

The Choice of 21-century Organizations: to Transform or not to Be?

THANK YOU!

Zornitsa Nikolova
E: zornitsa.nikolova@nearby.com
T: @zornitsa
Website: <http://nearby.com>



The Change



The Challenge



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Zornitsa Nikolova
E: zornitsa.nikolova@tearfly.com
T: 02 92 92 92 92
Website: <http://tearfly.com>



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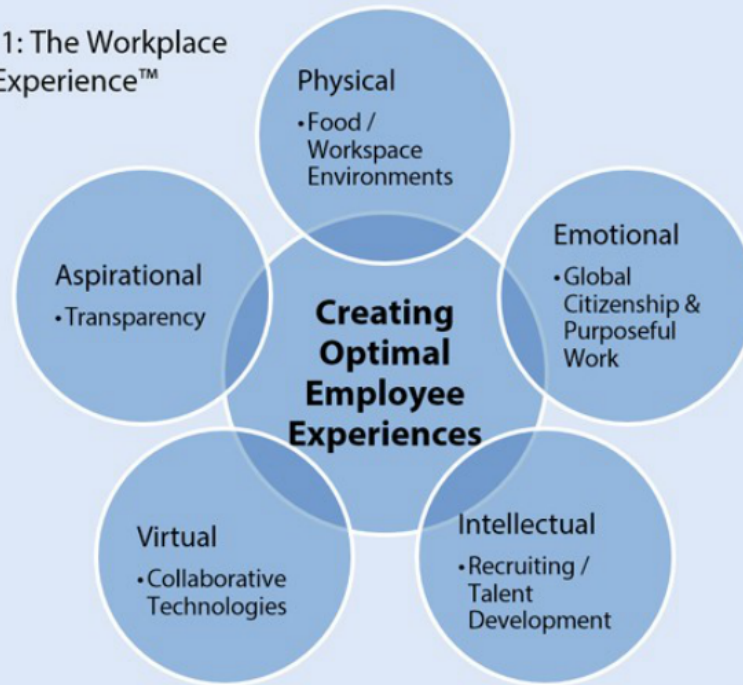
Zornitsa Nikolov

