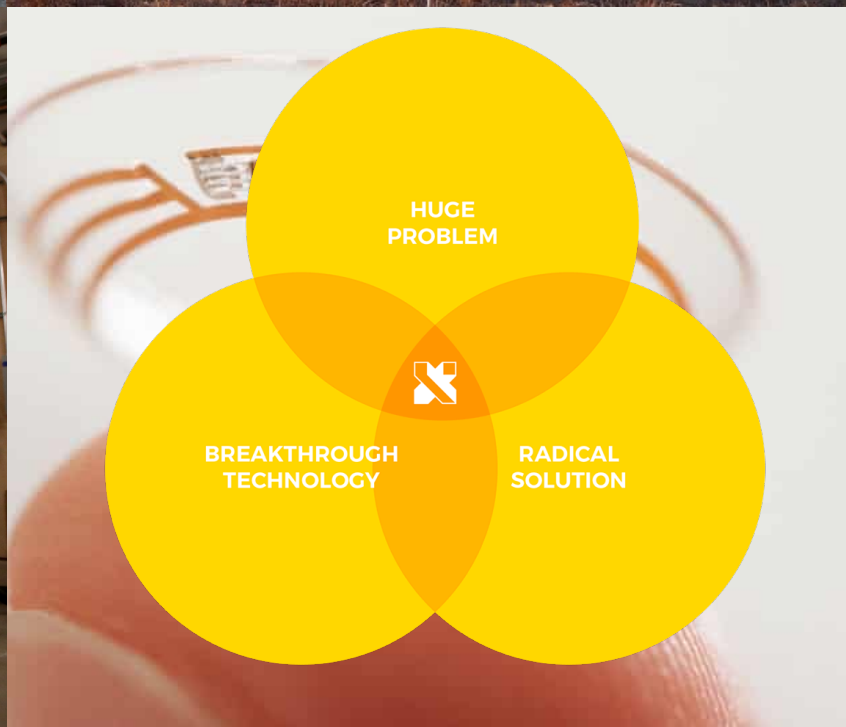
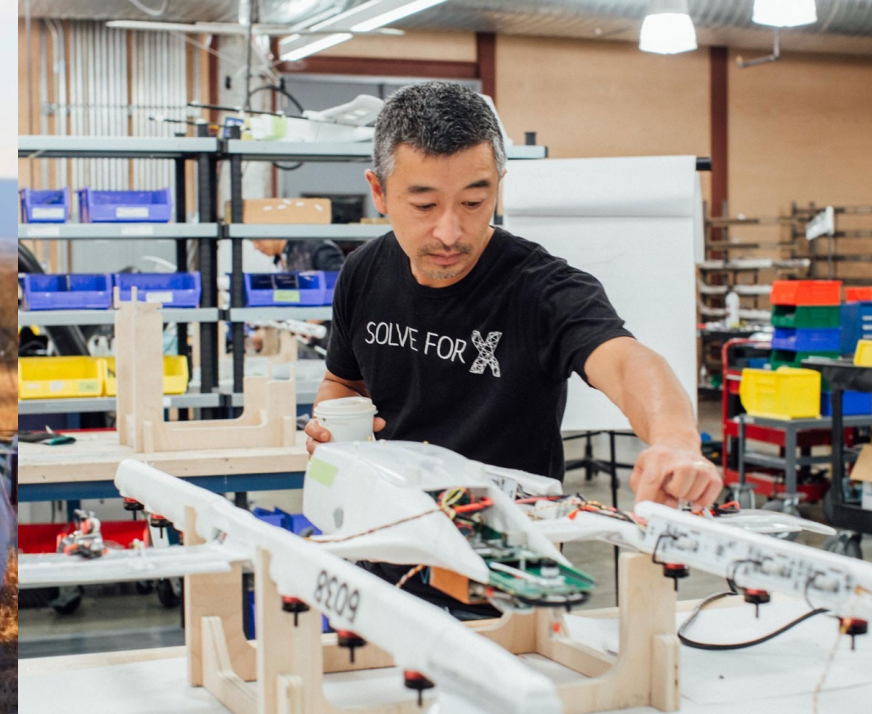
Ecosystem

