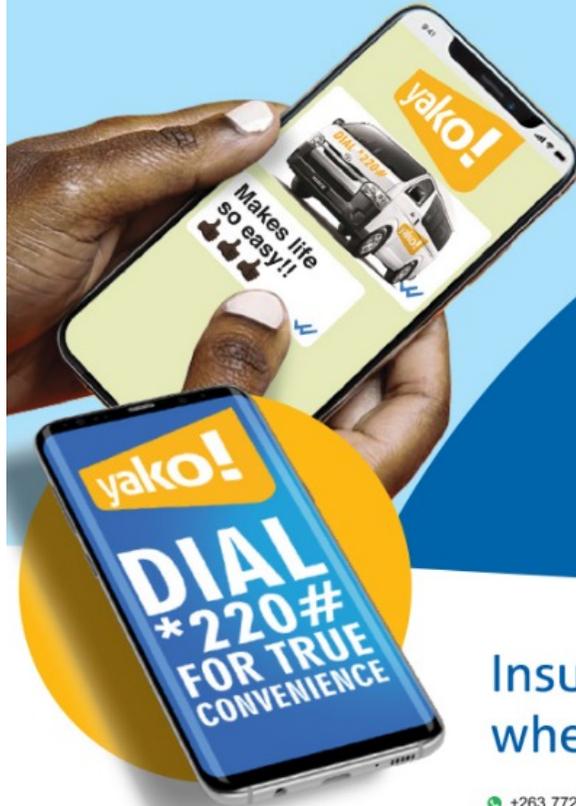


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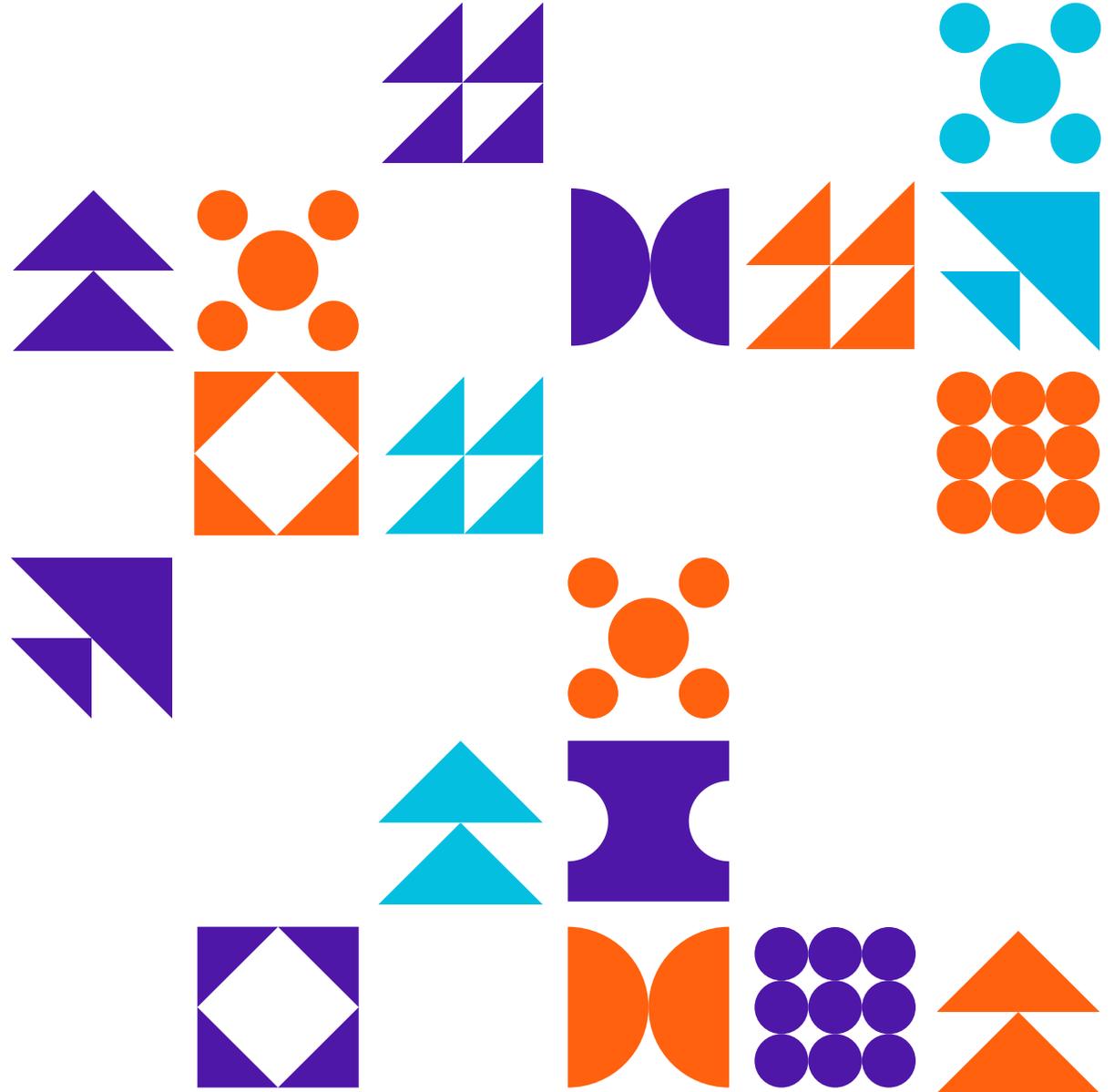
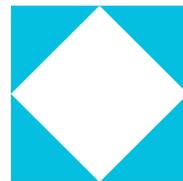


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ON THE BOARD'S AGENDA

Winning With Digital Transformation

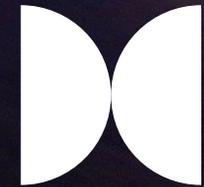
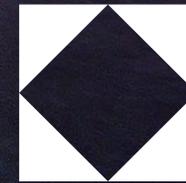


Are you
Scared or
Inspired?



