

# DIGITAL TRANSFORMATION

## THROUGH LEADERSHIP




**Jan Grønbech**  
Country Director Google Norway

**Your  
Least  
Complex  
Day**





**40% of  
Fortune 500  
Will disappear**

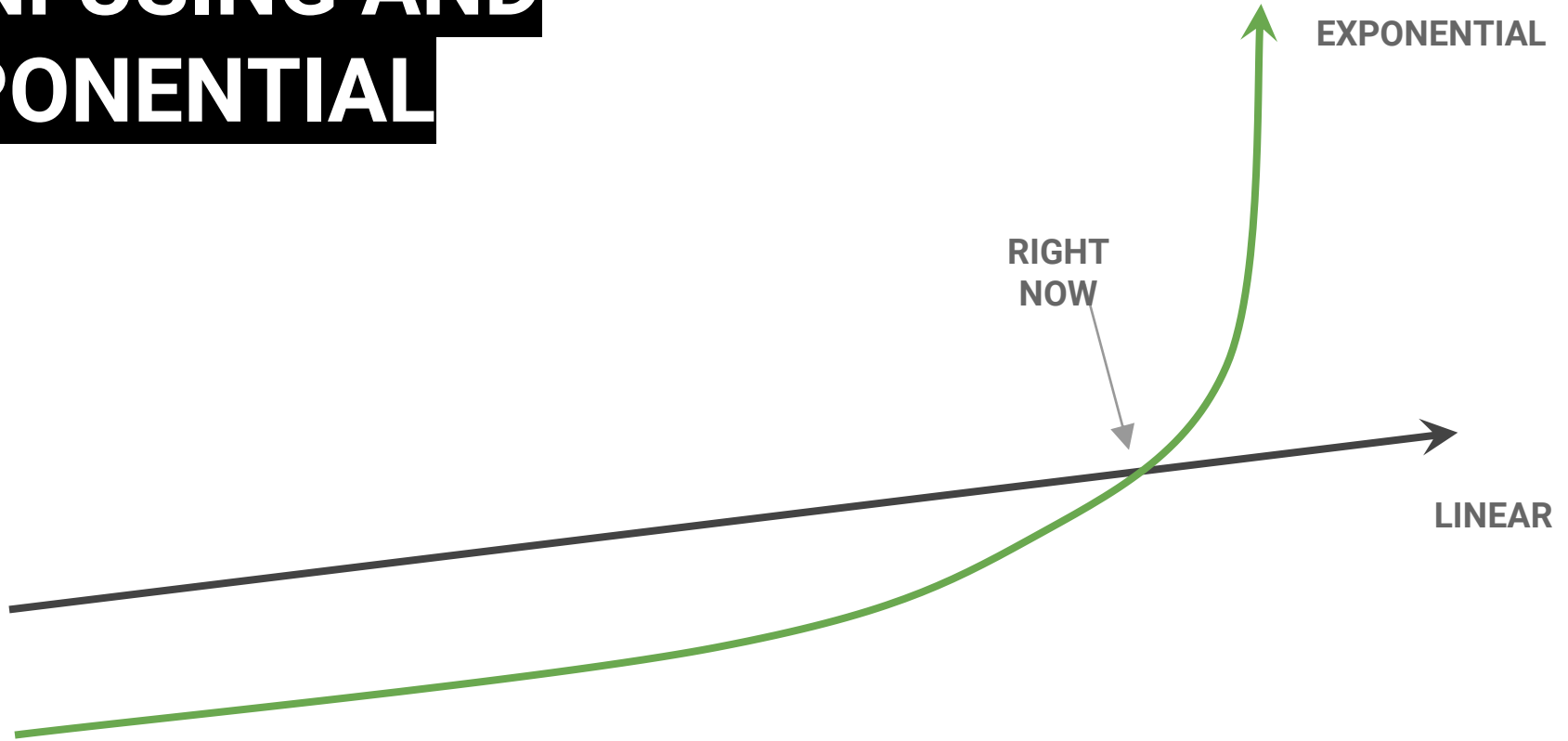


**New, more  
customer friendly,  
business models  
will take over**

A modern office interior with cubicles and desks, overlaid with a grid pattern and the text "DIRTY DULL DANGEROUS". The office is brightly lit with recessed ceiling lights. The cubicles are arranged in a grid pattern, with desks and chairs. The text is centered in the image, with "DIRTY" on the top line, "DULL" on the middle line, and "DANGEROUS" on the bottom line. The text is white and bold, set against a black background.

**DIRTY**  
**DULL**  
**DANGEROUS**

# CONFUSING AND EXPONENTIAL





**LAST YEAR'S**  
**VS**  
**NEXT YEAR'S**  
**RESULT**







# COOPERATION 30 YEARS AGO

CREATE

COMMUNICATE

COMMENT

CONSOLIDATE



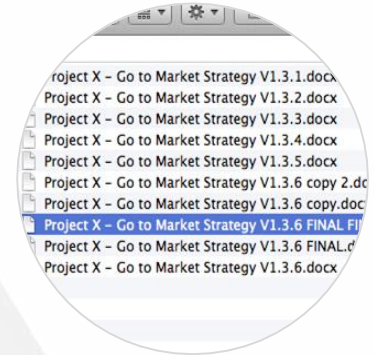
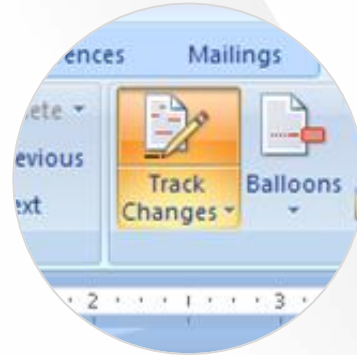
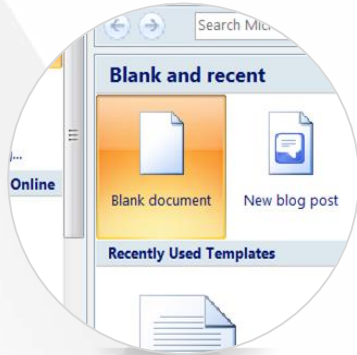
# NEW TOOLS - SAME PROCESS

CREATE

COMMUNICATE

COMMENT

CONSOLIDATE







**OVER 50% OF ALL TRAFFIC**



A man with a beard, wearing a grey cardigan over a white t-shirt and blue jeans, stands by a large window in a modern office. He is looking out the window and holding a smartphone in his left hand. The office features a desk with a computer monitor, a printer, and a bookshelf in the background. Two large, silver, dome-shaped pendant lamps hang from the ceiling. The scene is brightly lit by natural light from the window.

**MEASURE FOR  
GROWTH**

**MEASURE ALL PLATFORMS**

**ATTRIBUTE**

**AUTOMATE**



**1999's  
HOTTEST**







“Machine learning is a core, transformative way by which we’re rethinking how we’re doing everything.”

– *Sundar Pichai*





# THE IMPOSSIBLE BURGER

It's here. A delicious burger made entirely from plants for people who love meat. No more compromises. Ready for an introduction?









# VITAL SIGNS MONITOR

Vital signs under monitoring...

15:41:42



Heart Beat Rate

14

## Sensing your heartbeat

### Using WiFi signals

Movement Count

0

No Breathing Event

0

# ELBPHILHARMONIE

DESIGNED BY  
AN ALGORITHM







**INTERNET  
FOR  
ALL**