Achieving more together as
a network of adjacent
organisations

Experimental

Relentlessly innovating,
exploit now, explore future
test and fail and learn





Experimental

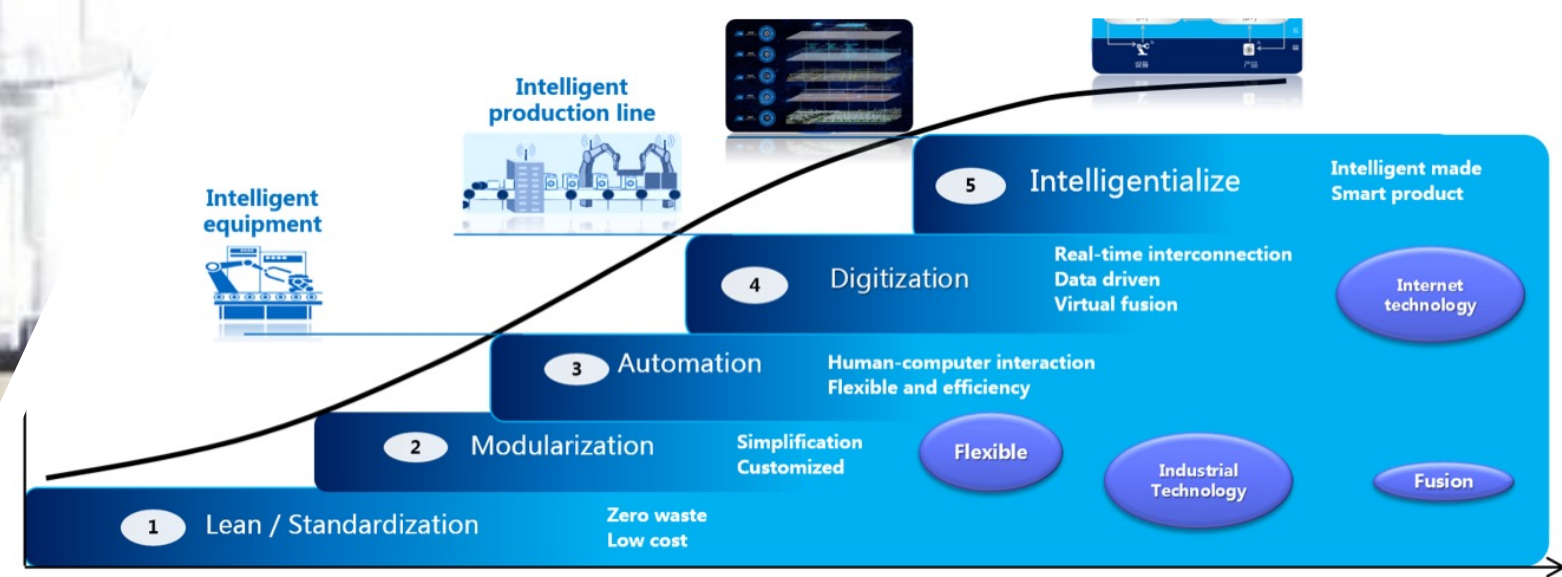
Relentlessly innovating,
exploit now, explore future
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Haier

