

מי
צדיך
מנהלים?

קובי בן משה,
מנכ"ל קבוצת AVIV AMCG

11010010101010

© כל הזכויות שמורות לקבוצת AVIV AMCG

2030

כשהילדים המתחילים כיתה
א' היום ייכנסו לשוק העבודה

50%
מהמקצועות הקיימים
היום לא יתקיימו

65%

מהם יעבדו במקצוע
שאינו קיים עדיין



הדיגיטציה 'משבשת' ענפים עסקיים ומעצבת מחדש את התחרות העסקית

 UBER World's largest taxi company Owns NO 	 airbnb World's largest Accommodation provider Owns NO 	 skype WeChat World's largest Phone companies Owns NO 	 Alibaba Group World's most Valuable retailer Owns NO 
 facebook. Most popular Media owner Owns NO 	 SocietyOne World's fastest Growing bank Owns NO 	 NETFLIX World's largest movie house Owns NO 	 Apple Google World's largest Software vendors Owns NO 

5 מרכיבים טכנולוגיים



המהפכה הדיגיטלית תשפיע באופן משמעותי על מקצועות שקיימים כיום

סיכון גבוה

מקצועות הכוללים משימות



חלק משמעותי מבעלי התפקידים העירוניים



ידניות ○ חזרתיות ○ מבוססות נהלים

יחסית

סיכון נמוך



עובדי סיעוד ורפואה

מתכננים/אדריכלים

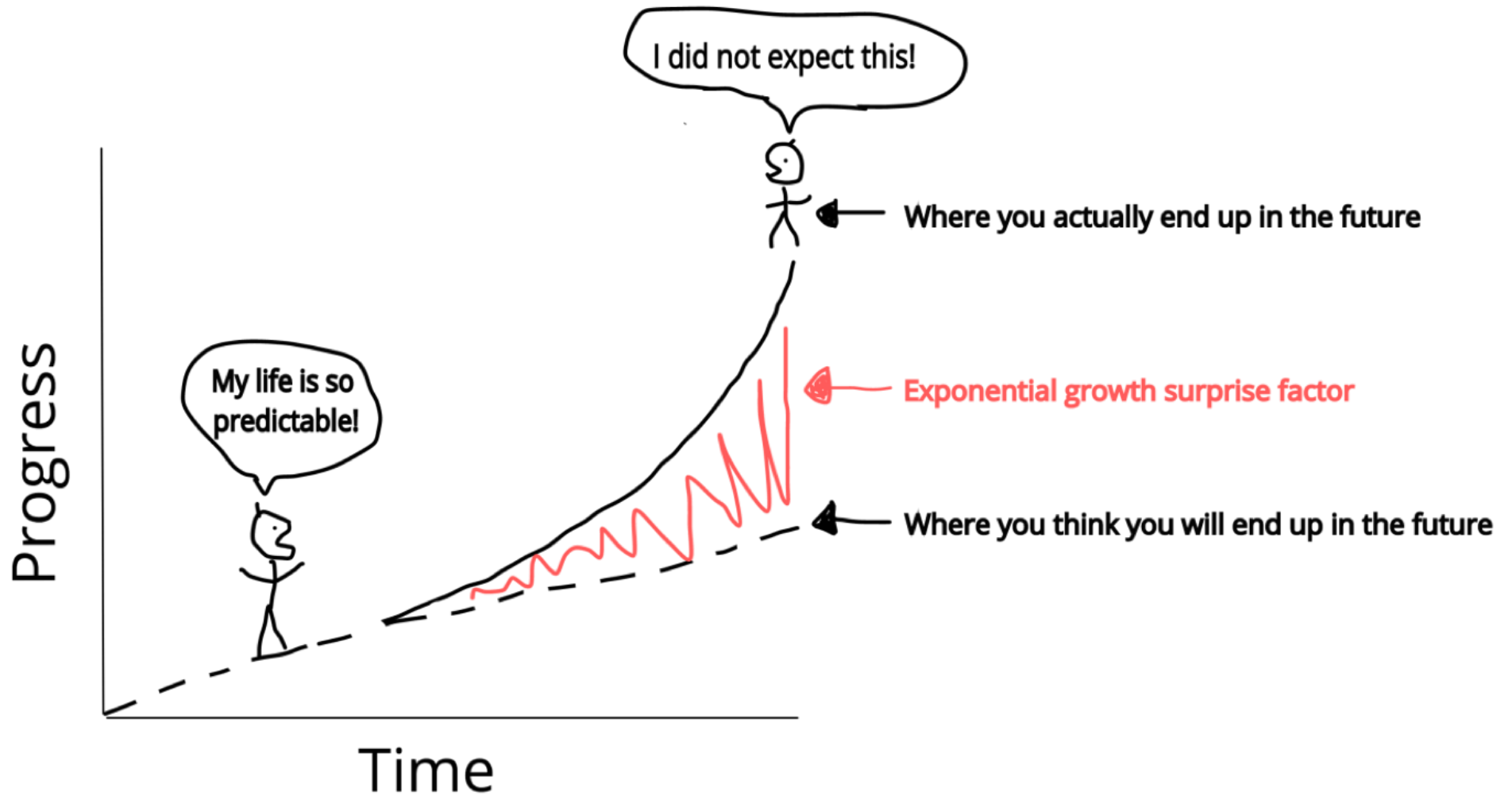
חוקרים



“What if we don't change at all... and something magical just happens”



קצב השינויים



NYC 1900 - איפה הדנב?



1913 NYC - איפה הסוס?



בואו נדבר קצת על תעשיית הרכב ...





מכונית עם מחשב

מחשב על גלגלים



בואו נדבר קצת על תעשיית הרכב...

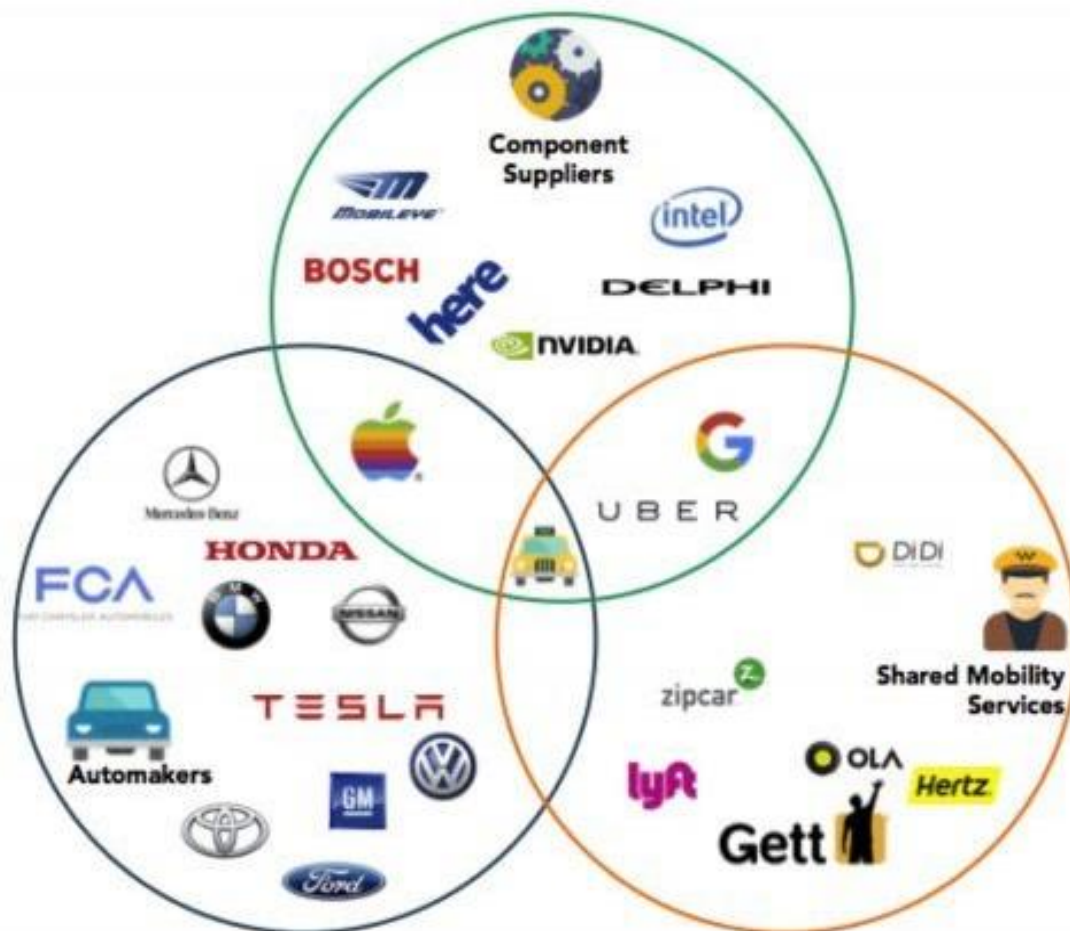


Image sources: Wikimedia, Company Media Kits

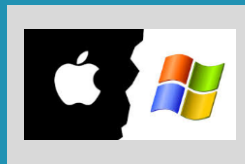
BI INTELLIGENCE

על קריאת מציאות ...

