Disruptopia...

...becoming a disruptive leader in a digital age

TEDx

Stephen Scheeler: Founder | The Digital CEO
Former CEO | Facebook ANZ
Chairman | CEBIT Australia 2019
Senior Advisor | McKinsey & Company
Executive-in-Residence | Australian Graduate School of Management @UNSW, Sydney

Facebook ANZ world ranking

#1 revenue growth (2012-17)
#1 ARPU
#1 ad market share
#1 advertiser satisfaction
#1 user pen – FB, IG, Msngr
#1 office for FB culture
US$1b+ in revenue (from $0 in 2012)
#2 media company in ANZ (Google #1)
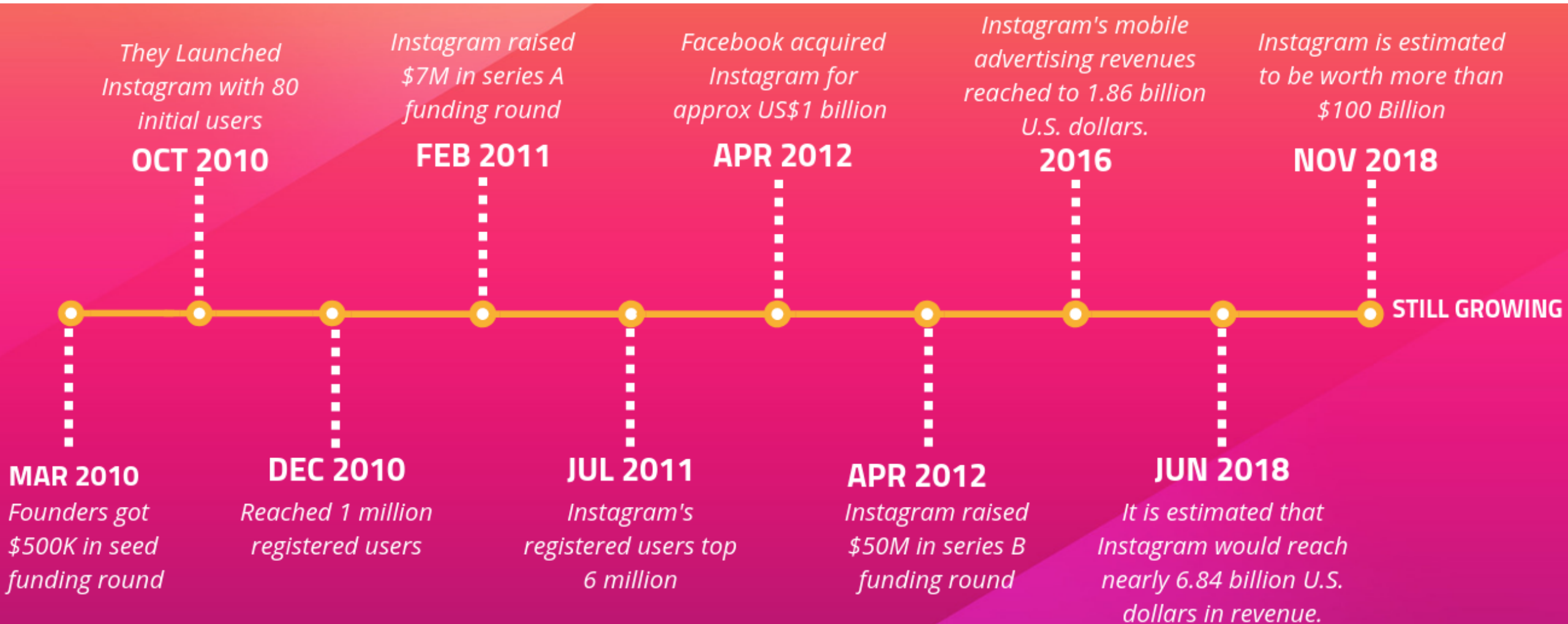
Successful Timeline of Instagram

They Launched Instagram with 80 initial users

OCT 2010

Instagram raised $7M in series A funding round

FEB 2011

Facebook acquired Instagram for approx US$1 billion

APR 2012

Instagram's mobile advertising revenues reached to 1.86 billion U.S. dollars.

