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GOTO
AARHUS 2022



#GOTOaar

Organisation as a Platform

Anna Urbaniak

16 June 2022



A NEW WAY OF LOOKING AT ORGANISATIONS

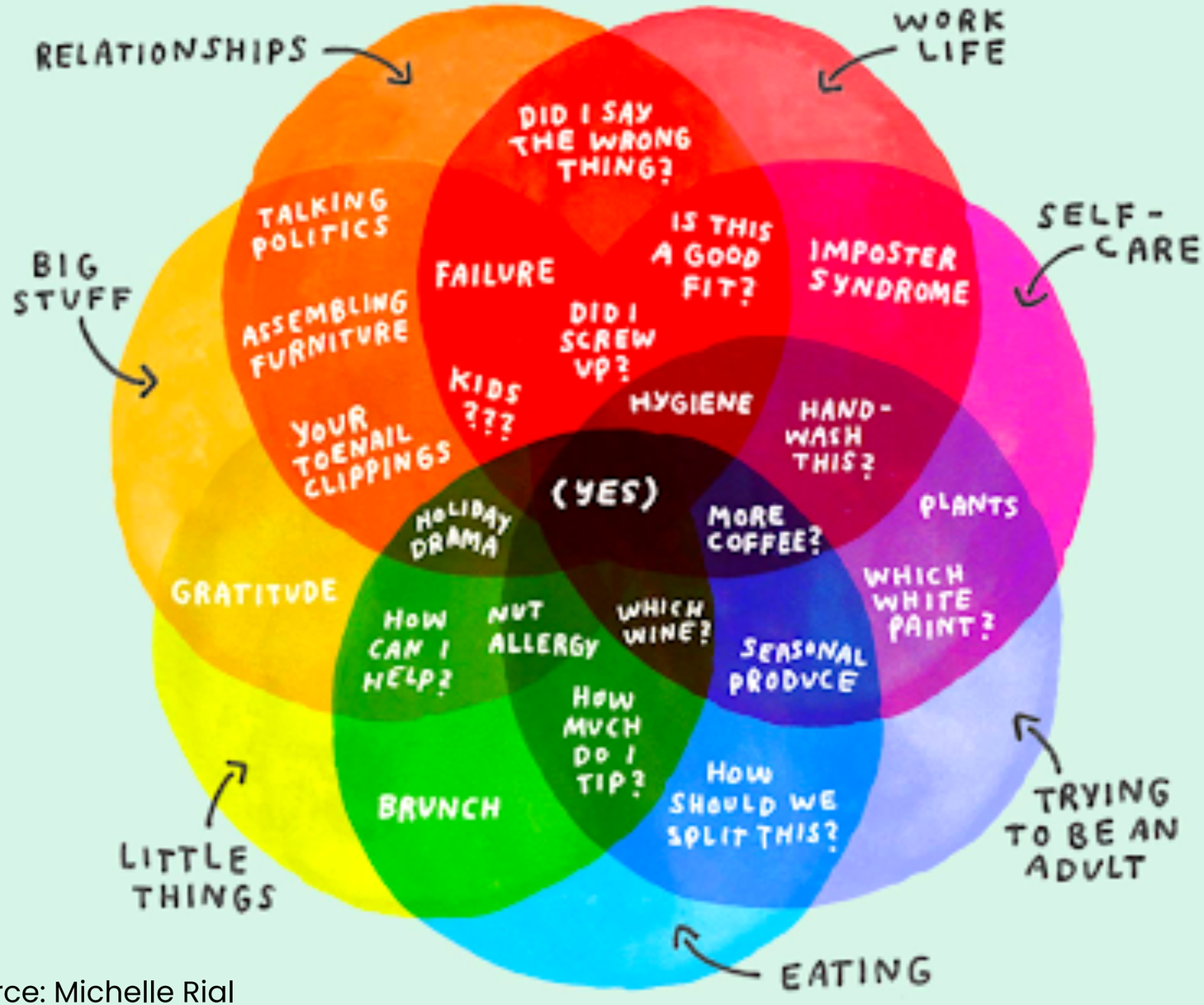
01

PUTTING PEOPLE FIRST

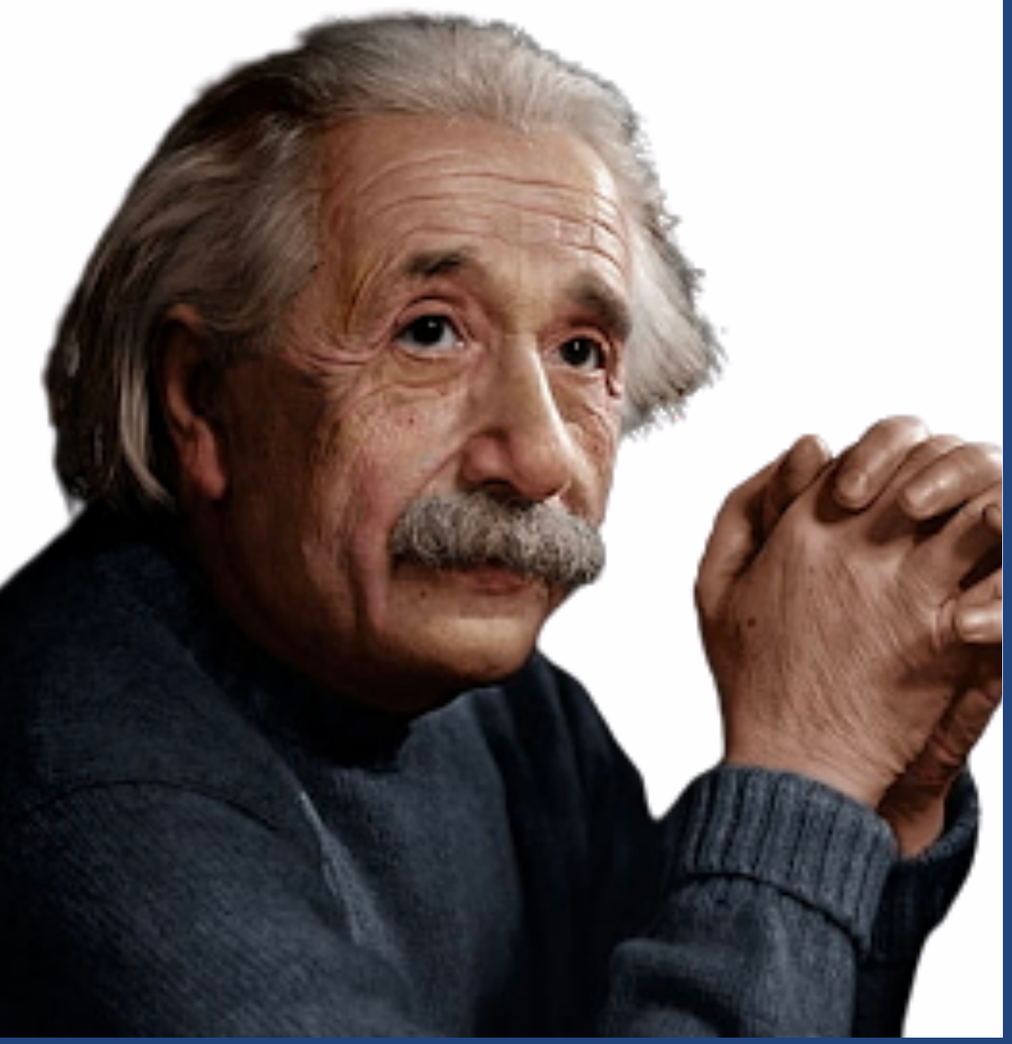
Every person is unique and leads from their personal power



People are more than their roles



Source: Michelle Rial



"**Everybody is a genius**.
But if you judge a fish by it's ability to climb a tree, it will live it's whole life believing that it is stupid."