WHATS INSIDE

1. From Where I Am Coming From
2. Digital Transformation Trends
3. Busting Some Myths
4. The DNA & Levels Of Digital Mastery
5. Digital Transformation & Project Management



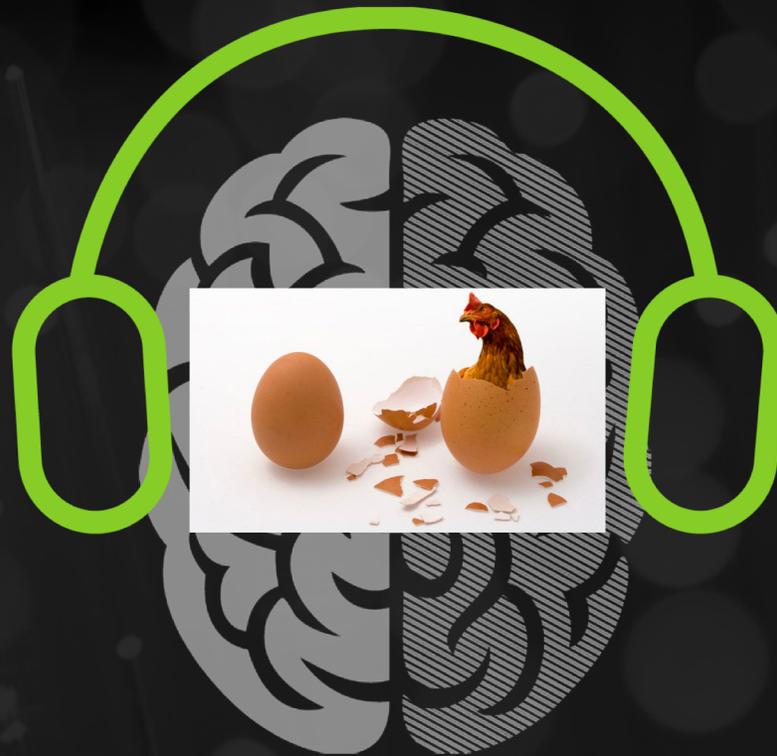
Chicken or Egg



Digital Transformation

LEFT BRAIN

- Codified methodologies
- Data-driven and evidence based
- Analytical and structured thinking
- Financial impact and value creation

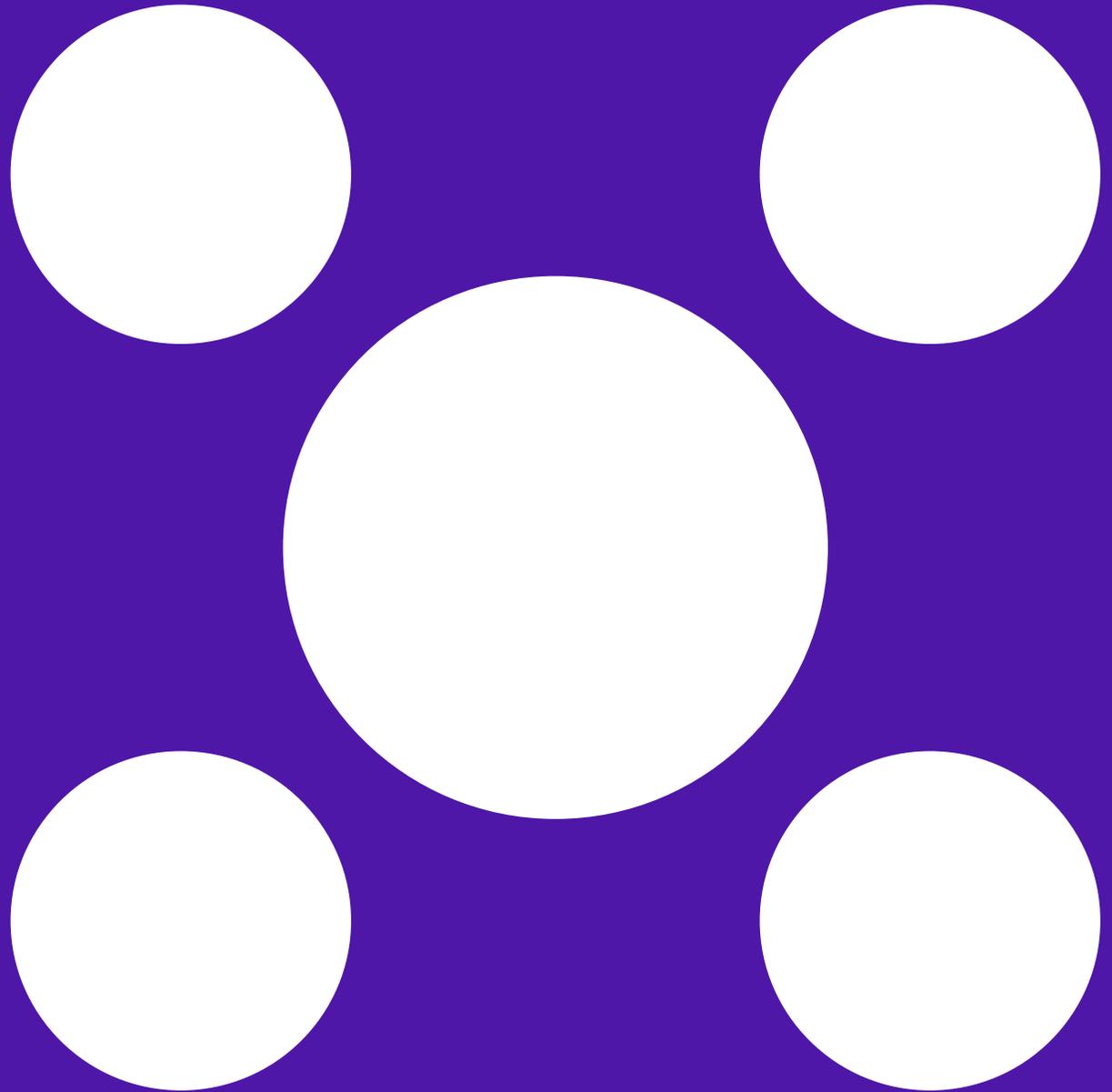


Project Management

RIGHT BRAIN

- Human centered, emotive response
- Agile philosophy and methodology
- Prototyping – rapid real life testing of strategic choices