2016

Instagram is estimated to be worth more than $100 Billion

NOV 2018

STILL GROWING

MAR 2010

Founders got $500K in seed funding round

DEC 2010

Reached 1 million registered users

JUL 2011

Instagram's registered users top 6 million

APR 2012

Instagram raised $50M in series B funding round

JUN 2018

It is estimated that Instagram would reach nearly 6.84 billion U.S. dollars in revenue.

If you wait for all the data,
you'll be far too late

Don't stop at the obvious –
think about 3rd and 4th order effects

Move fast, break things,
clean up later

6 Pivots

...in just 15 years

**Growth
Data / A.I.
Mobile
Messaging
Video
Privacy**

Constantly experiment
Look for the faint signal
Lead from the top
Be bold
Move fast
Drop everything else

So, what does this all mean for me?

THE GAME HAS CHANGED

Up to 70% of Australian CEO's are not digitally literate

DXC Technology

Vision

Humility   Curiosity

Adaptability   Transparency

Data Dexterity

Customer Obsession

Speed

Unpacking…

SPEED

The ability to move faster than seemingly required

Values of the Agile Manifesto

Agile	Not Agile
Individuals & interactions	Processes & structures
Working software, MVP, ABM	Comprehensive documentation
Customer collaboration	Contract negotiation
Responding to change	Following a plan