Haier







BUSINESS OS

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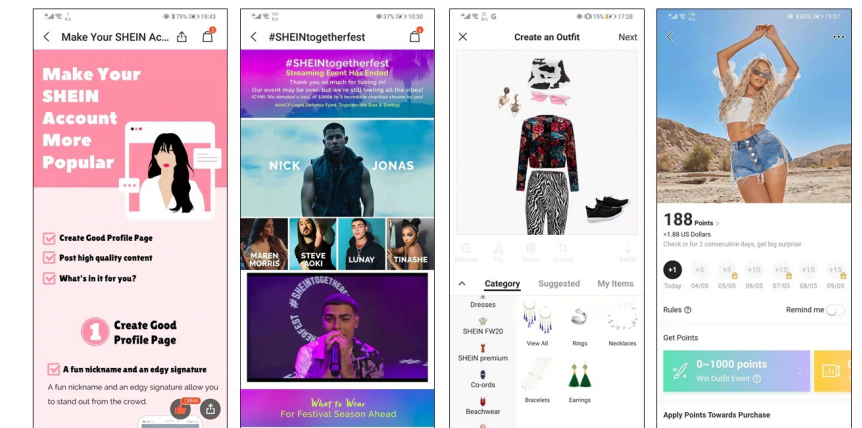
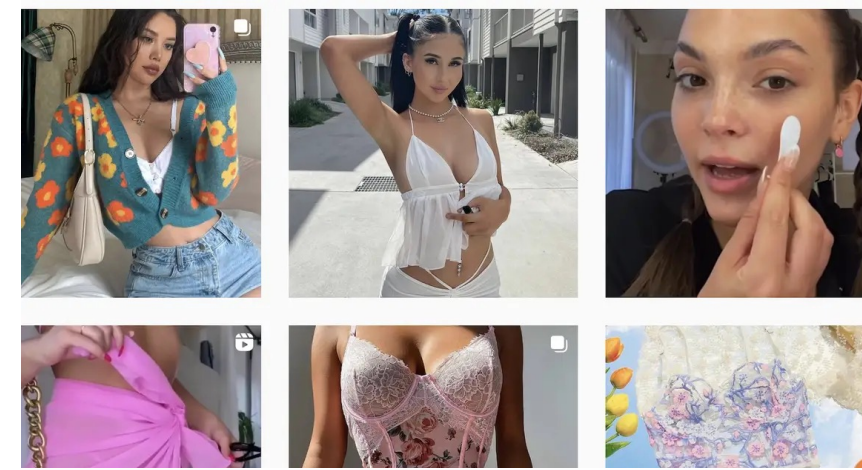
Ecosystem

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Exponential

Harnessing network power to multiply growth through partners and customers





UGC Platform

Streaming Retailtainment

Design Competitions

Daily Login / Points System

Exponential

Harnessing network power to multiply growth through partners and customers

Schneider
Electric™

Grids of the Future: How to Overcome Your Energy Challenges with Microgrids

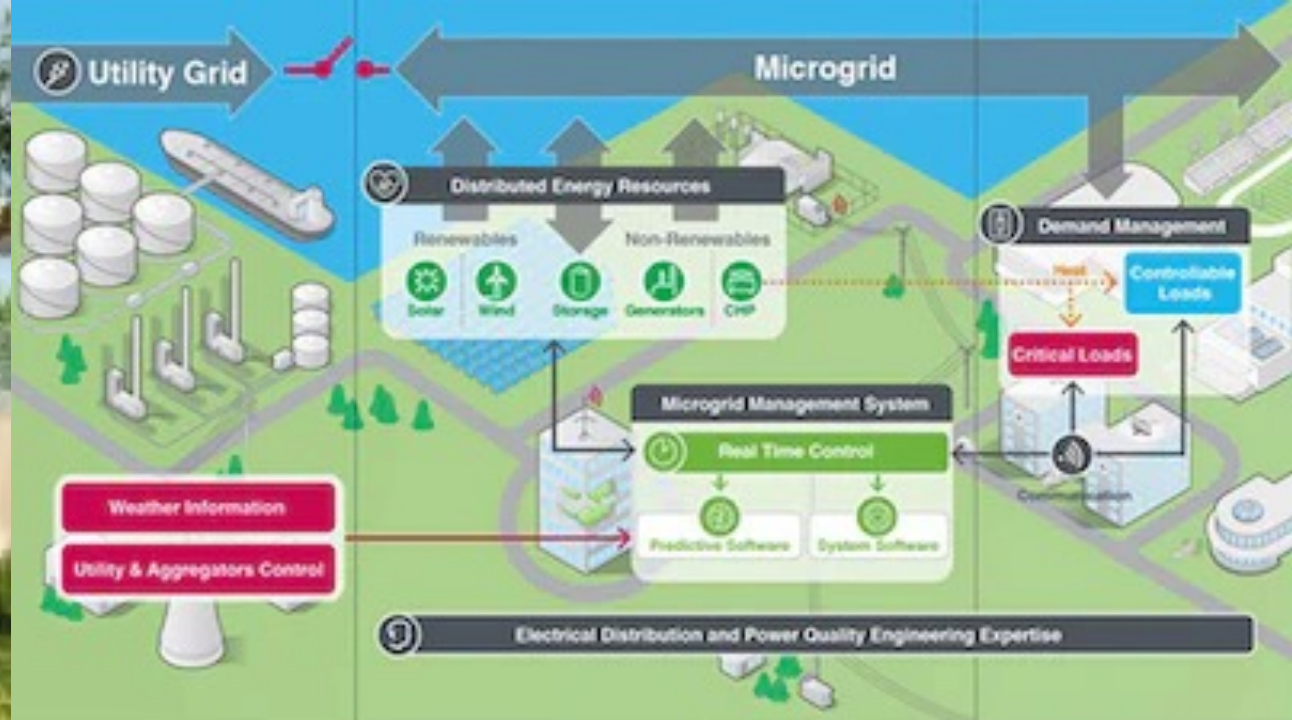
Lance Haines
CTO,
Microgrid Business, US
Schneider Electric