~ Albert Einstein

A NEW WAY OF LOOKING AT ORGANISATIONS

01

PUTTING PEOPLE FIRST

Every person is unique and leads from their personal power

02

PURPOSE & MEANING

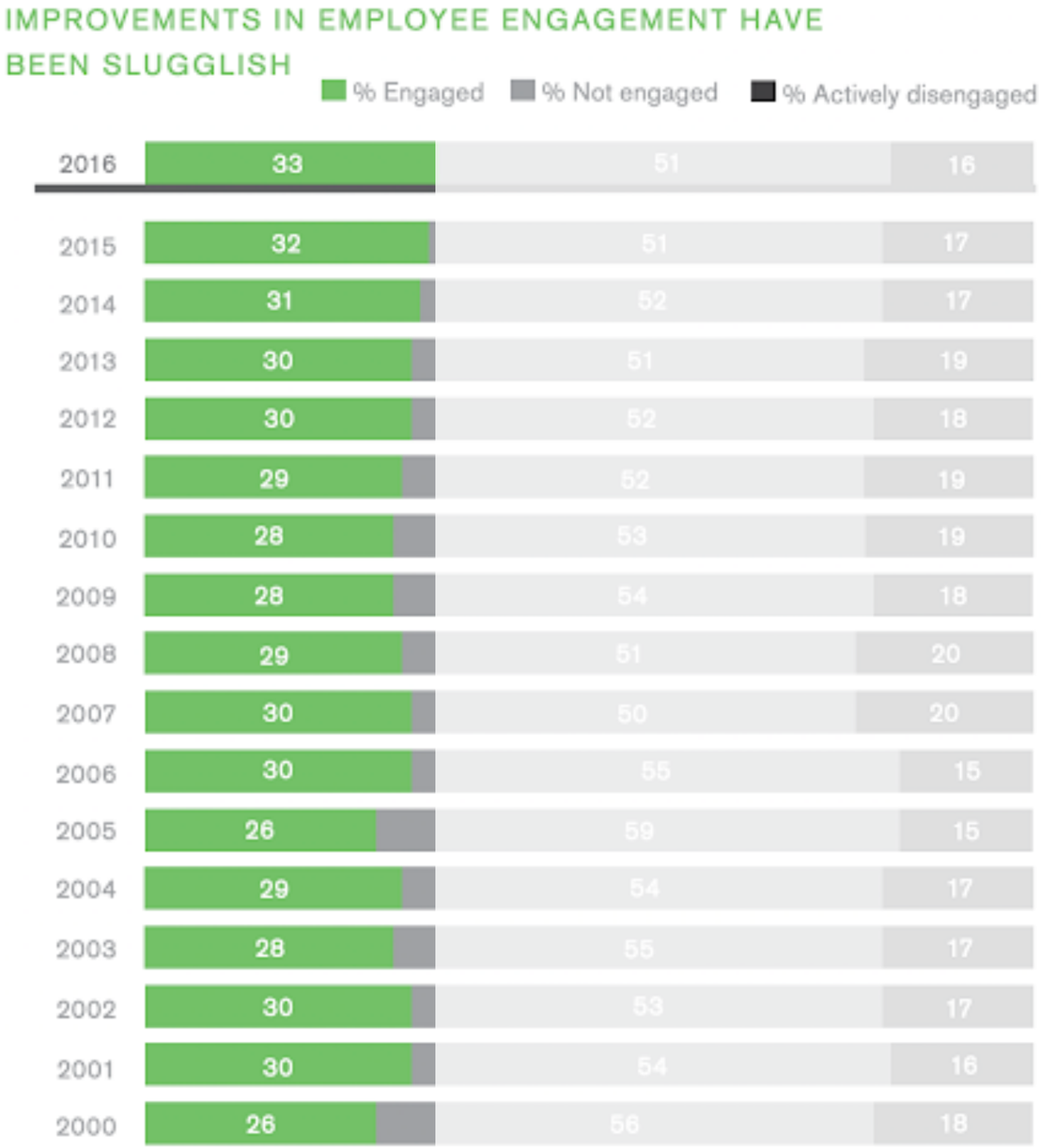
Connecting people to their purpose so they can contribute to work that has meaning to them and customers





“Employee engagement includes emotional and social needs, like doing work that you are good at and connecting your work with a higher purpose."