NASDAQ:AAPL 656.08 ▲ +7.97 (+1.23%) Open: 650.08 High: 656.315 Low: 649.9 Close: 656.08
August 20, 2012



Source: TradingView.com



Silicon Alley Insider

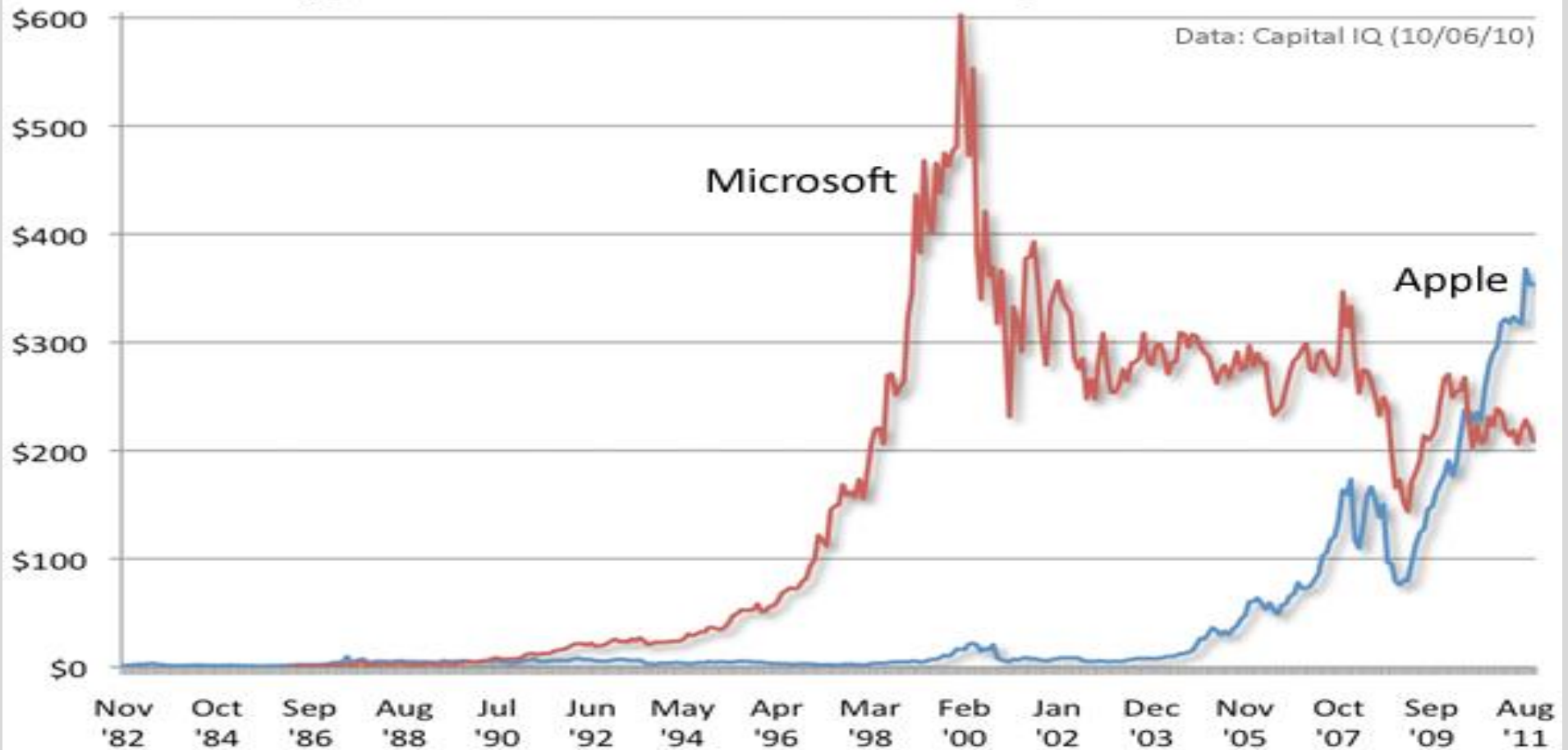


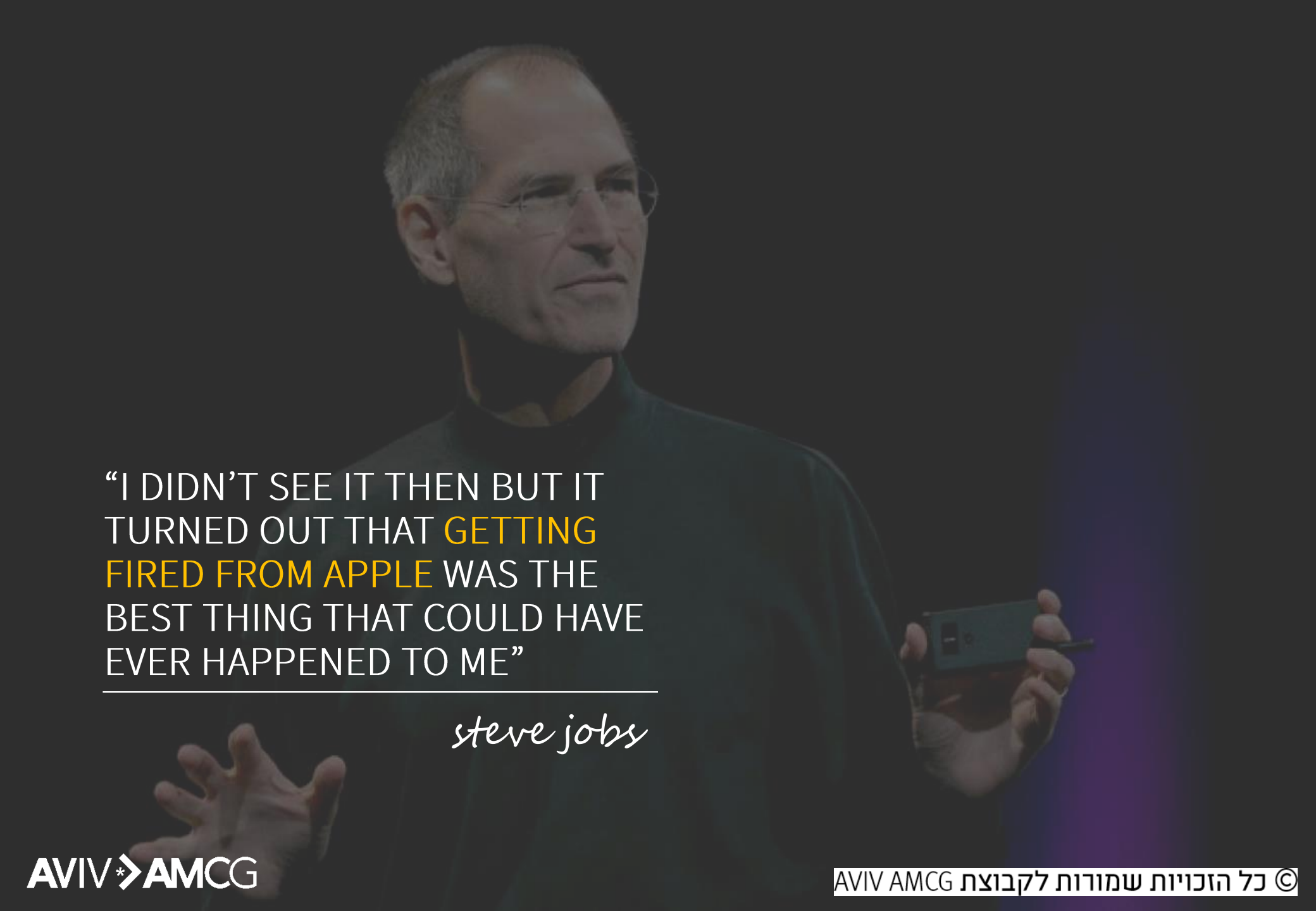
Chart of the Day

n Billions

Apple Vs. Microsoft Market Capitalization

Data: Capital IQ (10/06/10)