Jake Friedman
Director,
Customer Solutions & Tendering
GreenStruxure

Life Is On

Schneider
Electric

Life Is On Schneider
Electric





BUSINESS OS

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Relentlessly innovating,
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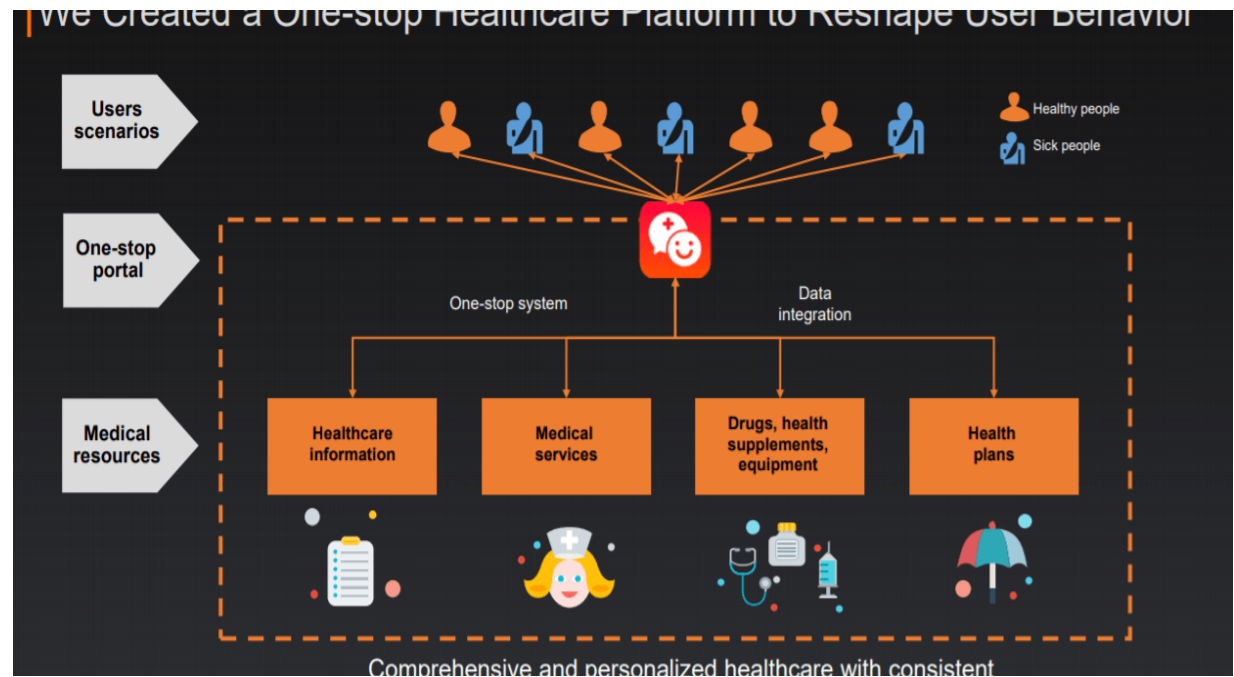