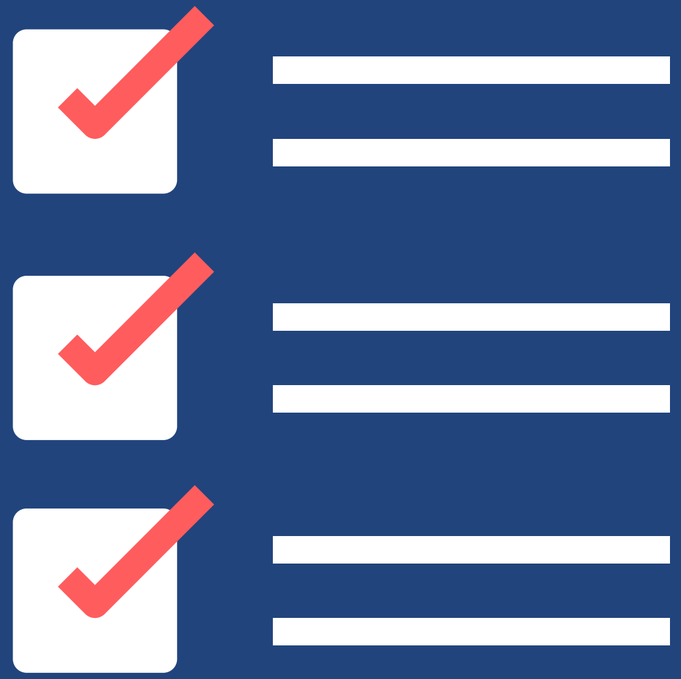
~ Gallup, 2020



In the **past 20 years** employee engagement *barely shifted*!

So where will we be in **next 20 years**?





A NEW WAY OF LOOKING AT ORGANISATIONS

01

PUTTING PEOPLE FIRST

Every person is unique and leads from their personal power

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PURPOSE & MEANING

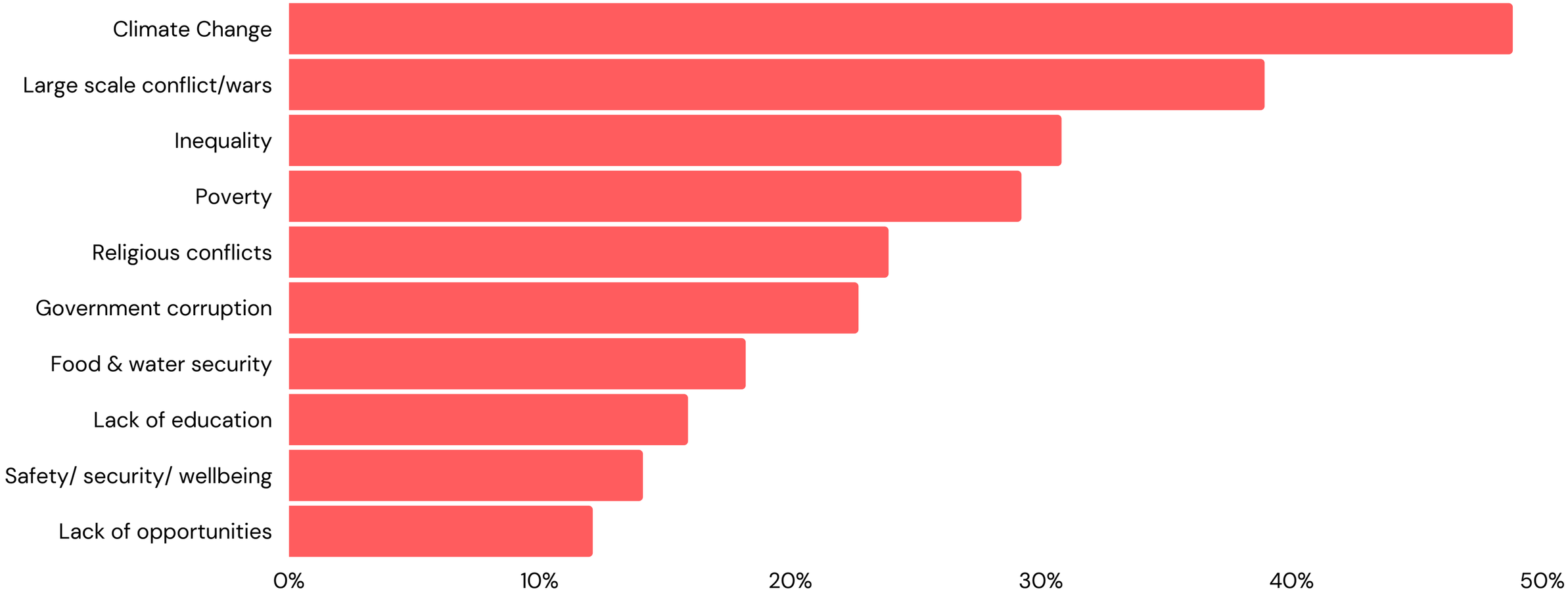
Connecting people to their purpose so they can contribute to work that has meaning to them and customers