From Where I Am Coming From



DICOMM McCANN



DIGITAL TECHNOLOGIST



CLIENT SERVICING

IPG

GLOBAL AD NETWORKS

McCANN

FCB

FOOTB, COM & BRIDING

Deutsch



MULLEN LOWE GROUP

GLOBAL MEDIA AGENCIES

UM

bpn

initiative



This is the MediaShop

DIVERSIFIED AGENCIES



weber shandwick

R/GA



MRM

FutureBrand



SPECIALIST MEDIA CAPABILITIES

IPG MEDIABRANDS

MAGNA GLOBAL

reprisemedial



CADREON

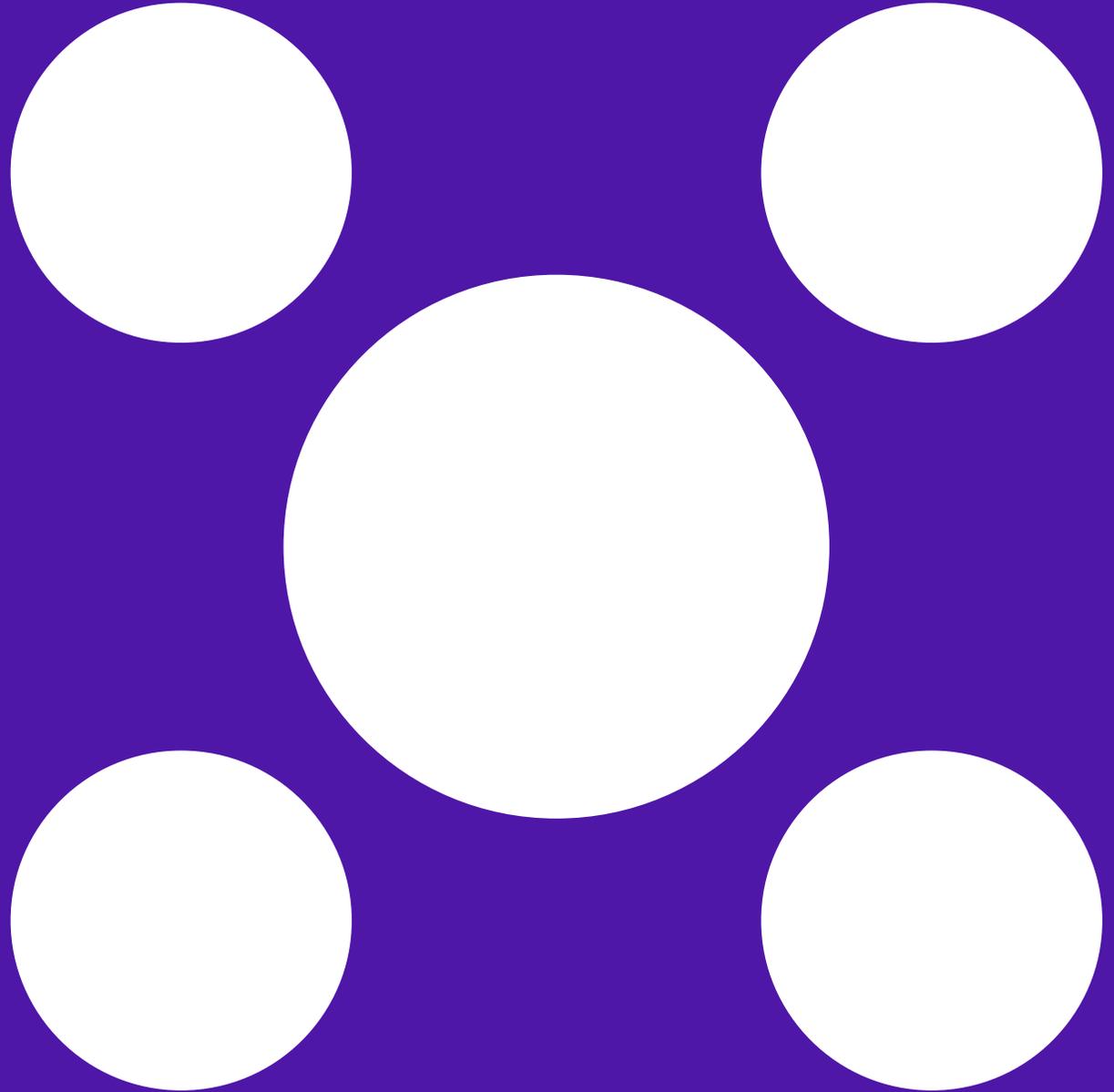
SOCIAL DISRUPTORS



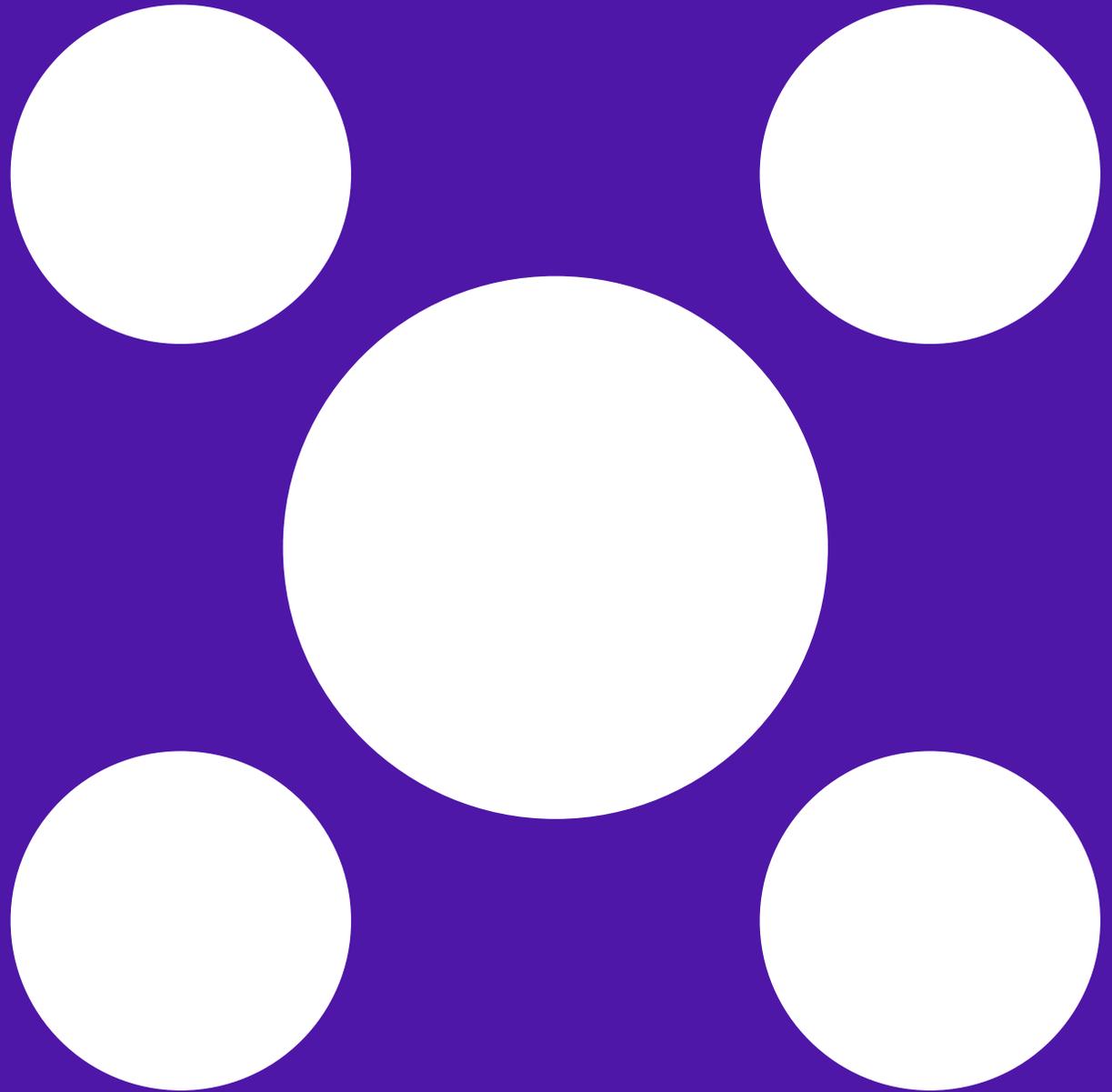
MEDIA EXPERTS

Discover and uncover opportunities

Digital Transformation Trends