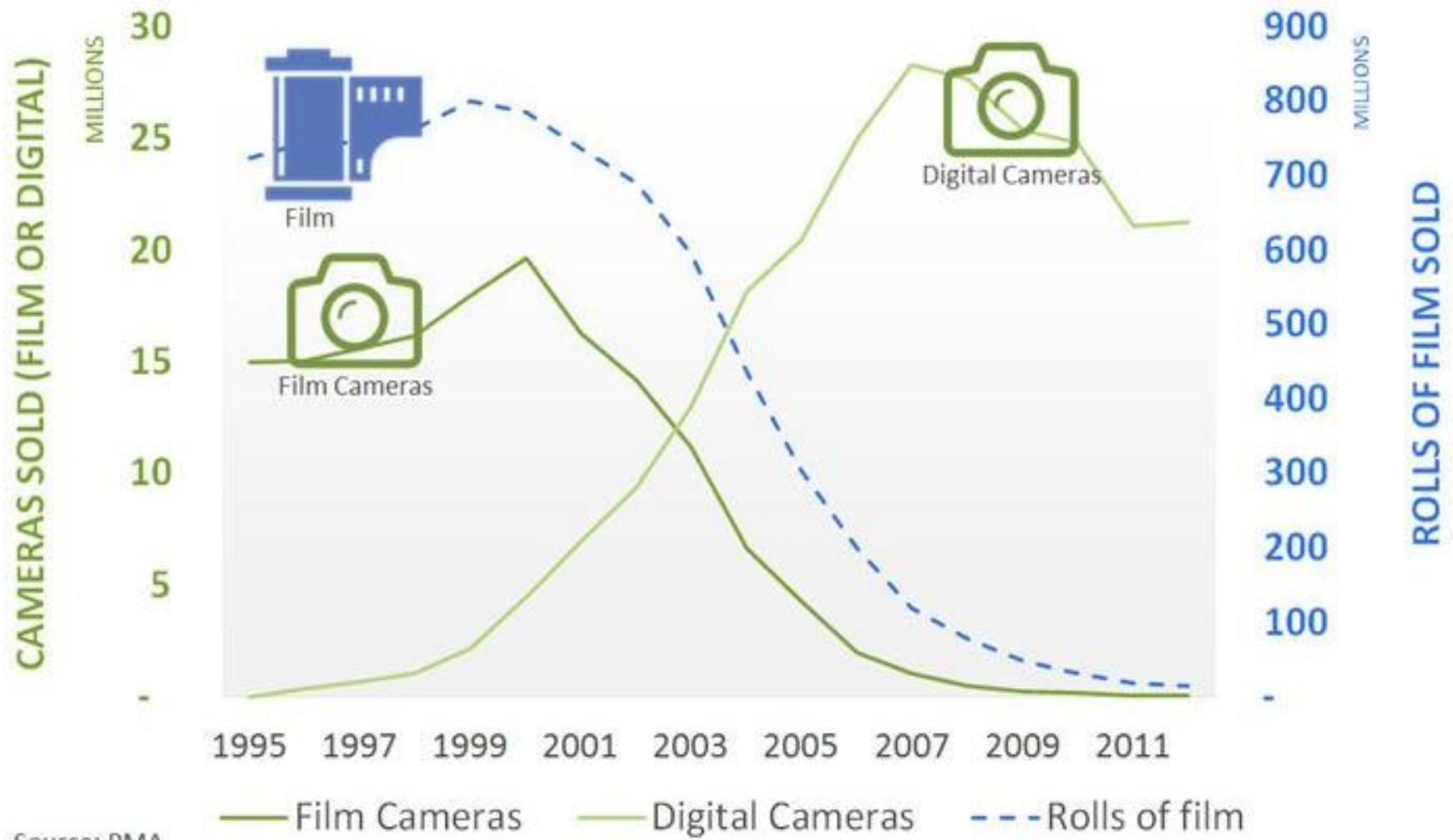


A dark, semi-transparent image of Steve Jobs holding a small electronic device, likely an early iPhone, in his left hand. He is wearing his signature black turtleneck and glasses. The background is dark with a hint of purple light on the right side.

“I DIDN’T SEE IT THEN BUT IT
TURNED OUT THAT **GETTING
FIRED FROM APPLE** WAS THE
BEST THING THAT COULD HAVE
EVER HAPPENED TO ME”

steve jobs

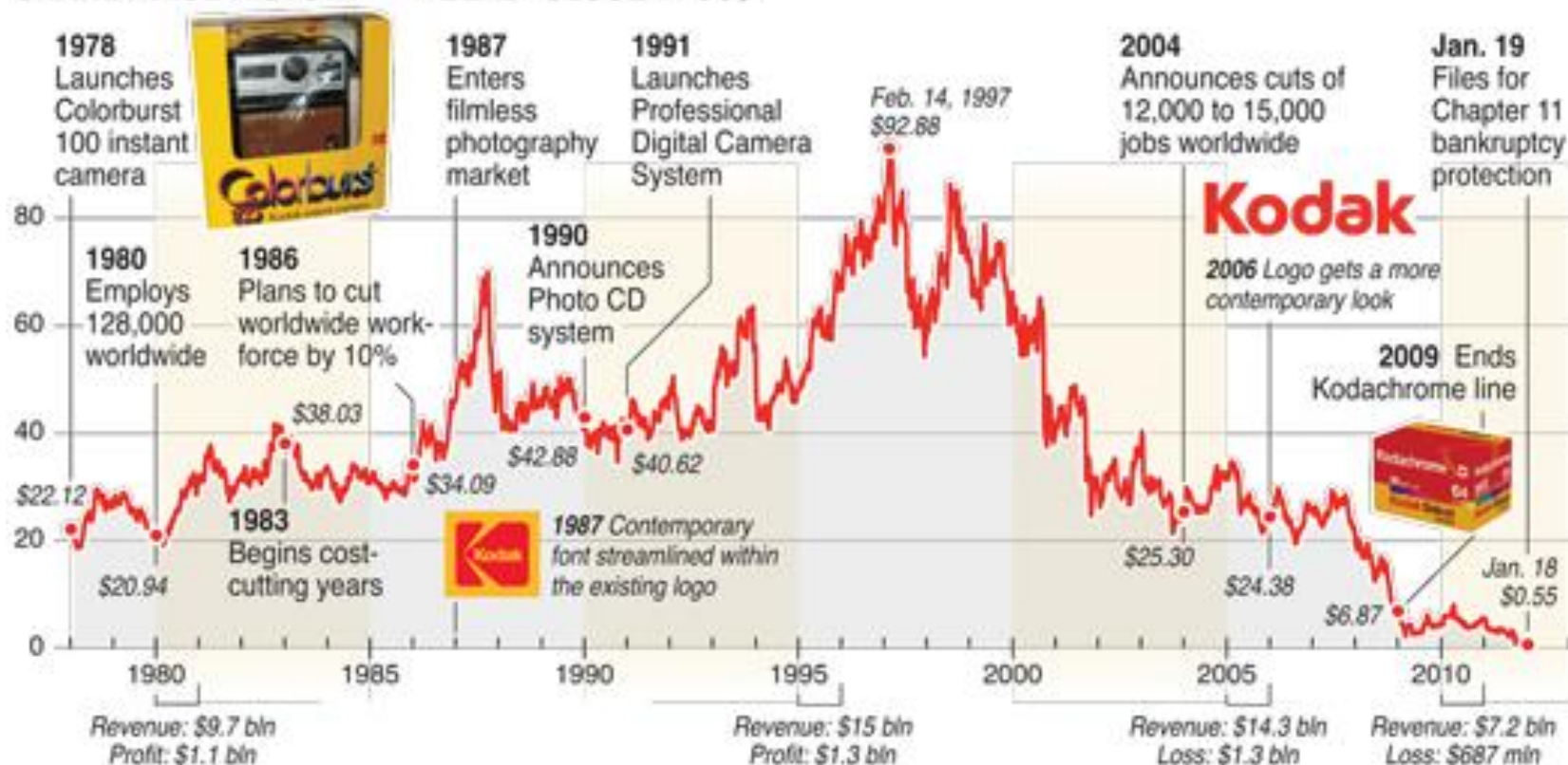
The Tidal wave of digital photography



KODAK FILES FOR BANKRUPTCY

Eastman Kodak Co, a 130-year-old photographic film pioneer, has filed for bankruptcy protection. It said it had also obtained a \$950 million, 18-month credit facility from Citigroup to keep it going

SHARE PRICE HISTORY — WEEKLY CLOSE IN US\$



Sources: Eastman Kodak Co., Thomson Reuters, news reports

REUTERS



Conclusion

- Great example of strategic failure.
- Different models and theoretical concepts were applied to identify key factors that have led the company from where it was to where it stands today.
- Lessons we can learn:
 - *External environment can be deceiving*
 - *Change happens*
 - *Greatest strength can be weakness*
 - *Innovation is not the perfect solution*
 - *Its not all over till its over*