03

SOLVING REAL PROBLEMS

In collaboration employees and customers are a making a difference

Top 10 Problems According To Millennials



Source: Survey by Wrold's Economic Forum, 2019

PUTTING PEOPLE OVER PROFITS

Productivity



up by 17%

Sales



up by 20%

Profit



up by 21%

Source: Gallup research, 2019

PUTTING PROFITS OVER PEOPLE

Productivity loss



$350B a year

Hiring costs



$1.1B a year

51% of employees are actively looking for a new job

Source: McLean & Co research, 2019

LESSONS FROM THE PLATFORM REVOLUTION



annaurbaniak.com

PLATFORM REVOLUTION

facebook

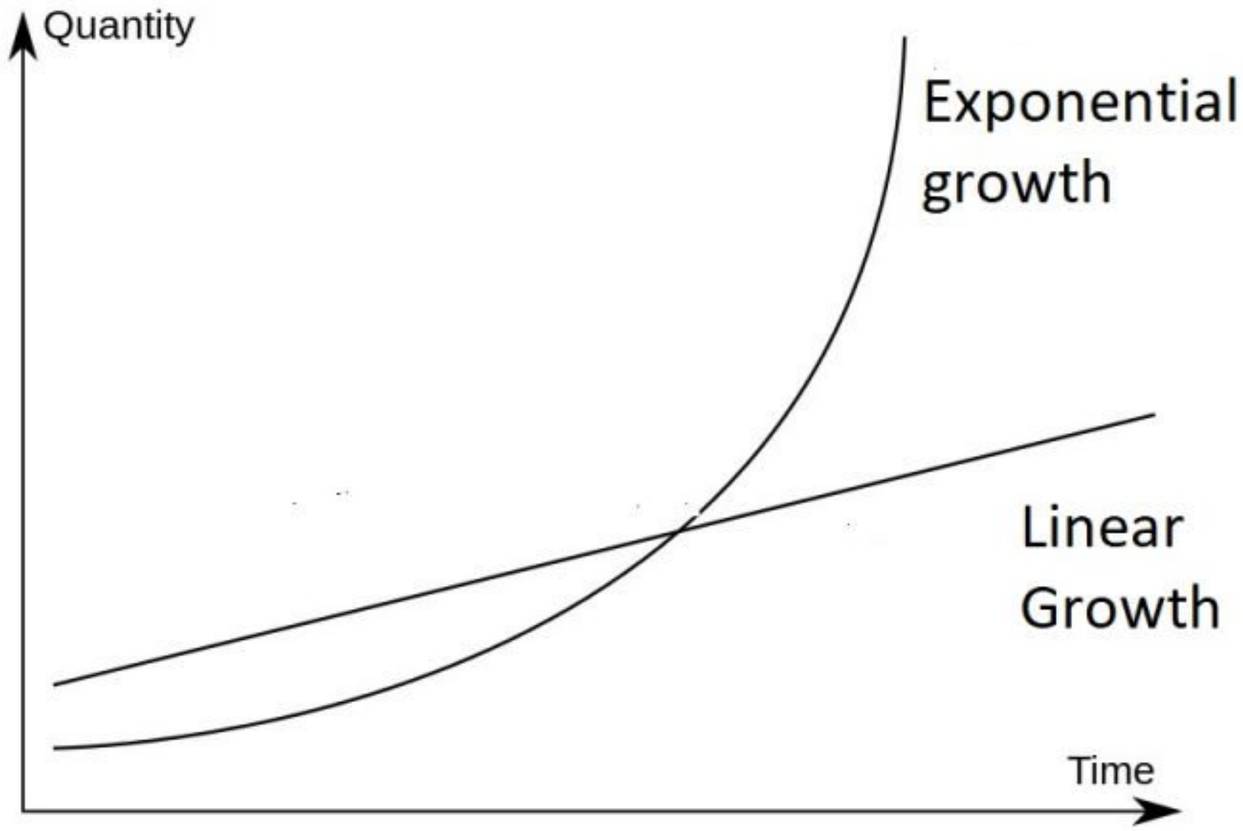
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airbnb