Lets Bust Some Myths

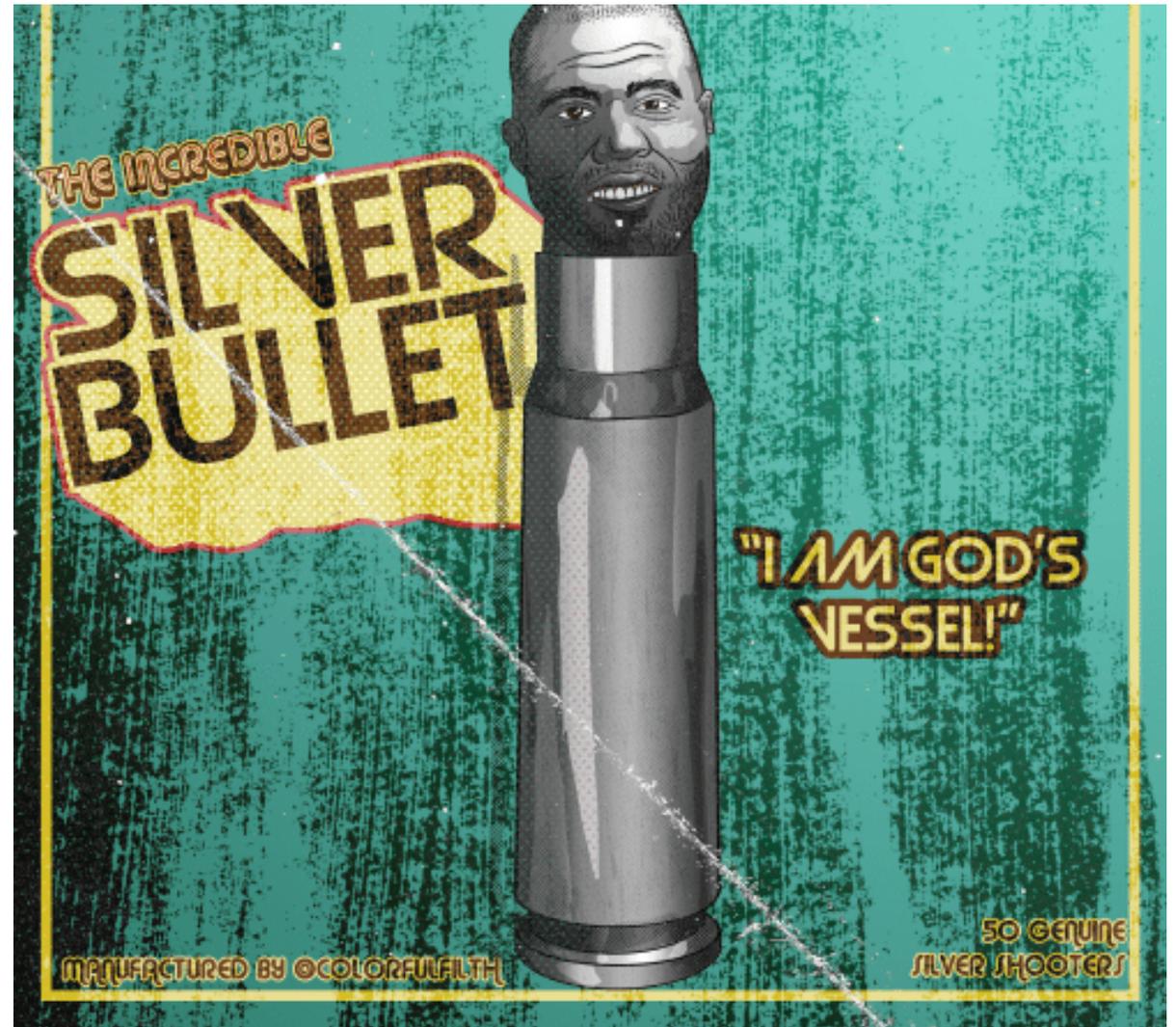


1

Digital Transformation is a Silver Bullet

Digital transformation should not be glorified and
applied in all and any circumstances.

**Not every company, process, or business
model requires digital transformation.**

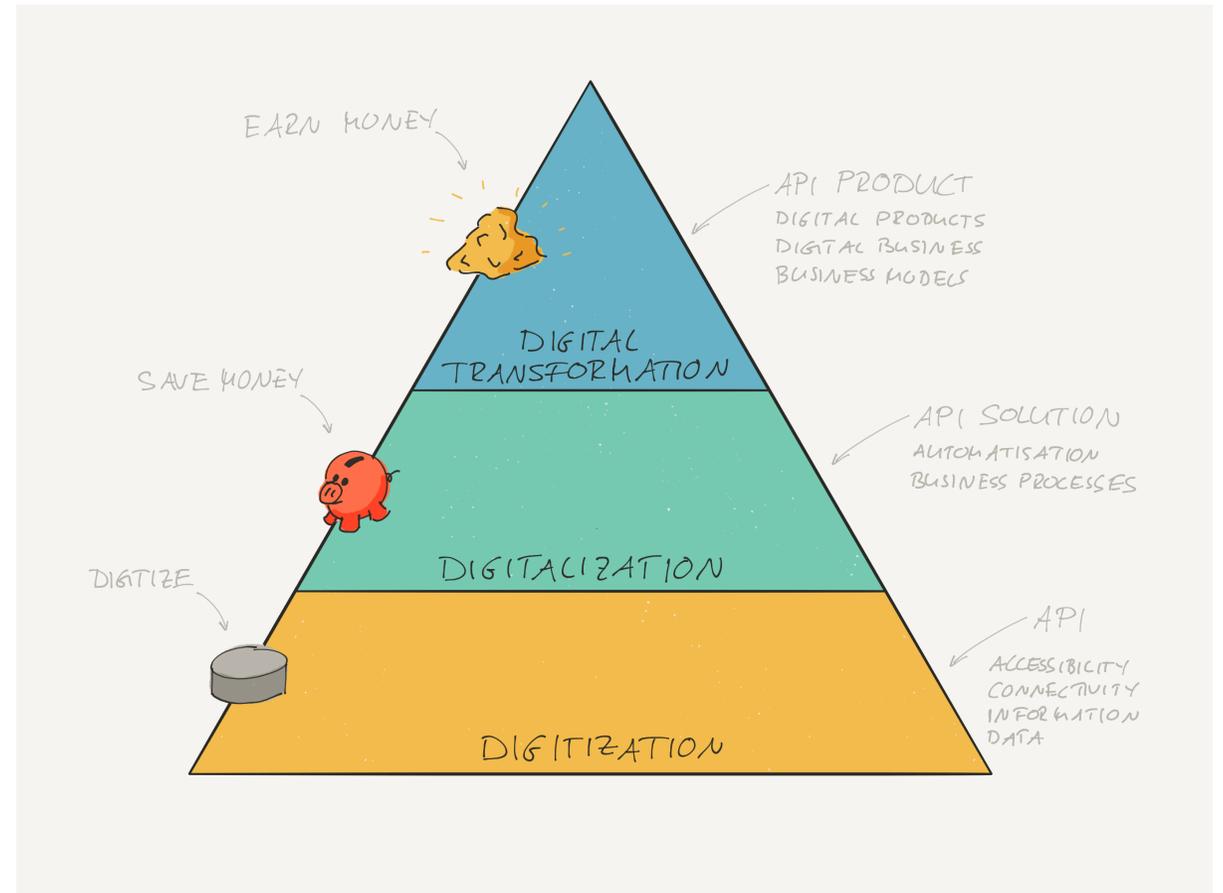


Found this weird box of bullets

2

Digital Transformation = Digitization = Digitalization

In reality, people are confusing them in ways that shortchange the power and importance of digital transformation, thus putting the very survival of their organizations in peril.