Time is a fixed resource

Speed is a learned skill

Focus on impact

Tell
Ask
Decide
Brainstorm

2-pizza teams
Open plan
Stand up meetings
Sprints
MVP
Hackathons

Unpacking…

DATA DEXTERITY

The ability to apply
data & analytics
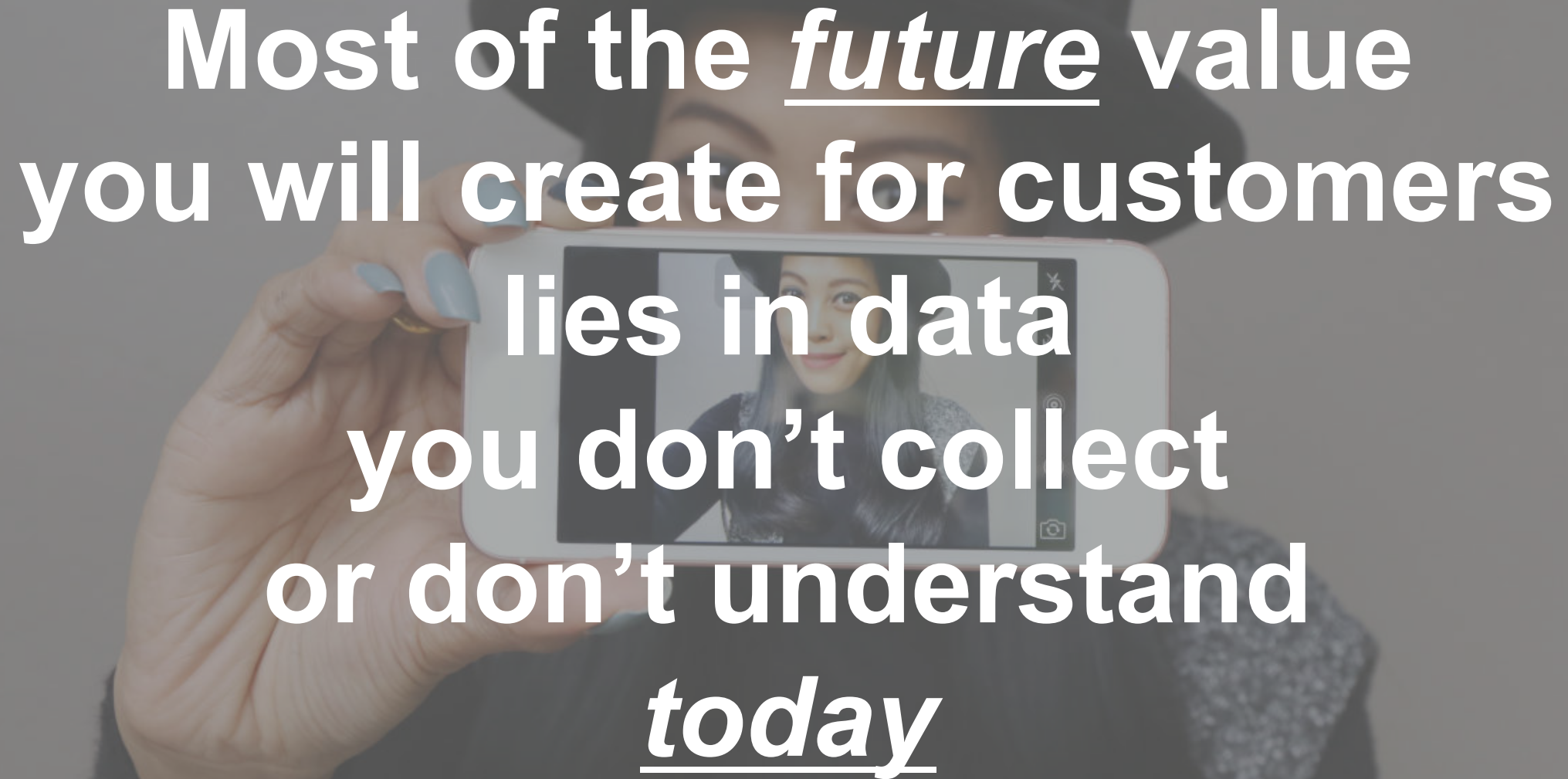to everyday,
long-term
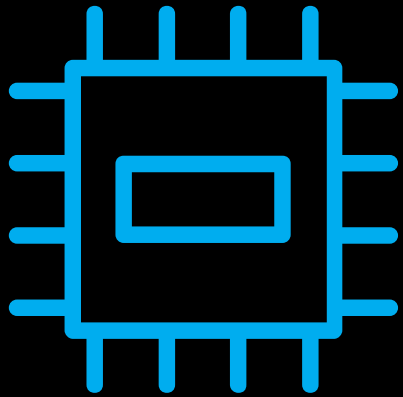& game-changing
decision-making

Data is the new…opals!

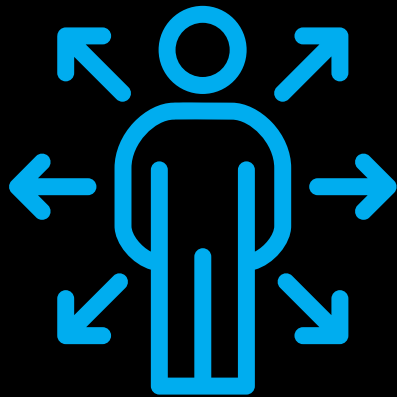# 90% of the data in human history…

…was generated in the last 2 years

Most of the *future* value
you will create for customers
lies in data
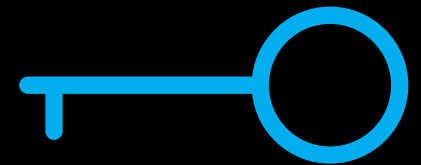you don't collect
or don't understand
today

Computing power | **Quantity of data** | **Cheap storage** | **Machine learning**

Is there a dog in this picture?