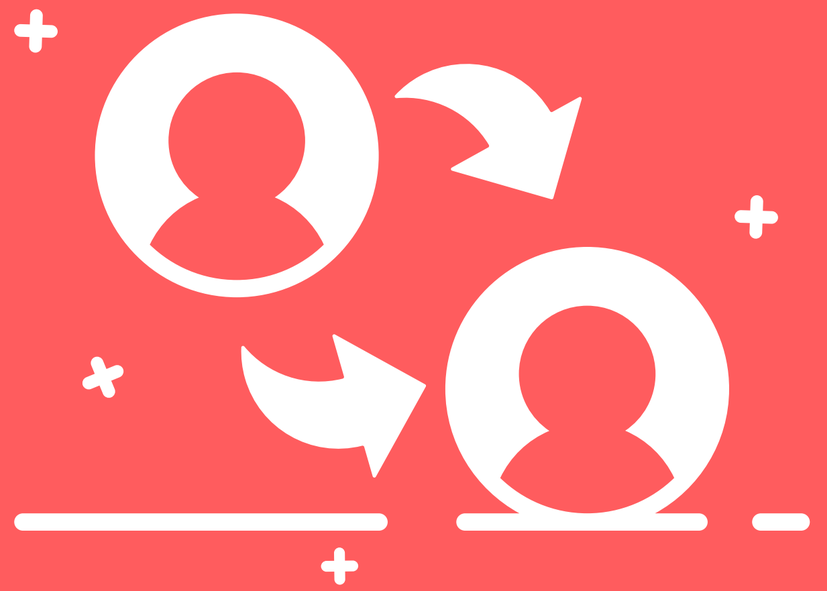
YouTube

PayPal

Uber

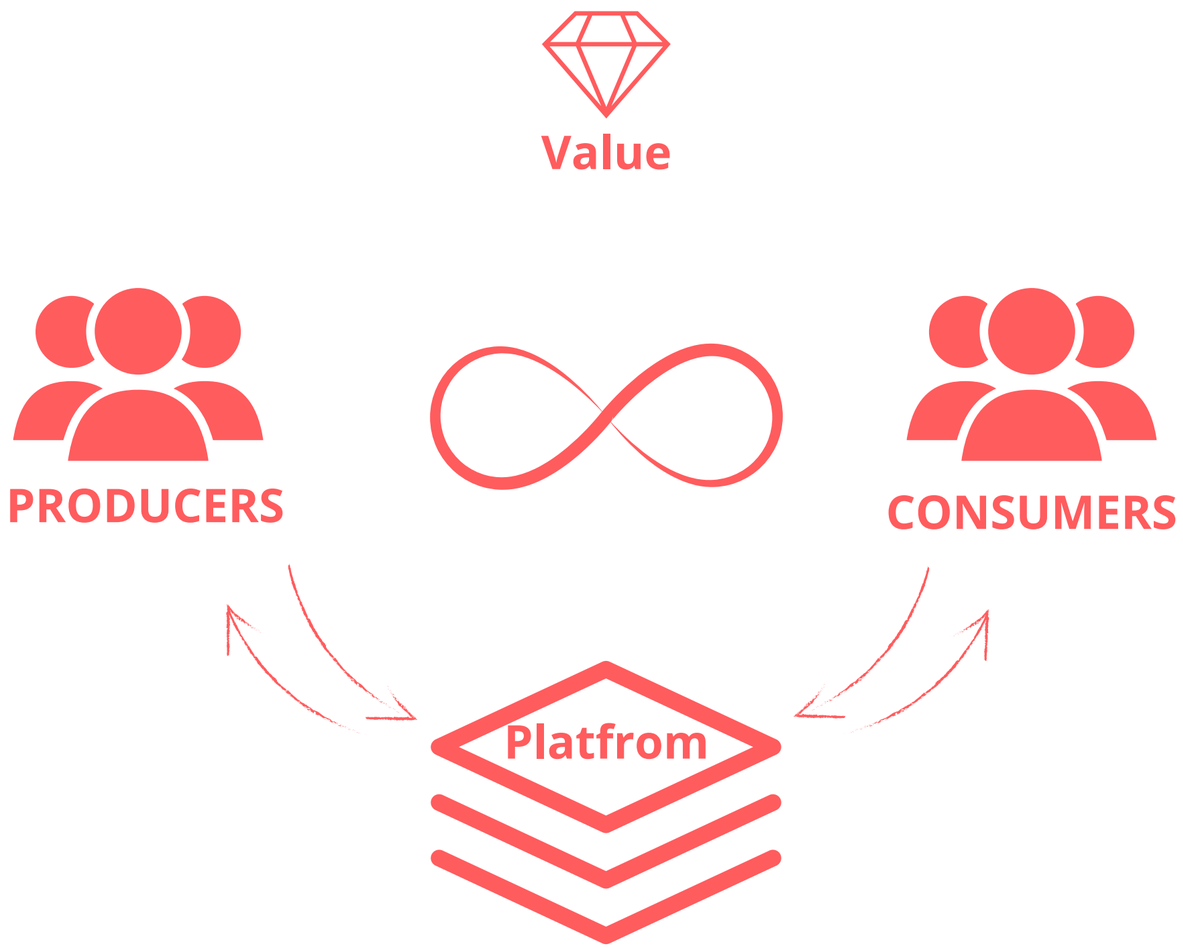




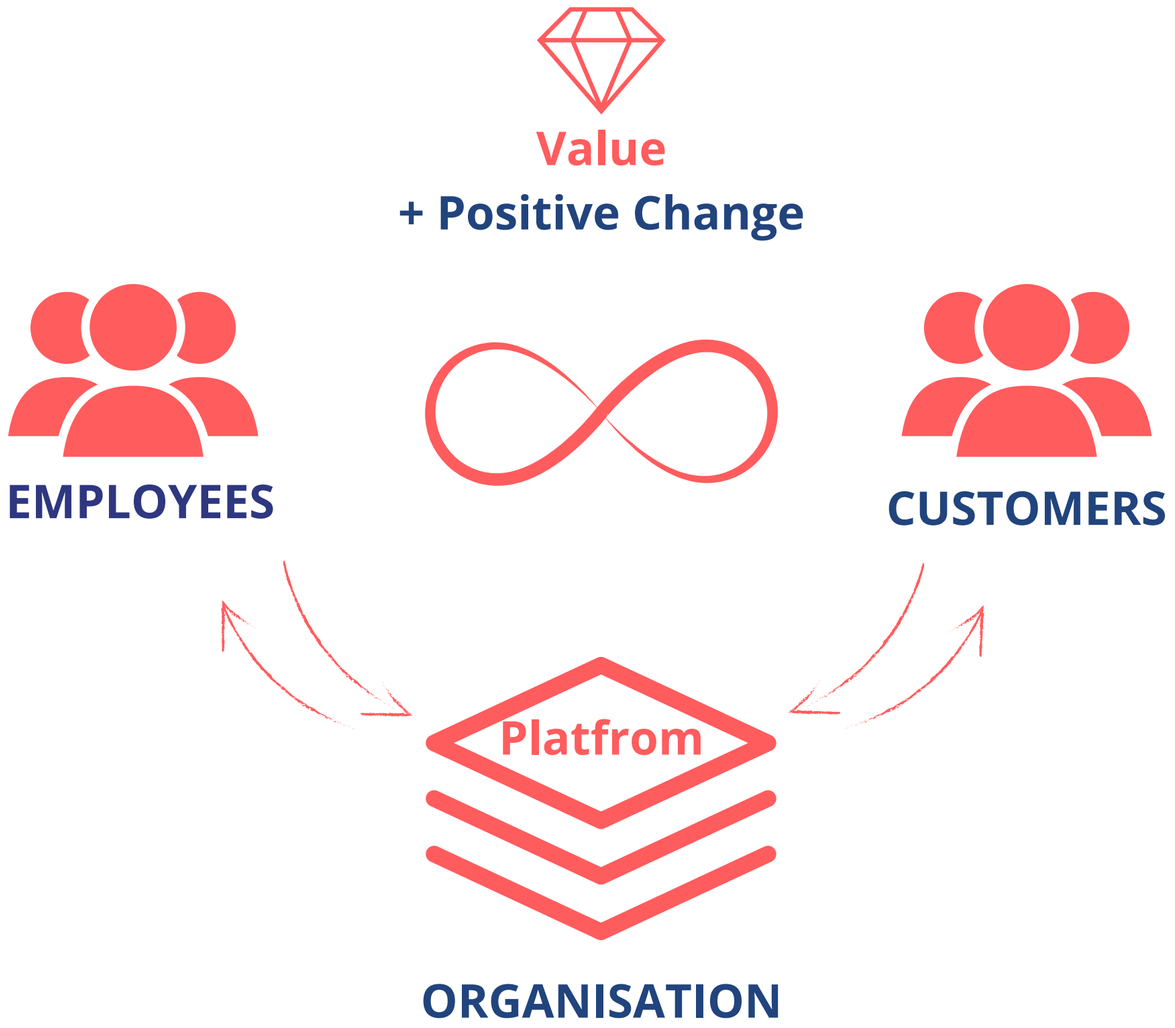


PLATFORM

Any network that enables and facilitates connections and exchanges between parties where participants create value for each other and build value in the ecosystem



ORGANISATION AS A PLATFORM



Lessons from the Platform Revolution

People are key

Without people platforms fail

Interactions

Enabling interactions between participants over providing products and services

Learning

Learn from interactions to improve platforms & increase quality & quantity of interactions

Unlock potential

Achieve remarkable speed in value creation by unlocking human potential

HOW DO WE DO IT?