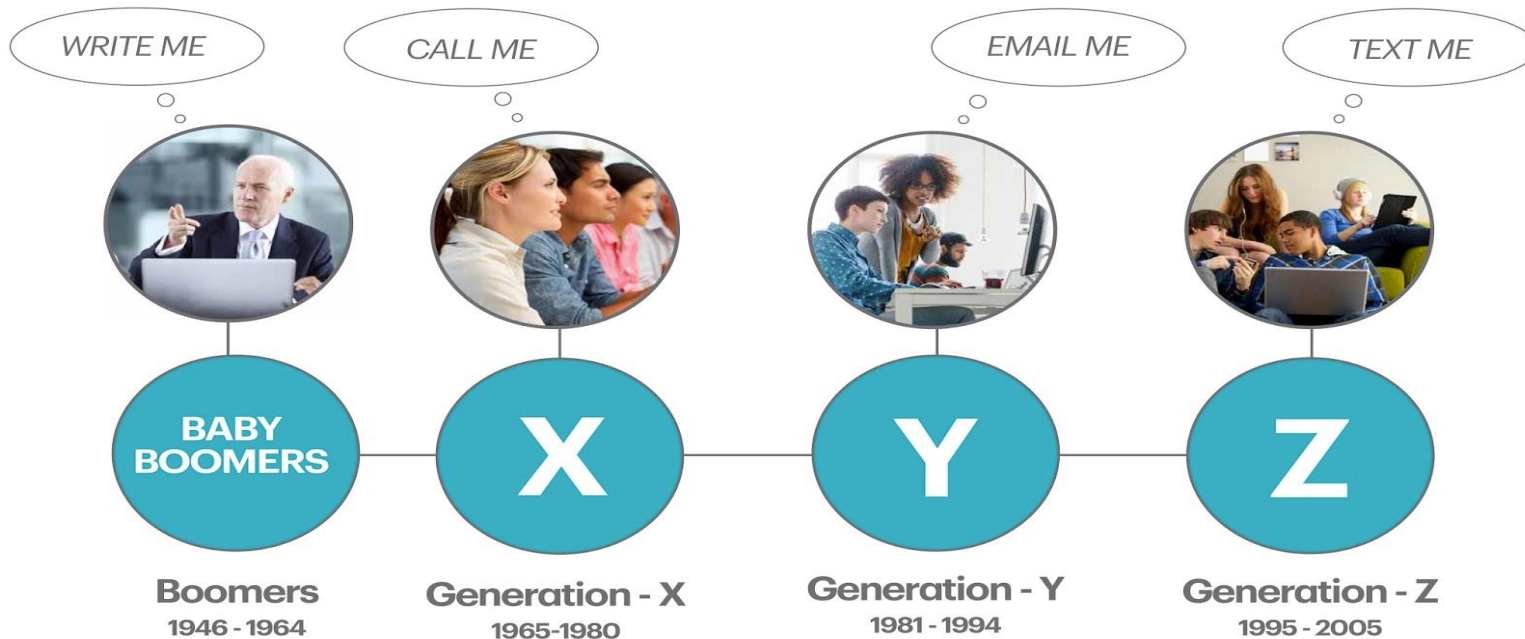
Kodak



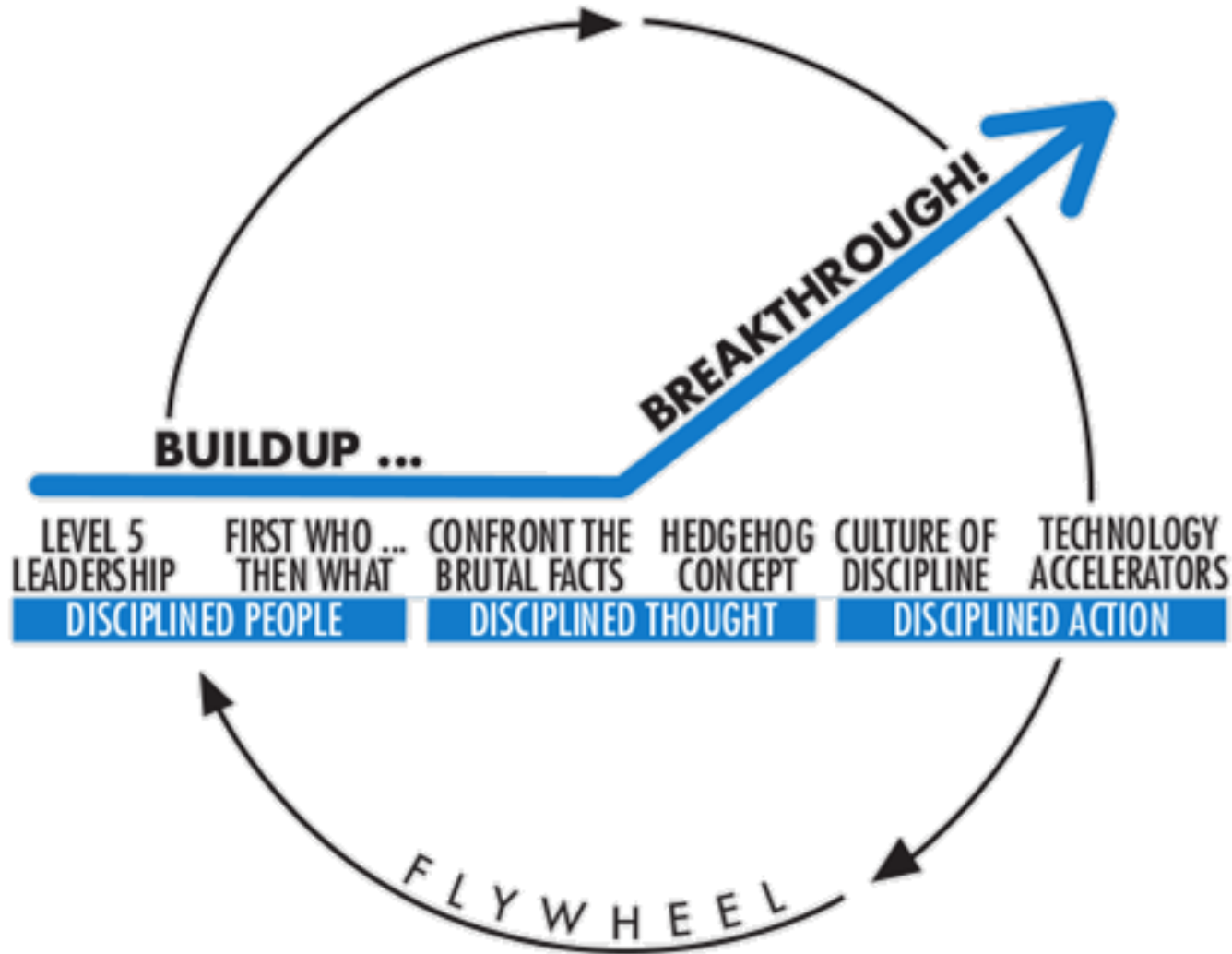
הסתגלות לשינויים "דוריים"