Nina & Airbnb



Closer Look at Airbnb

Figure 1: The Workplace
As An Experience™

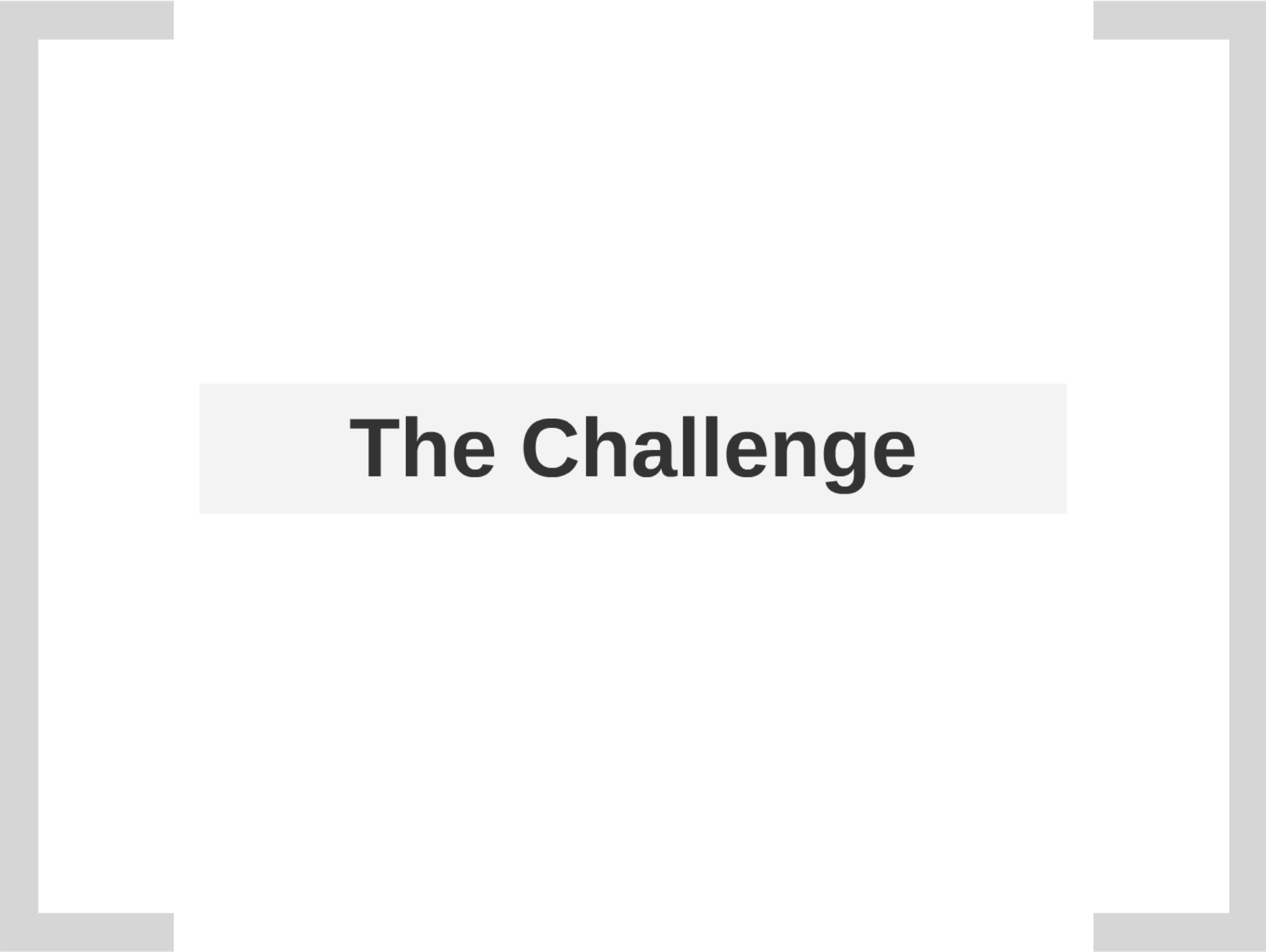


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Workplace experience

A More Abstract Perspective





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Technological Advancement in the 21st Century



Smart Phone

E-Reader

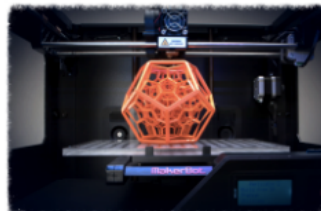


Social Media



Cloud

3D Printer



Virtual Reality

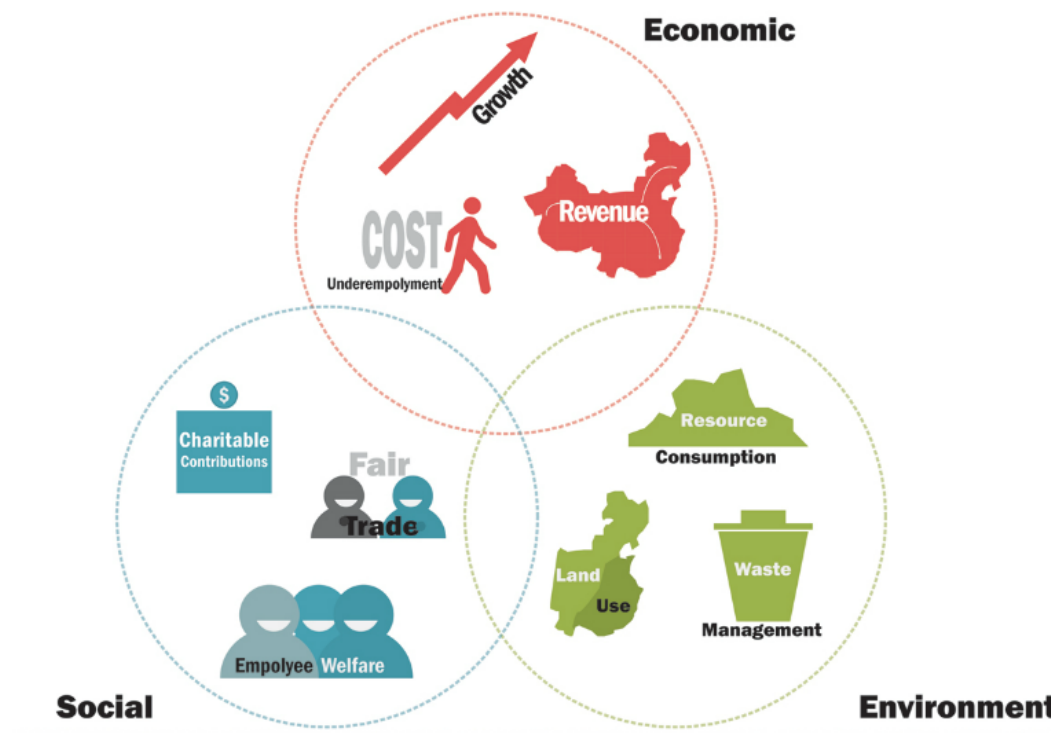
New ways to do business & low entry barrier