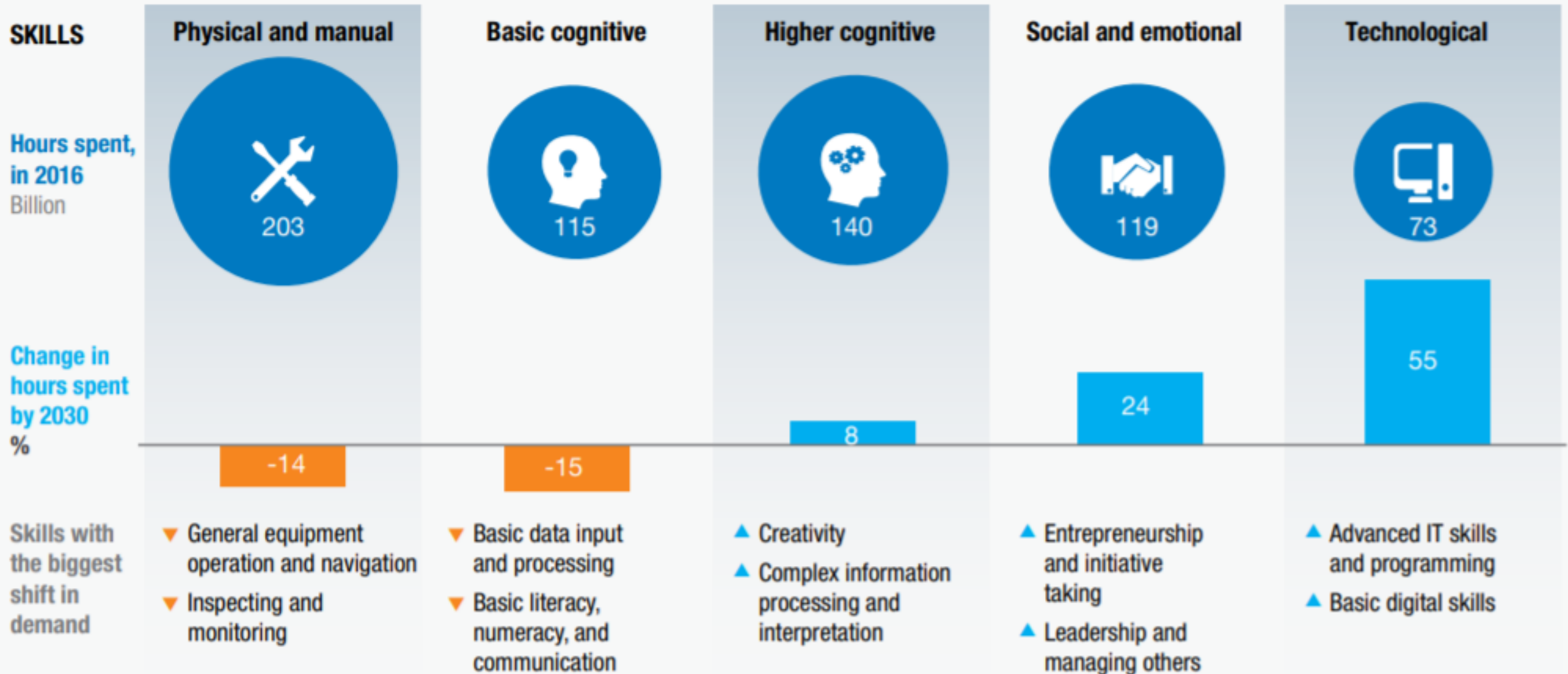

Since 2012,
with Machine Learning...