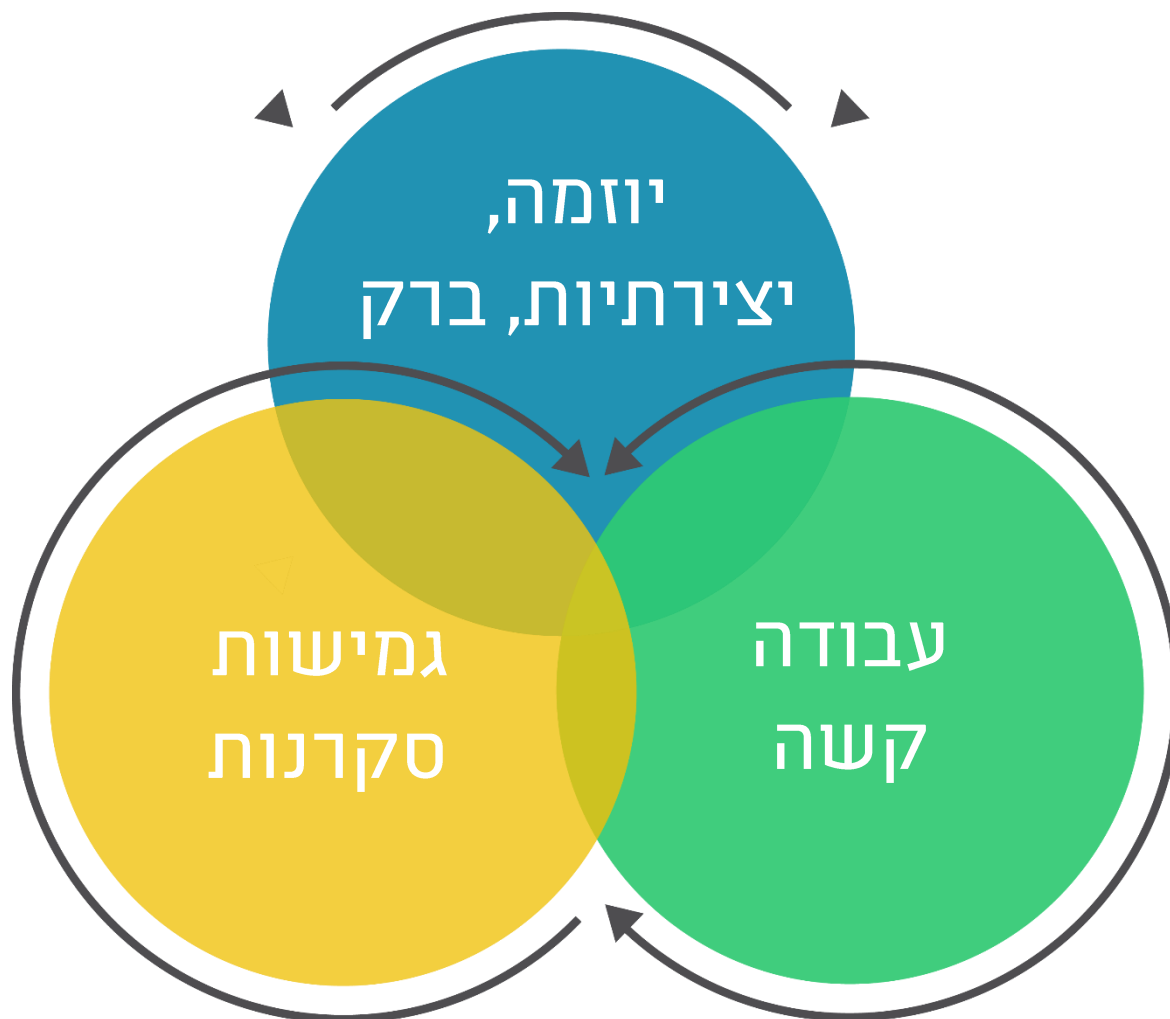
FIVE GENERATIONS WORKING SIDE BY SIDE IN 2020



גלגל התנופה ומנהיגות

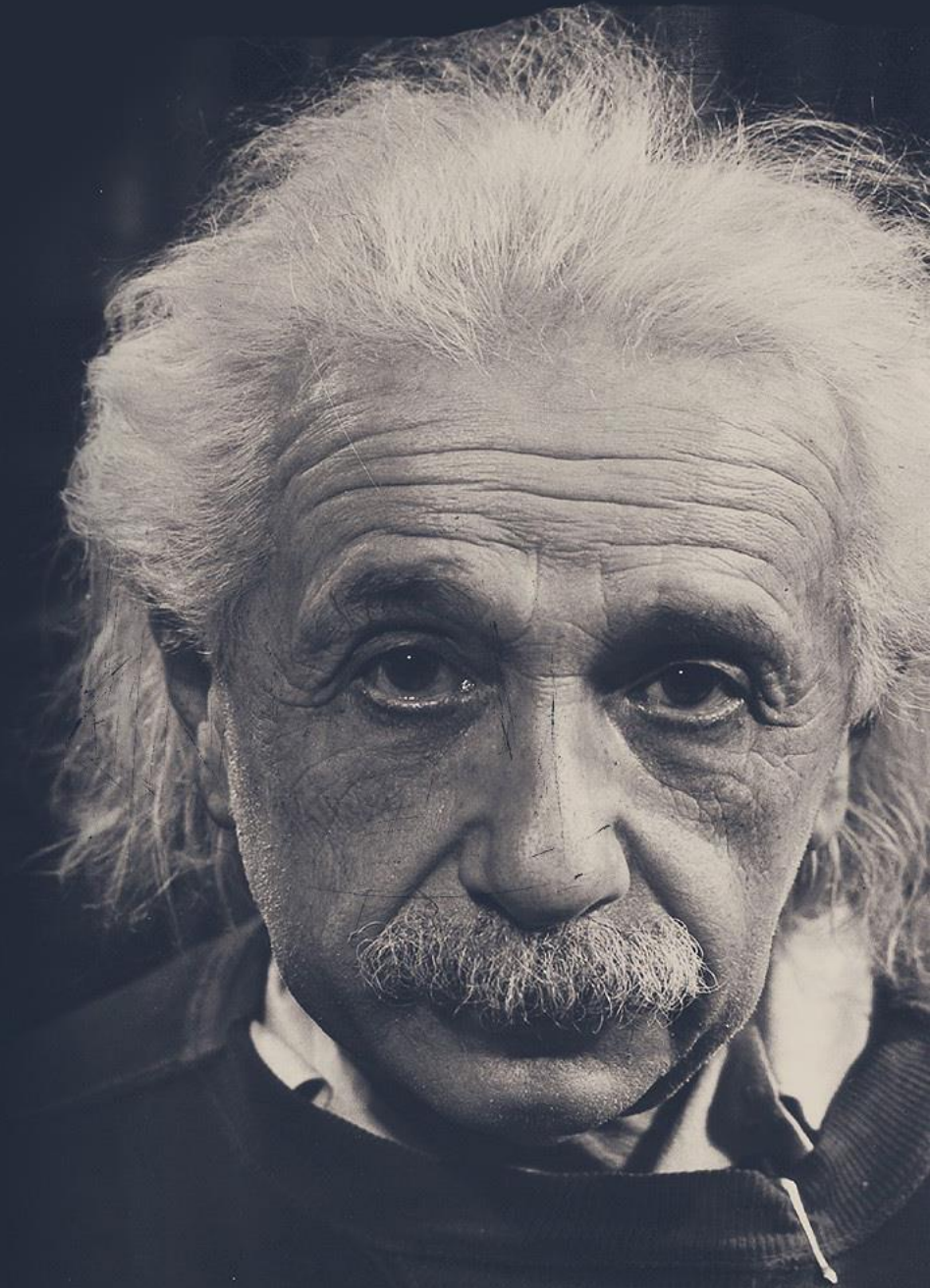


מרכיבים אנושיים התורמים למהפכה בקרב צוותי העבודה



“WE CANNOT SOLVE OUR PROBLEMS
WITH THE SAME THINKING WE USED
WHEN WE CREATED THEM”