3

Digital Transformation Leverages Emerging Tech

While emerging technologies have abetted Uber and Airbnb's rises to prominence, their most significant gains have come from leveraging the mainstream networking technologies already in consumers' hands: mobile phones, apps, and websites optimized for quick transactions and location tracking.



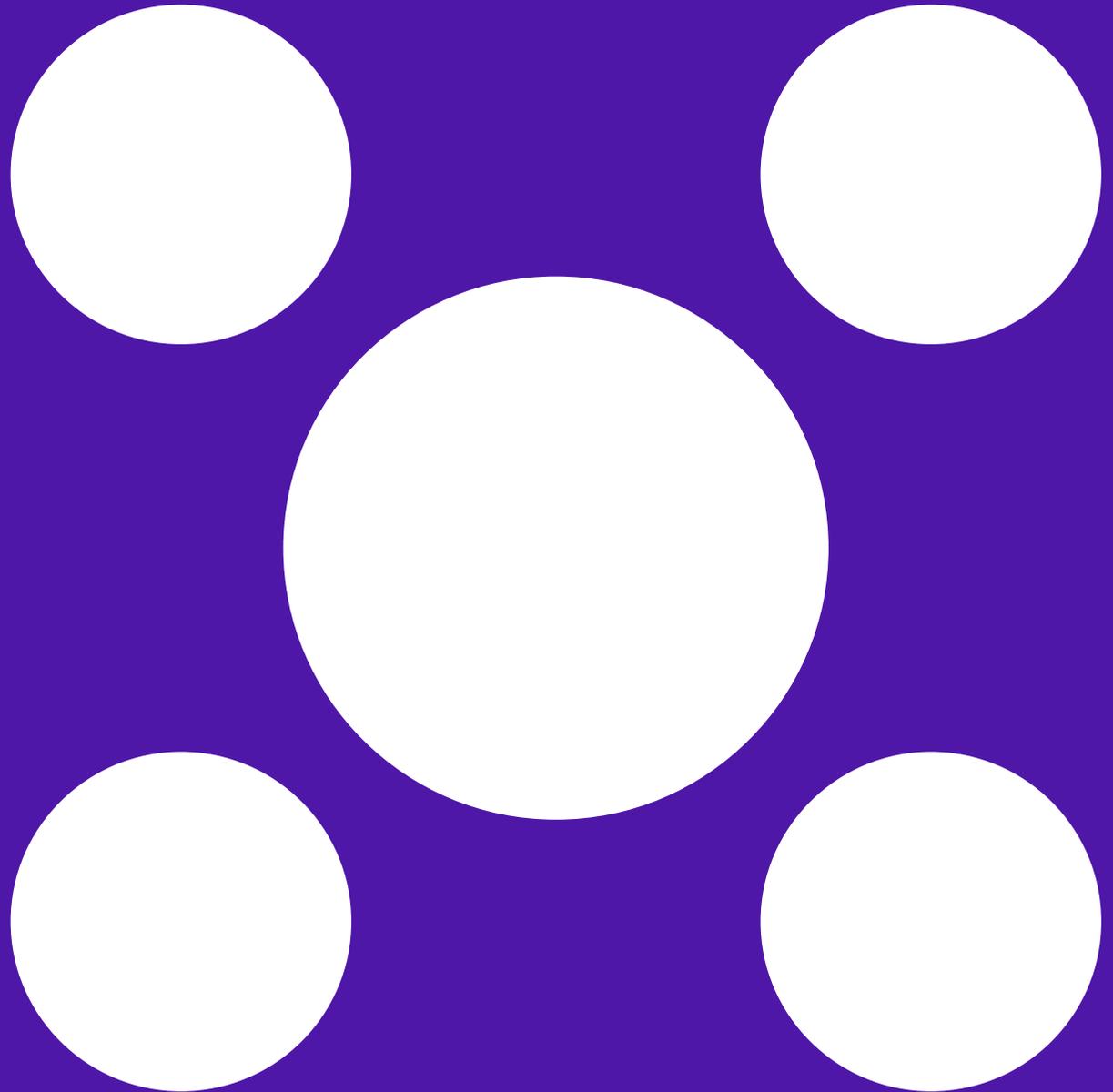
4

Digital Transformation is for Tech Companies

The reality is that the core of transformation is all about improving the output and the efficiency of processes, which is common to any company irrespective of industry.



The DNA & Levels of Digital Mastery



Teaching an Elephant to Dance

Digital Transformation is like teaching an elephant to tap dance.