Image recognition

28% → 7% error rate

Speech recognition

26% → 4% error rate

Automation and AI will change the skills needed in the workforce

Total is for United States and 14 Western European countries

| SKILLS	Physical and manual	Basic cognitive	Higher cognitive	Social and emotional	Technological
Hours spent, in 2016 Billion	203	115	140	119	73
Change in hours spent by 2030 %	-14	-15	8	24	55
Skills with the biggest shift in demand	▼ General equipment operation and navigation ▼ Inspecting and monitoring	▼ Basic data input and processing ▼ Basic literacy, numeracy, and communication	▲ Creativity ▲ Complex information processing and interpretation	▲ Entrepreneurship and initiative taking ▲ Leadership and managing others	▲ Advanced IT skills and programming ▲ Basic digital skills

Unpacking…

CUSTOMER OBSESSION

The combination of data insights, obsession & paranoia that leads to *continuously better* customer outcomes

Friction
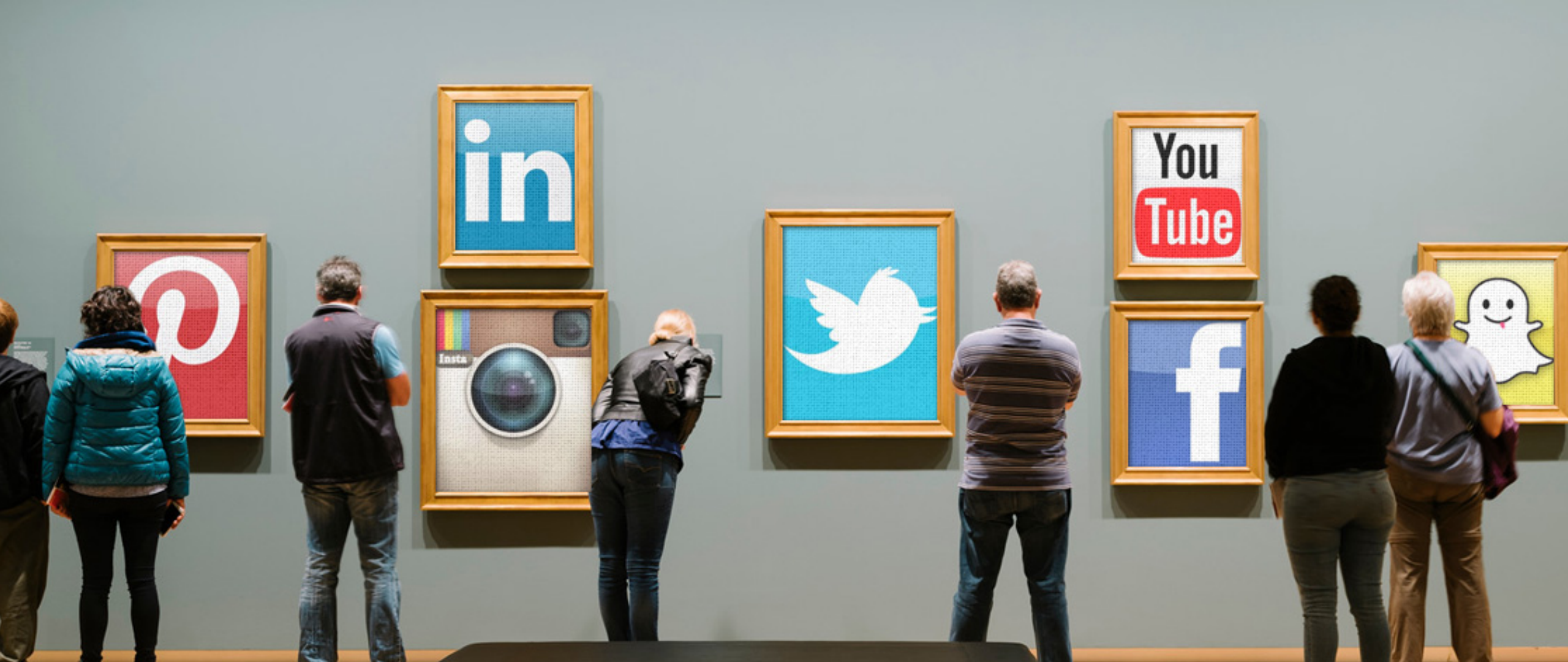
Curation

Thank you!

stephen@digitalceo.com.au

+61 412 534 592

digitalceo.com.au