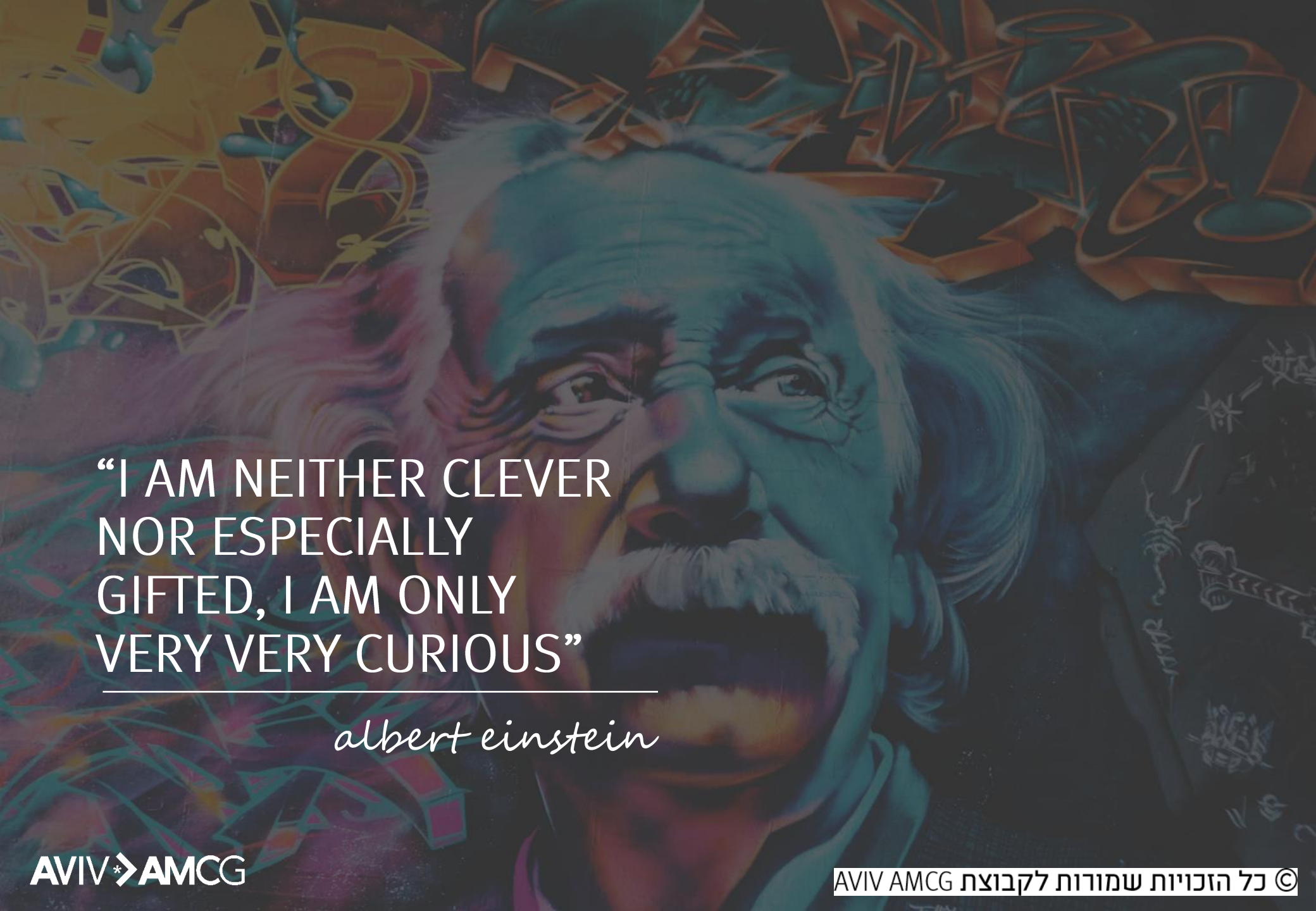
albert einstein





“THE ONLY PLACE
SUCCESS COMES
BEFORE **WORK**
IS IN THE DICTIONARY”

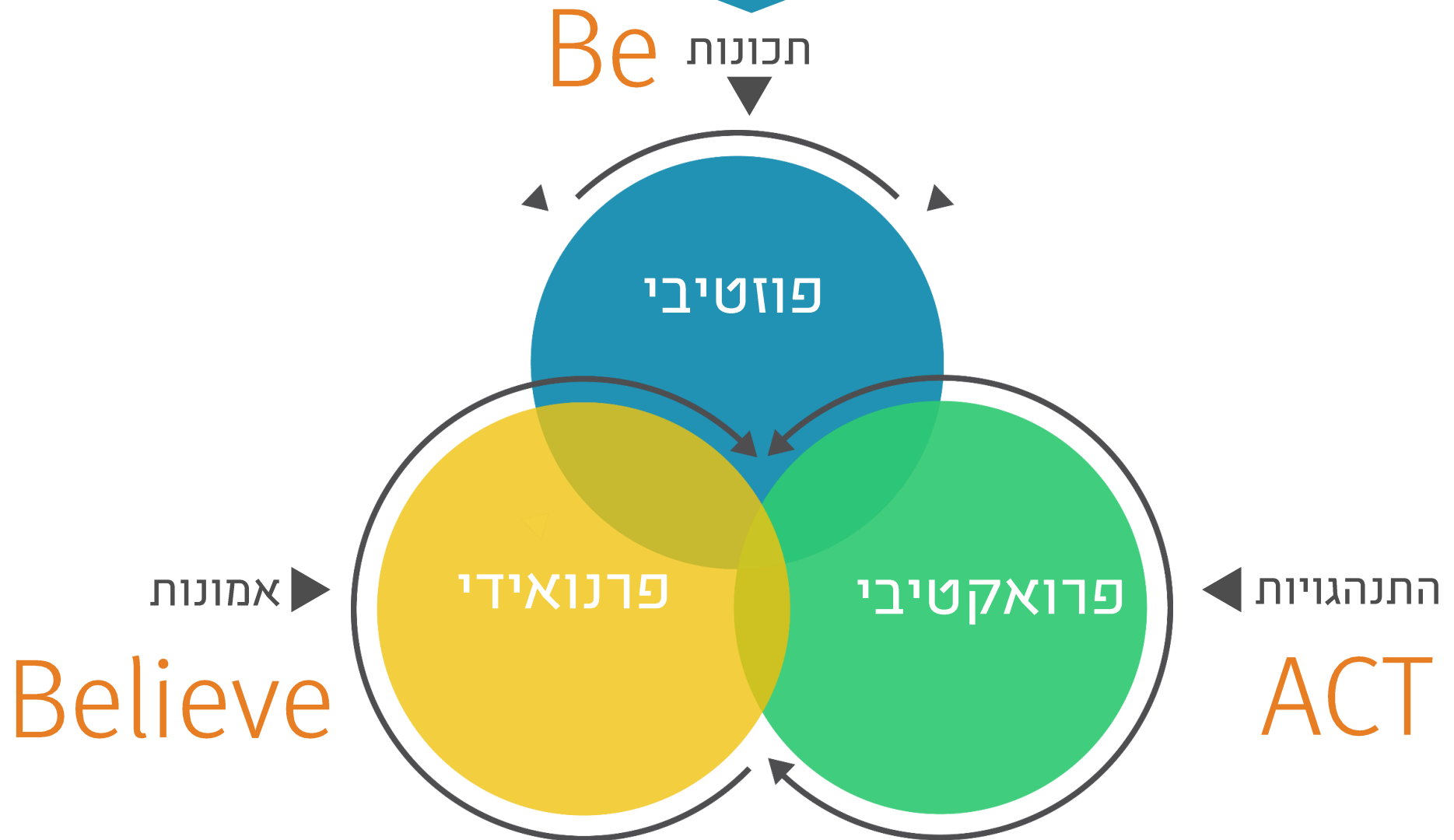
Vince Lombardi



“I AM NEITHER CLEVER
NOR ESPECIALLY
GIFTED, I AM ONLY
VERY VERY CURIOUS”

albert einstein

PPP - מרכיבים אנושיים התורמים למהפכה



ANDREW S.