Ecosystem

Achieving more together as
a network of adjacent
organisations

PING AN





BUSINESS OS

Experimental

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Exponential

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Ecosystem

Achieving more together as
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organisations

The new CX/OS for brands and business

Conscience

Being there, on-demand,
personal, intelligent,
my best friend

Curator

Creating market platforms,
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Community

Enabling people to connect,
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BRAND CX

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organisations

BUSINESS OS



Where do I start?

1 Have an inspiring purpose



1

Have an inspiring purpose

Why

How

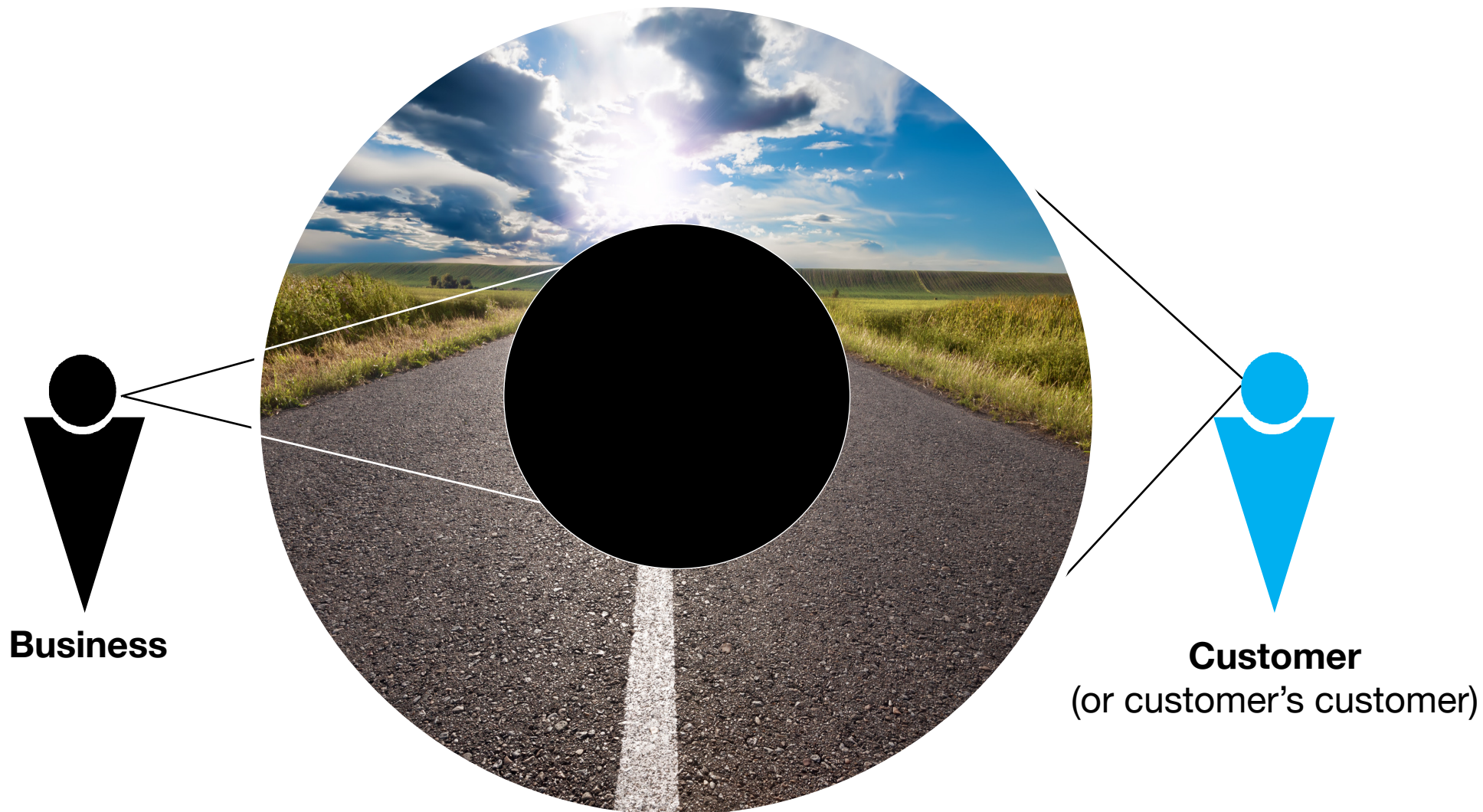
What

2 Reframe from the outside in



2

Reframe from the outside in



3

Solve important problems



Solve important problems



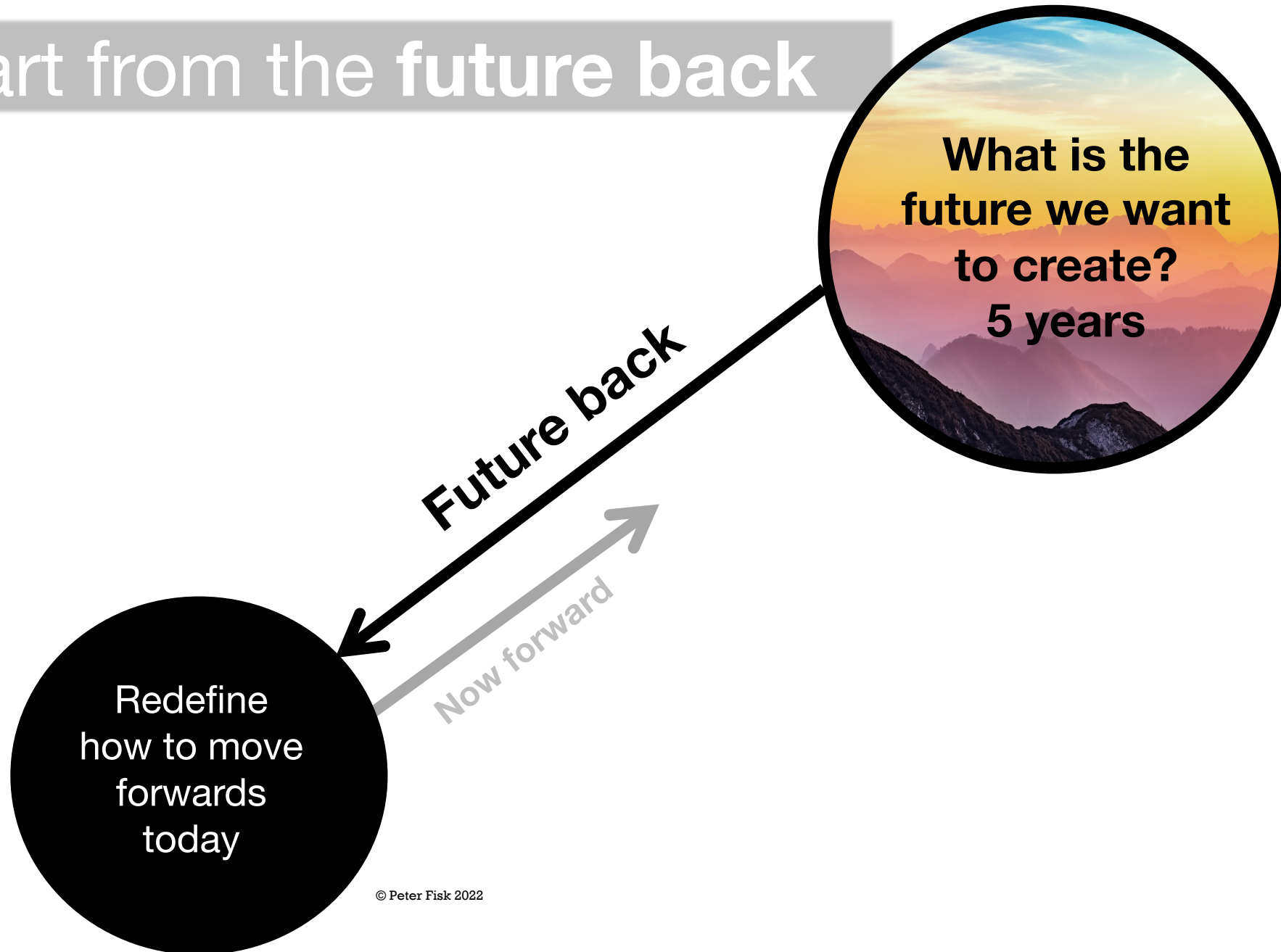
4

Start from the future back



4

Start from the future back



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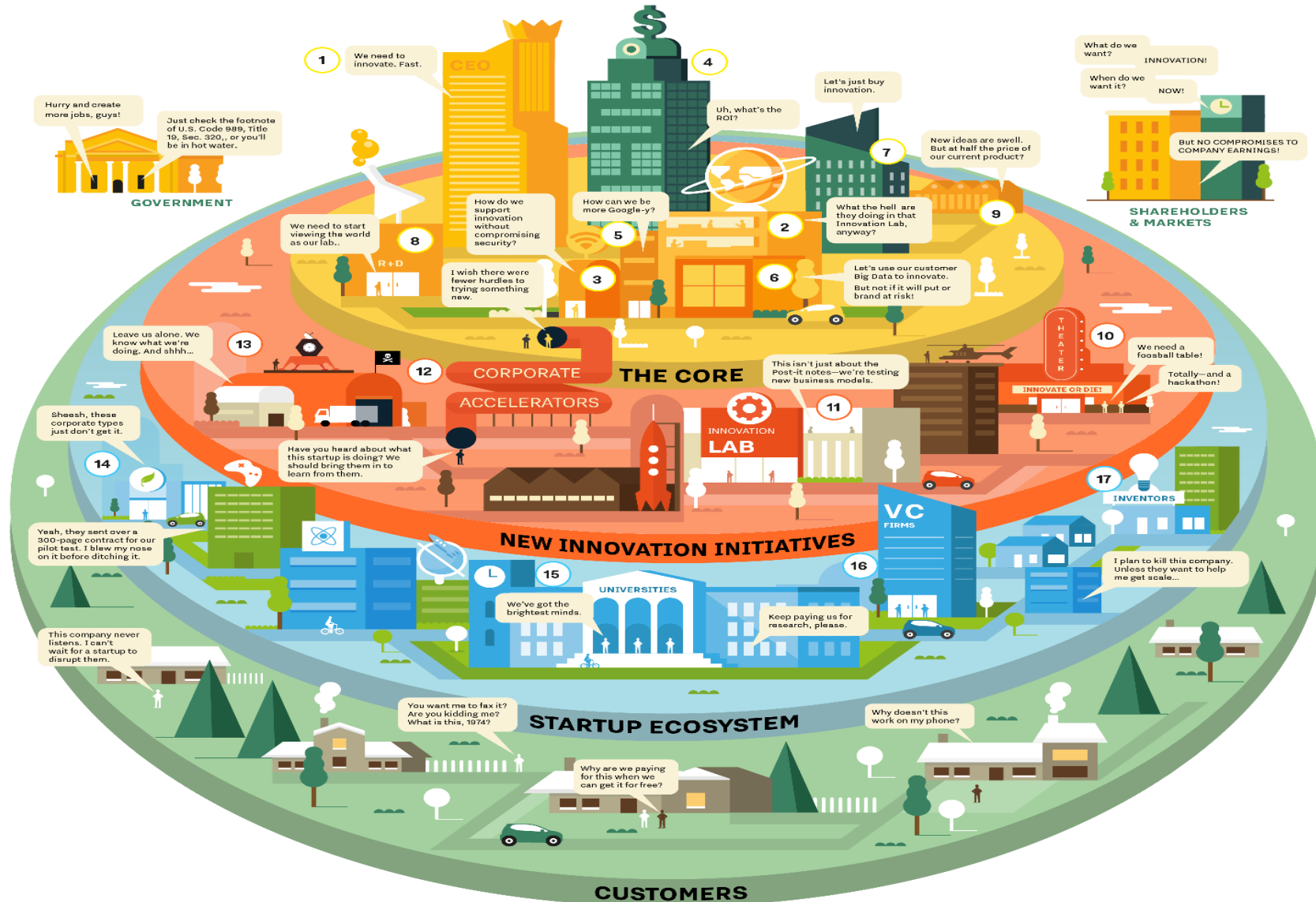
5