Focus on the Individual



*Financial crisis as a catalyst for user-oriented culture
and focus on talent*

New Responsibilities to Organizations



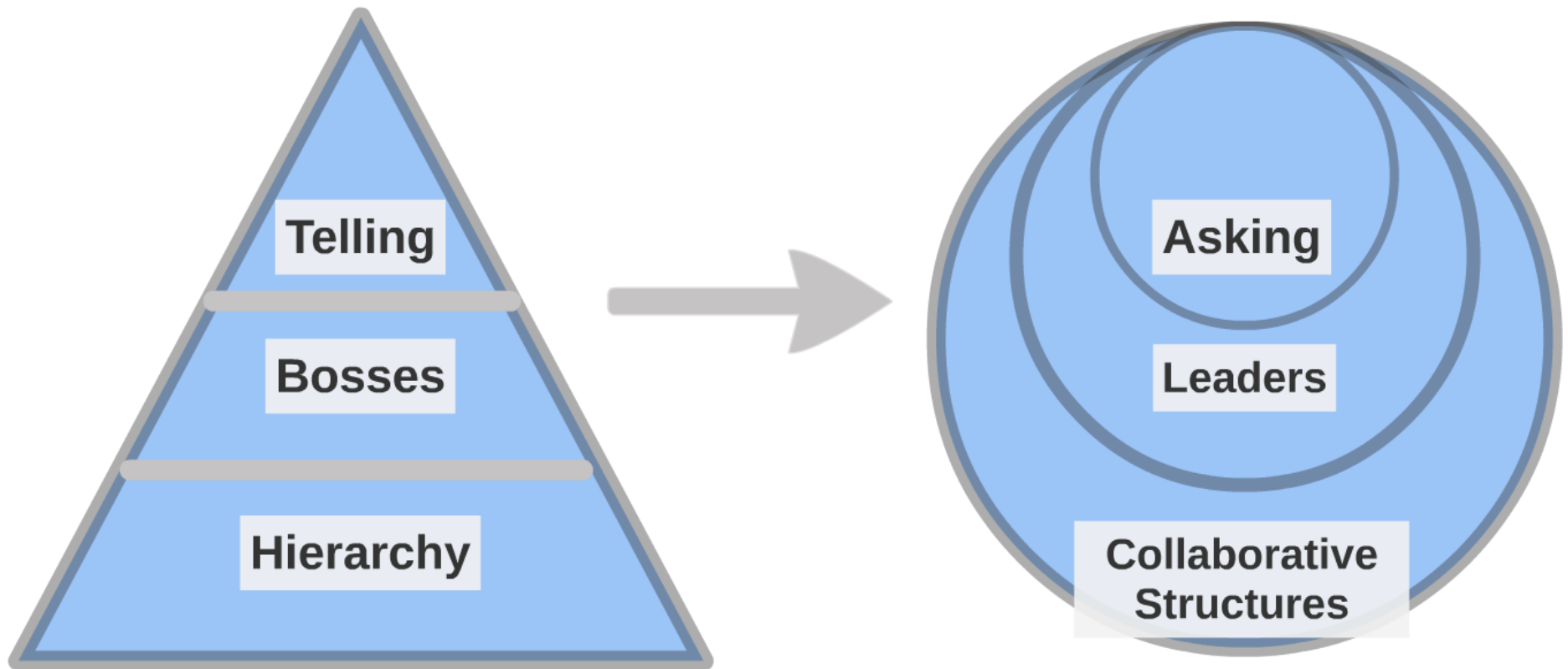
From "I" to "We"

Generation Y



Freedom in the DNA

The Transformation Challenge



Survival Path



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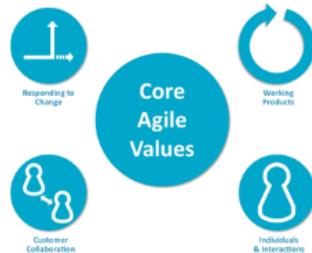
Top-Down Transformation



- *Leaders champion coaching culture*
- *Open communication, transparency*
- *Solution focus*



- *Team and individual empowerment to take decisions*
- *Greater responsibility and engagement*



- *Encouragement of agile values*
- *Fostering transparency and response to change*

Being the Transformation

Active listening

Solution-oriented discussions

***5 small steps you can
initiate tomorrow***

Feedback

Continuous improvement



Plan with team



Do daily standups



***Communicate
openly up and down***



Visualize progress



Retrospect

Transparency

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E: zornitsa.nikolova@leanify.com

T: @zorretto

Website: <http://leanify.com>

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