You find the sensitive spot and start poking

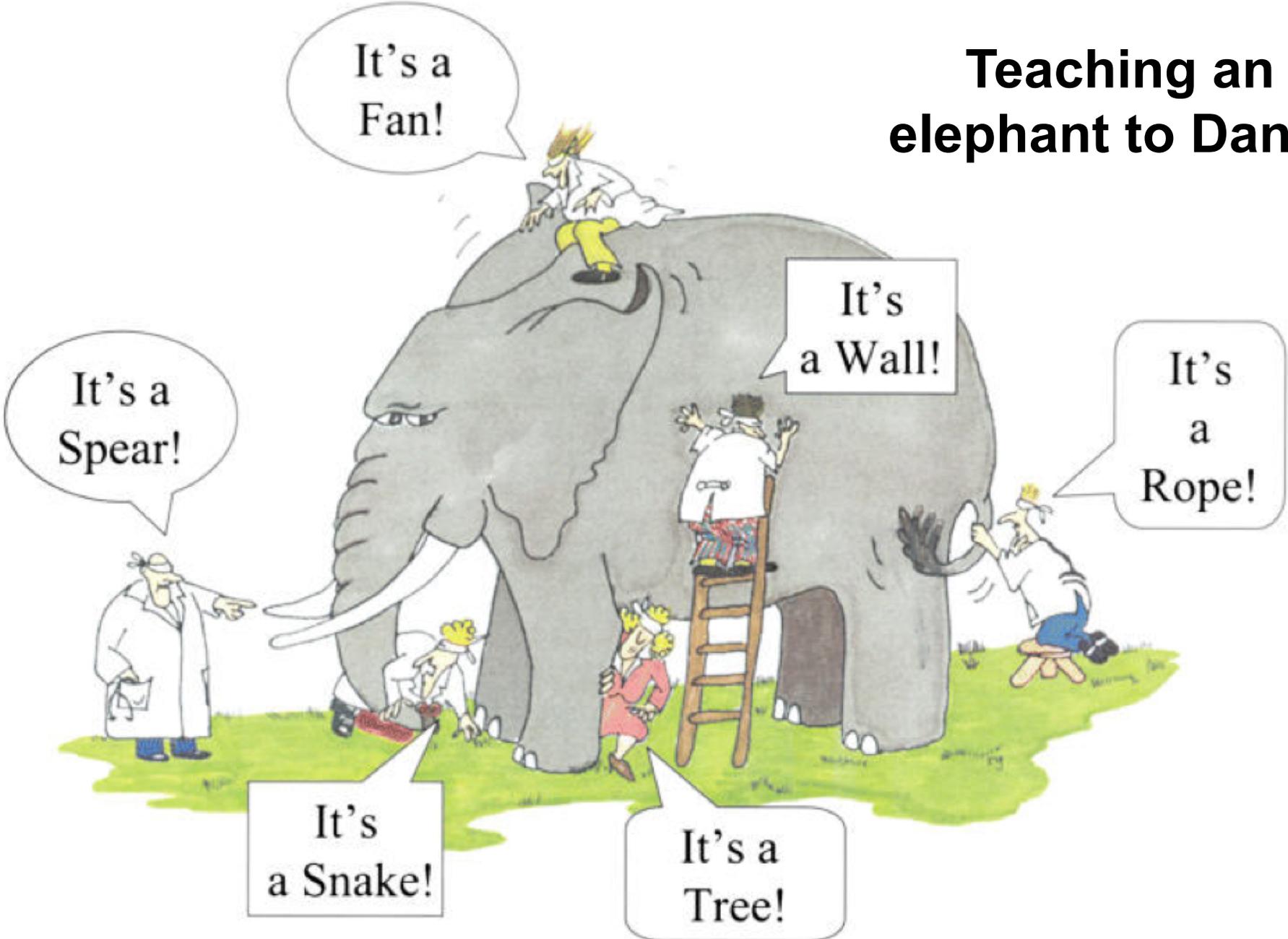




the STAGES
of BUSINESS DISRUPTION



Teaching an elephant to Dance



The What

Using digital technology to transform the customer experience, operational processes and business models

The How

Successful transformations depend as much on how firms manage digital transformations than solely on implementing new technologies

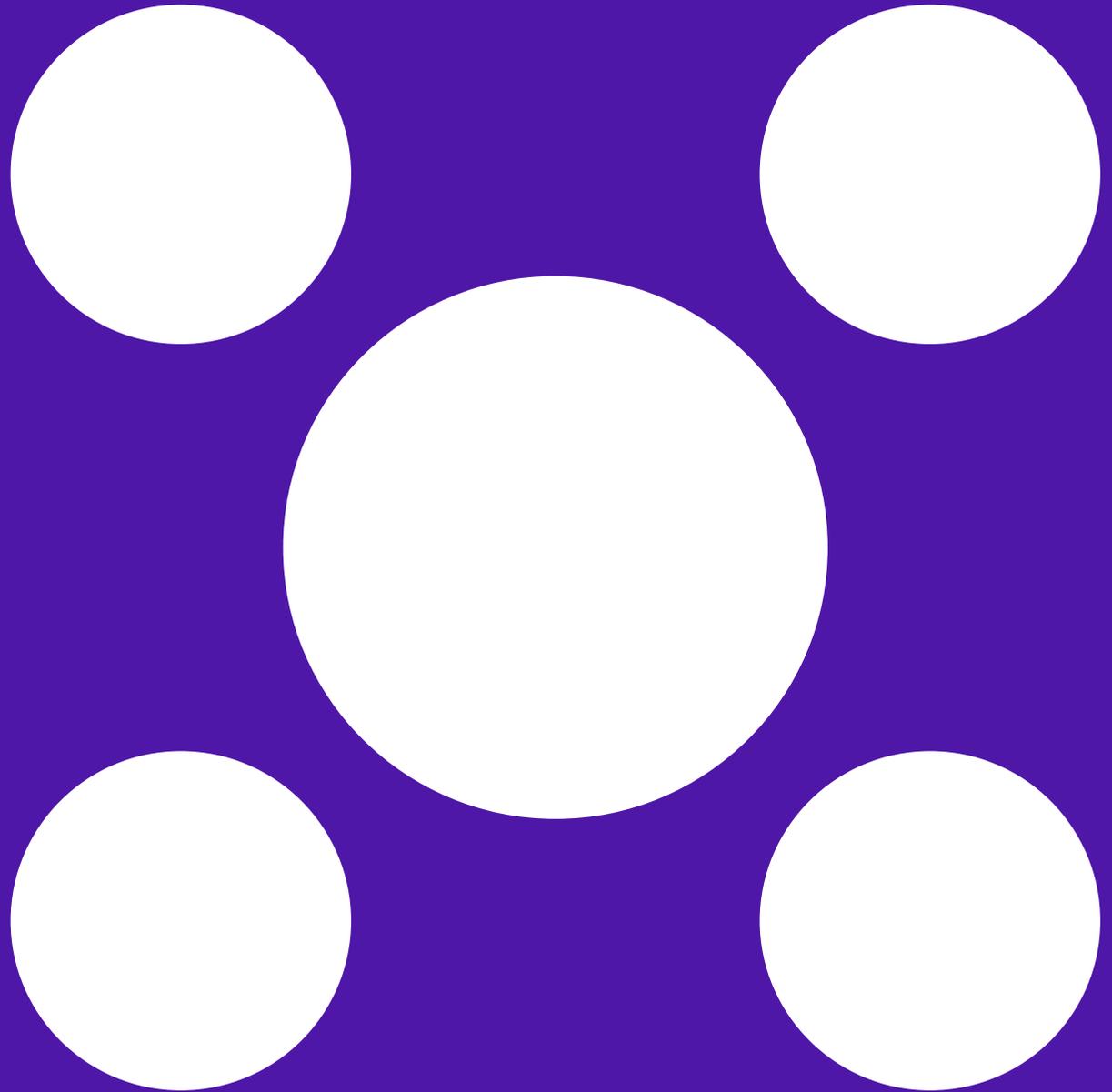
The Why

Digital Capabilities

| | |
|---|---|
|  <h3>Fashionistas</h3> <ul style="list-style-type: none">• Love new toys• Random Acts of Digital• No overarching vision• Digital may exist in silos |  <h3>Digital Masters</h3> <ul style="list-style-type: none">• Strong digital vision• Excellent governance• digital generating value• Strong digital culture |
|  <h3>Beginners</h3> <ul style="list-style-type: none">• Skeptical of business value• Wait and See strategy• Immature digital culture |  <h3>Conservatives</h3> <ul style="list-style-type: none">• Vision underdeveloped• Mature traditional capabilities• Strong governance• Active steps to build digital skills and culture |