GROVE

CHAIRMAN OF THE BOARD OF INTEL CORPORATION

ONLY THE
PARANOID
SURVIVE

HOW TO EXPLOIT THE CRISIS
POINTS THAT CHALLENGE
EVERY COMPANY

INCLUDES A NEW CHAPTER ON THE IMPACT OF
STRATEGIC INFLECTION POINTS ON YOUR CAREER

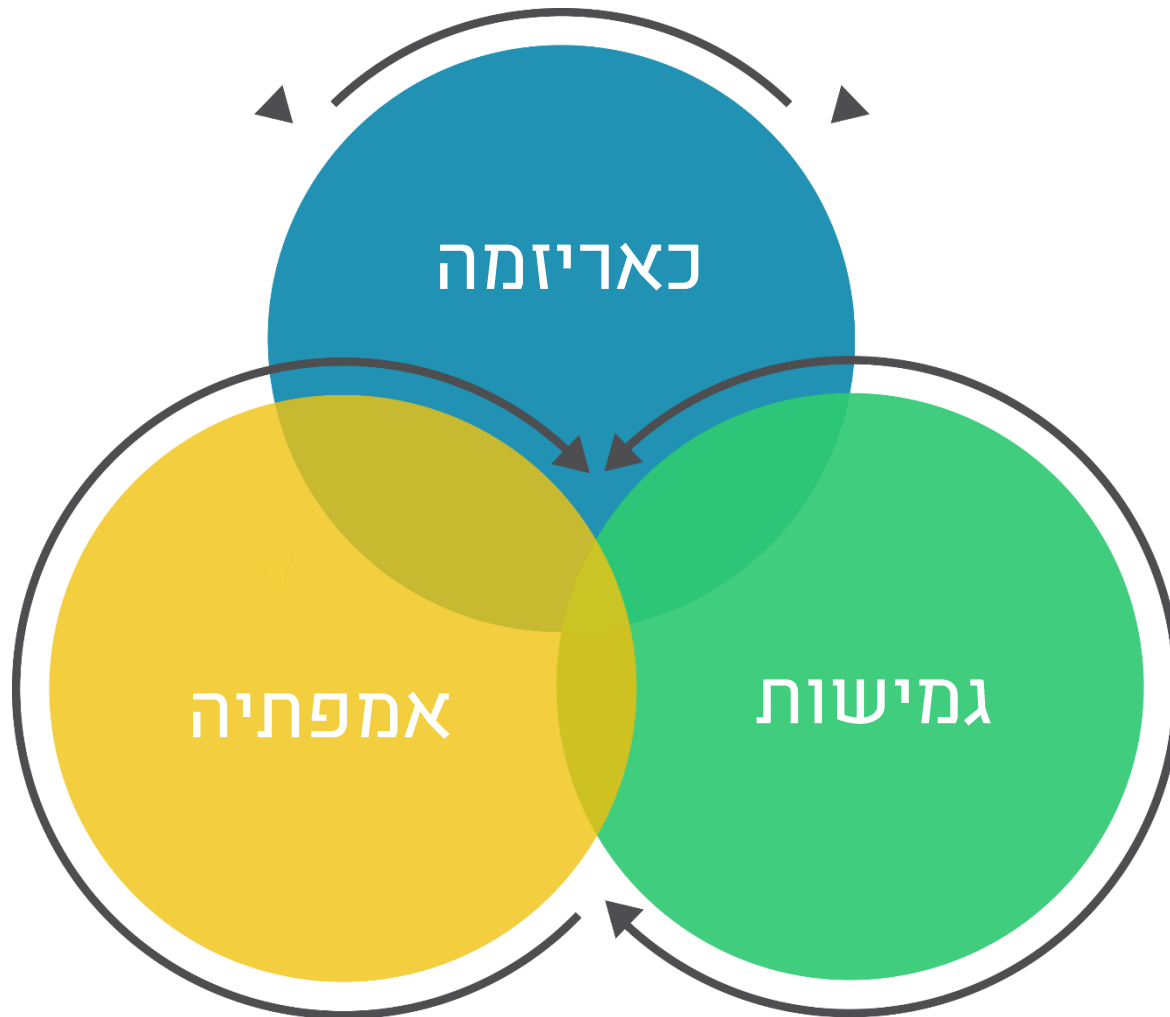
1997
TIME MAGAZINE
MAN OF THE
YEAR



LIFE IS:
WHAT HAPPENS
TO ME ○
WHAT I MAKE
HAPPEN ○

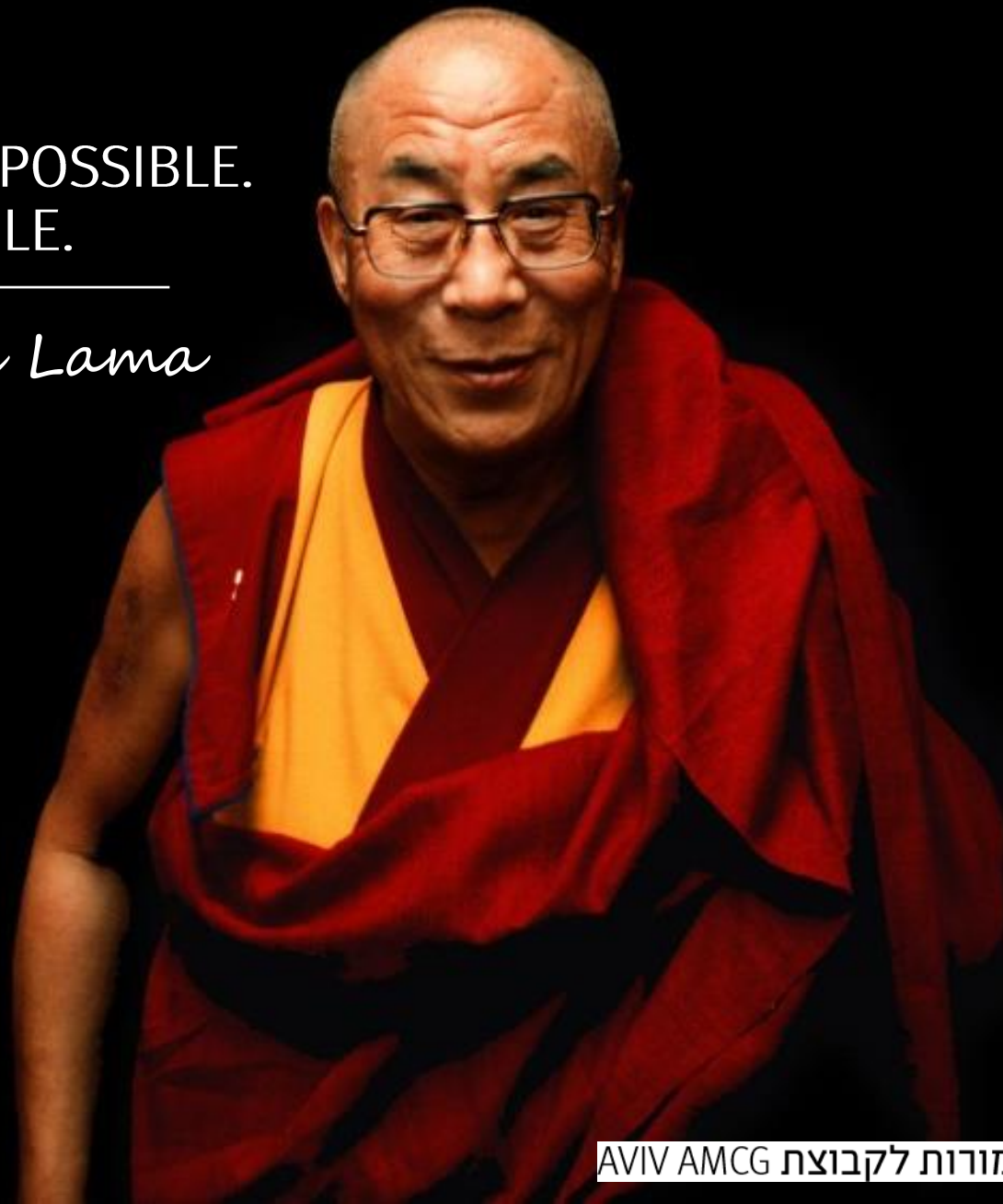



תכונות המנהיגות של המחד



BE KIND WHENEVER POSSIBLE.
IT IS ALWAYS POSSIBLE.

Dalai Lama





em • pa • thy

noun

The ability to step into the shoes of another person, aiming to understand their feelings and perspectives, and to use that understanding to guide our actions.

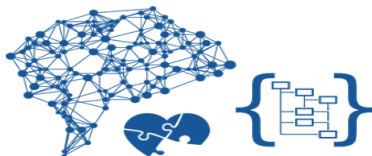
Top 10 skills

in 2020

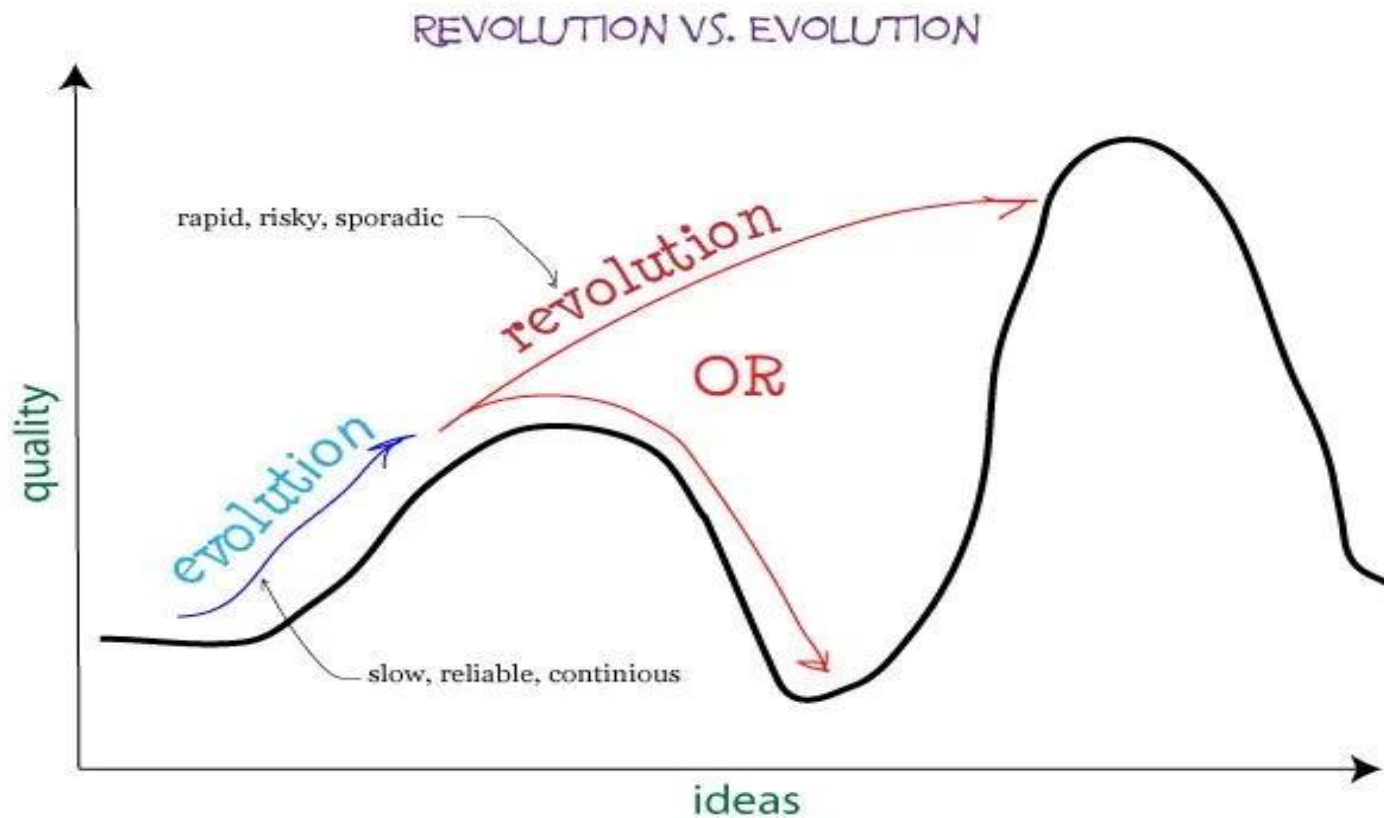
1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity



Source: Future of Jobs Report, World Economic Forum



דכב העתיד

The image shows the interior of a small, white, futuristic vehicle, possibly a concept car or a small autonomous vehicle. The interior is minimalist, featuring a light beige or cream-colored dashboard and door panels. A bright blue seat is visible on the left side. In the center, there is a control panel with a blue base and several buttons and switches. The vehicle has large windows, and through them, a street scene with pedestrians and other vehicles is visible. The overall design is clean and modern.