We must be mindful and deliberate about the kind of changes we introduce in the organisations and their impact.

How do we do it?

01 Putting people first



Do you have a mentor?

Would you like to have a mentor?



How do we do it?

02 Purpose and meaning



Do you have a culture of clear and open communication?

How do we do it?

03 Solving real problems

How much time do you spend talking directly to the customers?



Real Life Case Studies

VIISI	**People first >** Customer second **>** Shareholders last	Customer satisfaction score **9.8 out of 10**
BUURTZORG	Towards **more human, better-motivated** and **truly impactful** work	Staff retention **up by 50%** Overall costs **down by 67%** Client satisfaction **up by 30%**
Haier	**Zero distance to customers** and everyone is an entreprenuer	Revenue and profits **up by 20% annually** over the last 10 years
PANELFISA lantaldearen ekintza	It has never been a one-time transformation, but a **never-ending search** for a **more human**, **more engaging way of working**	On-time delivery **up by 100%** Sales **up by 20%** Margins **up by 51%** Production **up by 63%**

Source: corporate-rebels.com



HOW ABOUT IF WE REFRAME CHANGE AS AN OPPORTUNITY TO DEVELOP A NEW ORGANISATIONAL MODEL?

Let's start a conversation

We already have what it takes



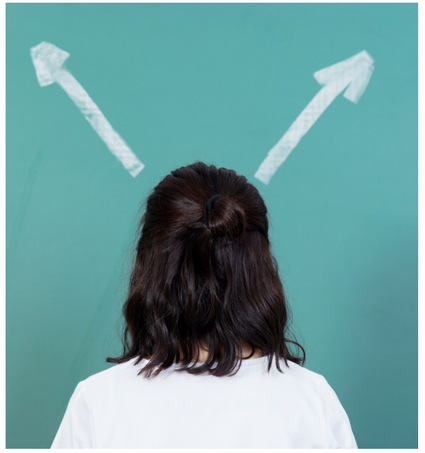
It is a matter of

INTENTION



It is a matter of

COLLABORATION



It is a matter of

CHOICE



LET'S CONNECT

anna@annaurbaniak.com

@annaurbaniak

@theannaurbaniak

annaurbaniak.com

THANK YOU

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#GOTOaar

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