Leadership Capabilities

Emerging Role of Project Management in Digital Transformation

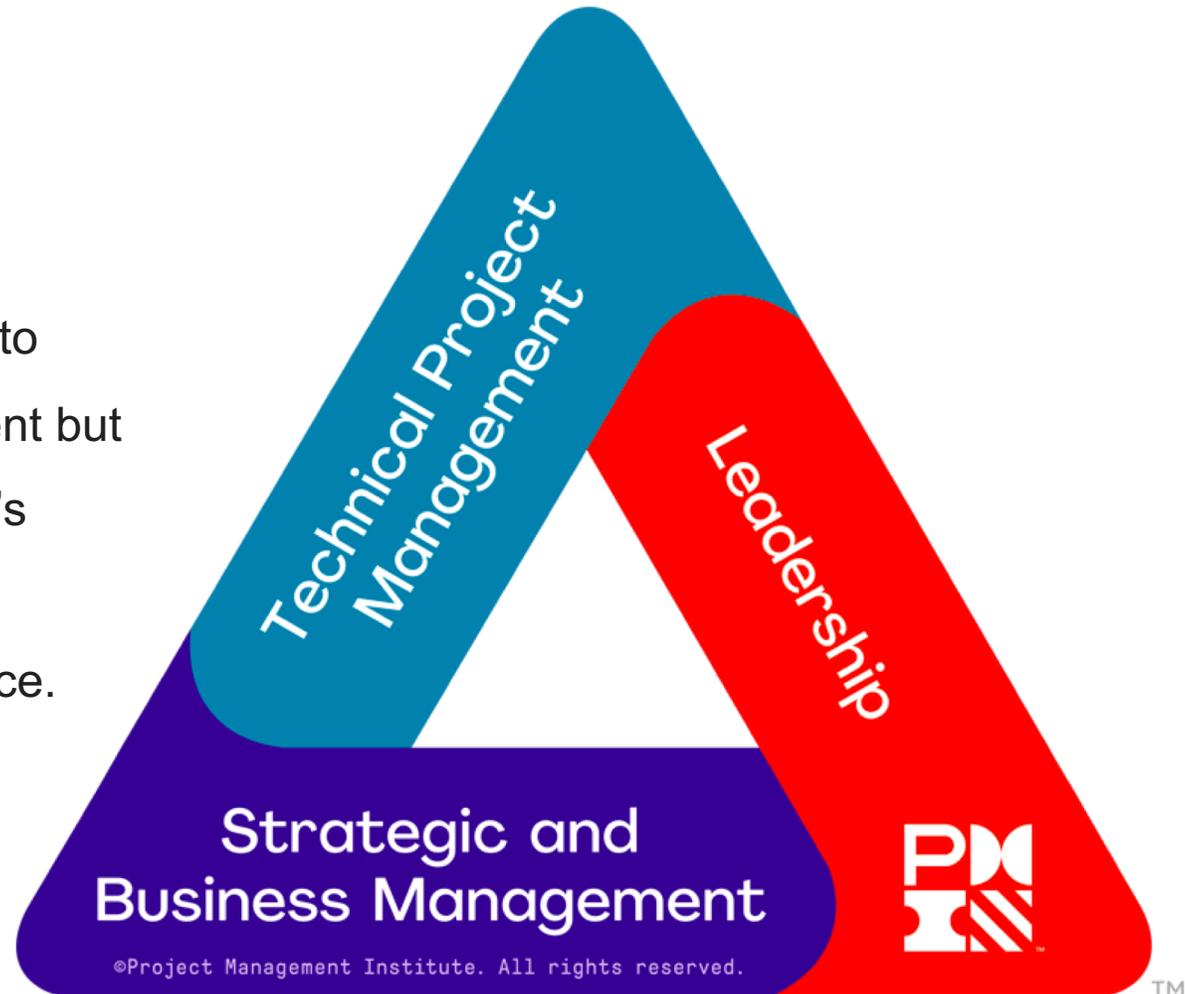


While a digital transformation strategy starts in the C-suite, the **Execution** is where the rubber meets the road, and where **Project Managers** must take the wheel. As the **Executive Muscle** of any organization, project managers are responsible for **Implementing** senior leadership's vision and **Deploying** the company's new **Digital Capabilities**