Create an ecosystem of partners



5

Create an ecosystem of partners



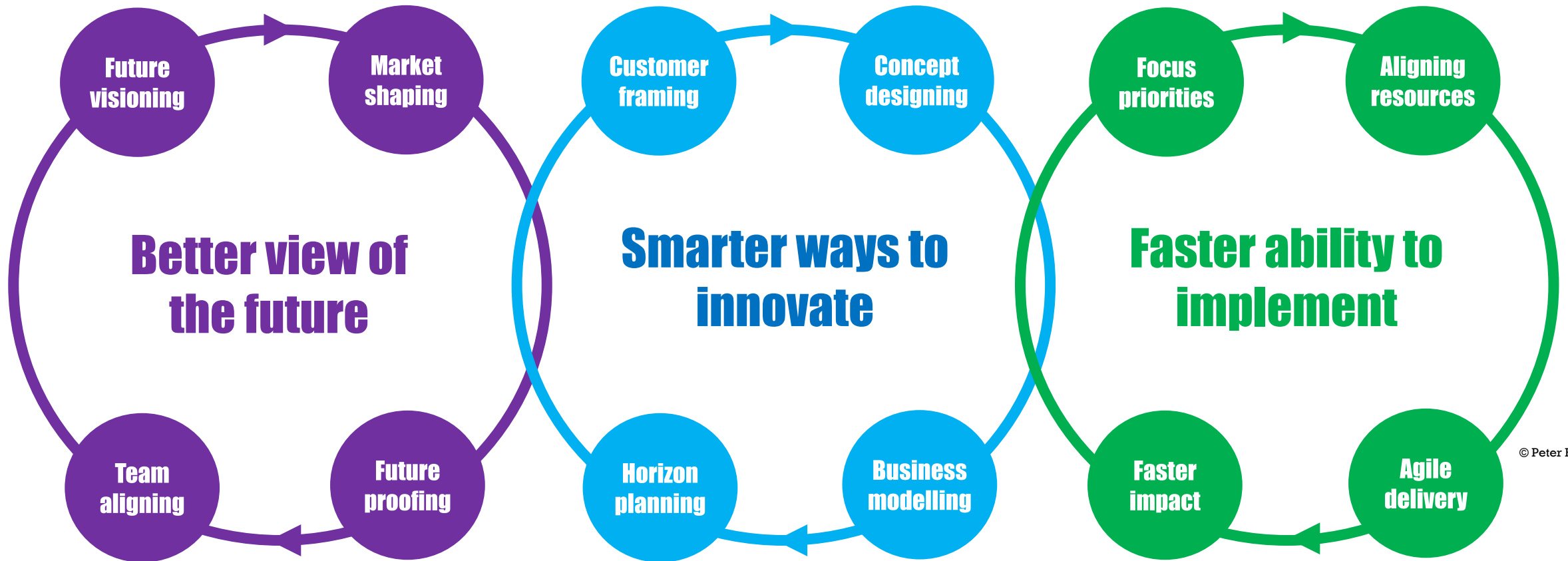
6

Accelerate ideas to action



6

Accelerate ideas to action



© Peter Fisk 2022

7 Have the courage to be more



7

Have the courage to be more



The courage to
TRY



The courage to
TRUST



The courage to
TELL

How will you create a better future?



Be bold

Be brave

Be brilliant





peterfisk@peterfisk.com
peterfisk.com