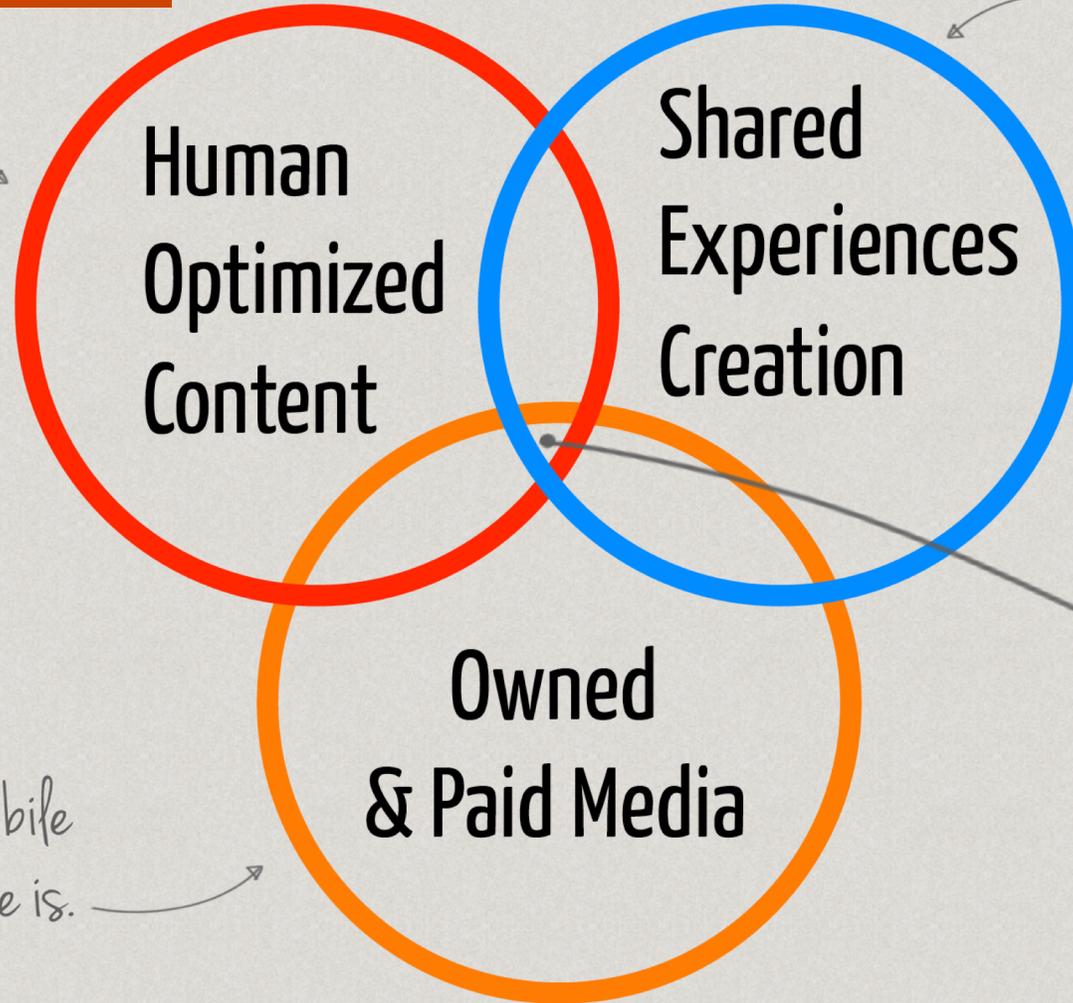
THE PULSE OF THE PROFESSION

Technical skills maybe core to project and program management but they're not enough in today's increasingly complex and competitive global marketplace.



FROM THE OUTSIDE IN

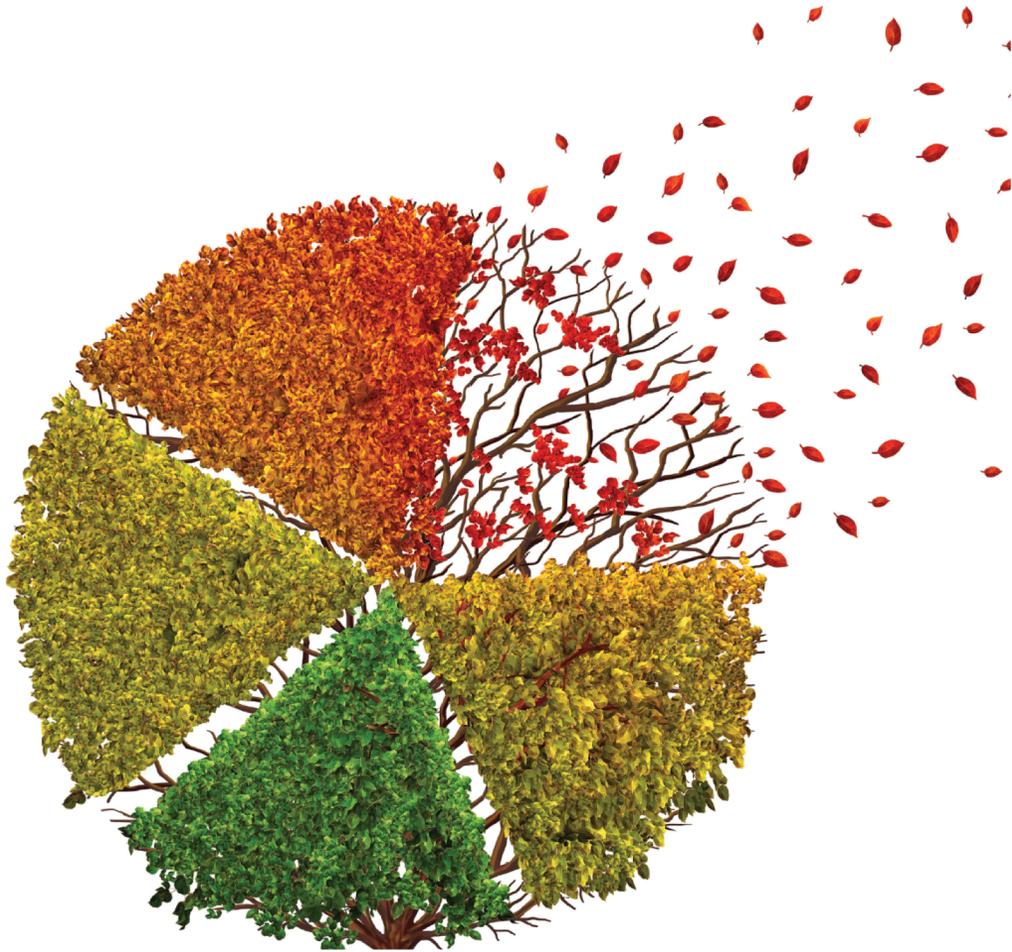
More About Them
Less About You!



The Future of Business
is Based on Shared Experiences

Stay Visible
Where Your Audience is.

Brand's
Focus Point



Proper cultural transformation by PMs.

CULTURE IS A HUGE FACTOR

Technology is evolving quickly, but it's important to never fall into the trap of valuing tech over every business' most valuable resource: **People**. People drive change, not technology.

1. Recognize and Respect Legacy Processes
2. Challenge old modes of working through Stakeholder engagement
3. Rethink Interaction with Users

DIGITAL CAPABILITY BUILDING BLOCKS

CUSTOMER EXPERIENCE

Customer Understanding
Human Insight

Top Line Growth

Customer Touchpoints

Digital has informed and amplified
customer expectations

OPERATIONS

Process Digitization

Worker Enablement

Performance Management

Digital is removing traditional
constraints in operations

BUSINESS MODEL

Digitally-modified business
Meshing the old and the new

New Digital Business
Reshaping boundaries

Digital Globalization
Enterprise integration

Digital business models can
reorder value chains and create
new opportunities

DIGITAL LEADERSHIP

Fuse IT and Business communities to build digital skills and transform technology platforms

TECHNOLOGY LEADERSHIP

VISION

Create a shared transformative vision of the digital future

Establish strong digital governance to start the course

GOVERNANCE

ENGAGEMENT

Engage employees at scale to make vision reality

With so much at stake,
it's time to ask project leaders:

What's your PMTQ?

What's that, you're wondering?

**Project Management
Technology Quotient,
of course.**



ALWAYS-ON CURIOSITY

Always looking for what's next
trying new project delivery
approaches,, new technologies.

Keeping an open mind,
along with a healthy
dollop of skepticism



ALL-INCLUSIVE LEADERSHIP

You not only advocate for tech,
you're creating a whole cadre
of digital ambassadors. You are
not just managing people, you are
managing tech and the people
who manage tech



A FUTURE-PROOF TALENT POOL

You're recruiting and retaining
project professionals with the
skills most needed for this digital
era.

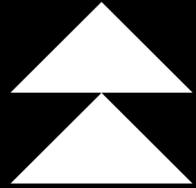
A High PMTQ Is Defined By Three Key Characteristics

THE TOP SIX DIGITAL-AGE SKILLS FOR PROJECT DELIVERY

Pulse Of The Profession



Project managers are some of the most crucial people during a digital transformation as it requires both a cultural shift and ability to adapt to changing market conditions and new technologies..



**THANK
YOU**