מי צריך הגה?

RESTART

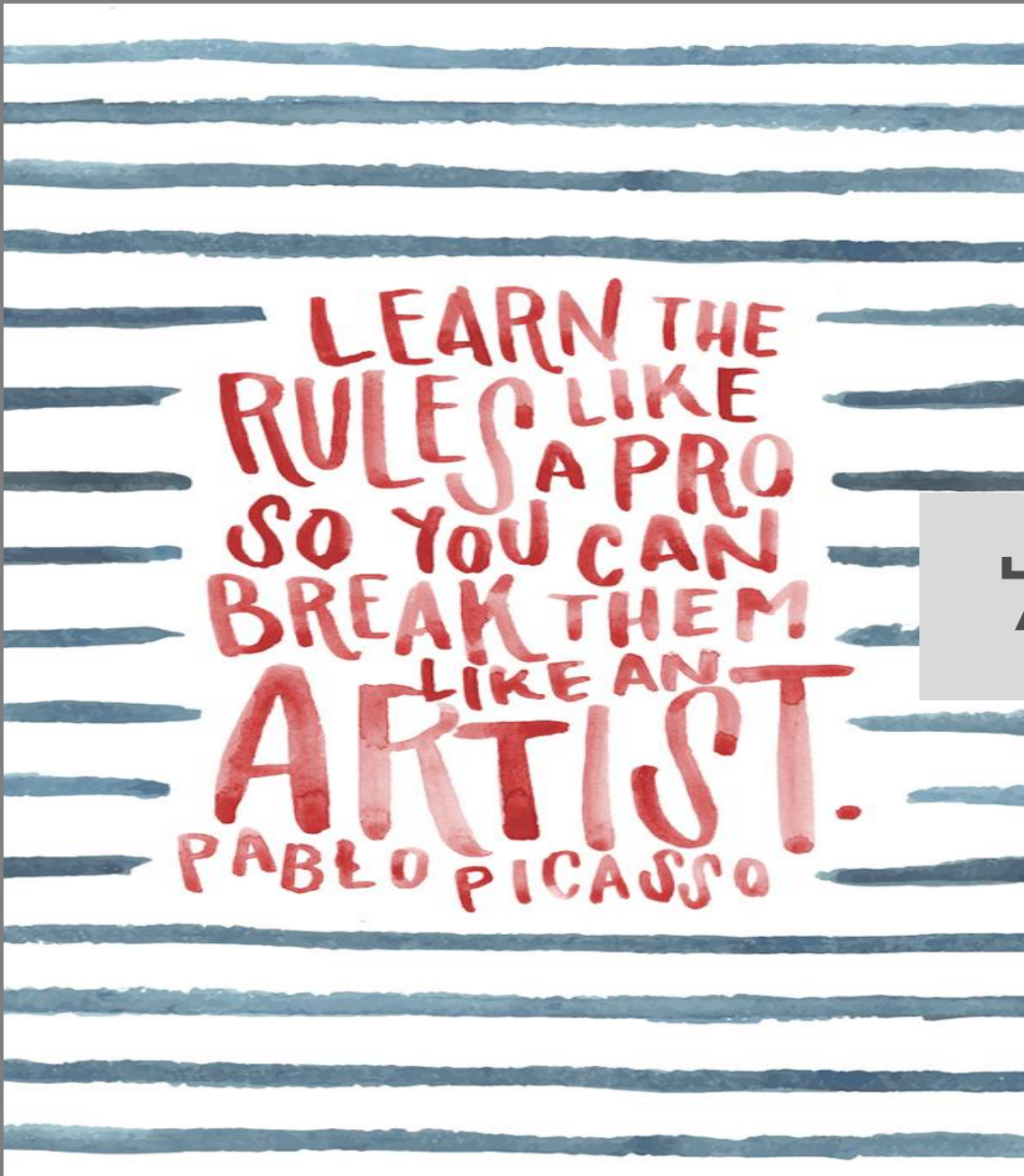




לכל כלל יש יוצא מן הכלל

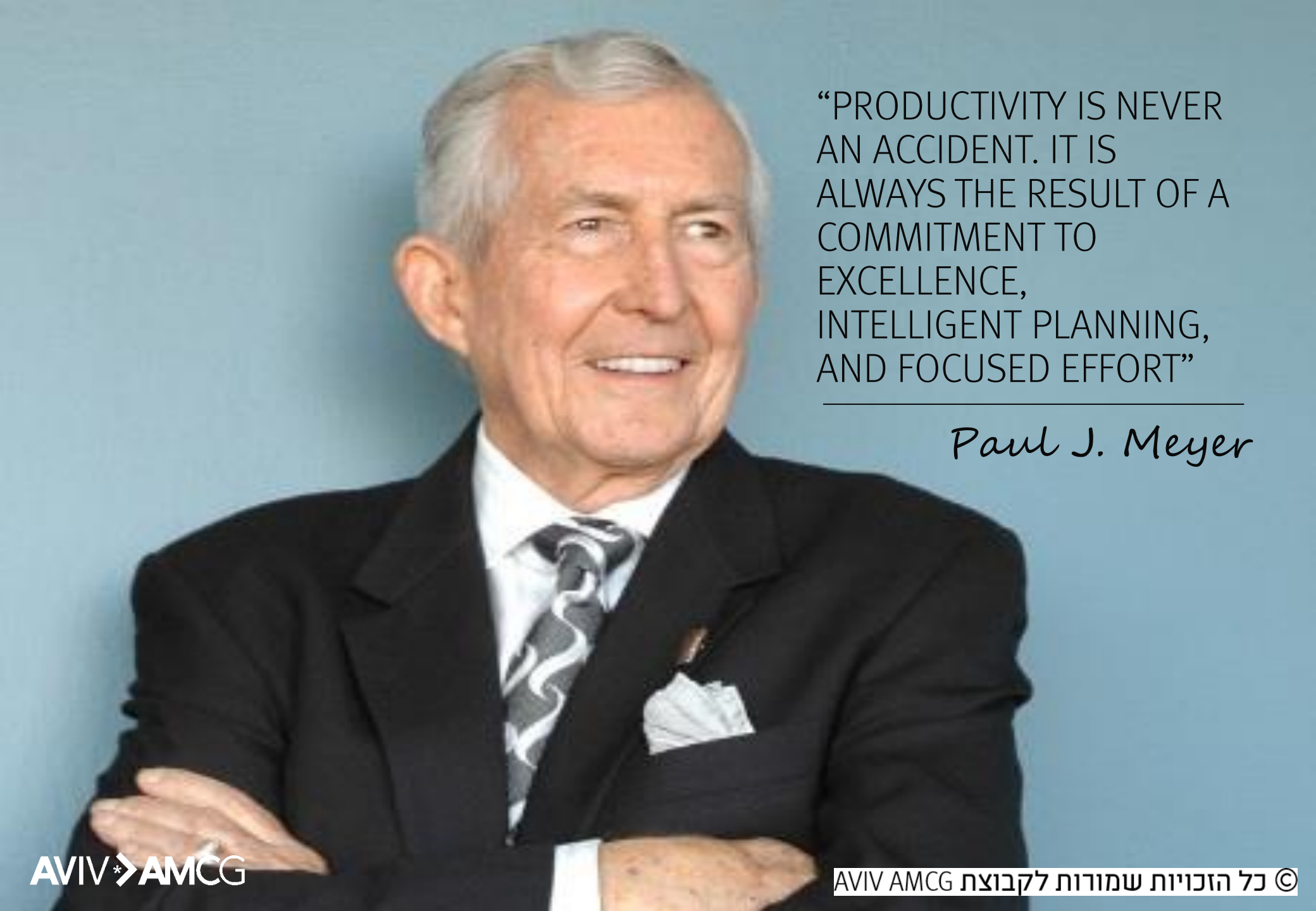


Know the rules,
then break them...



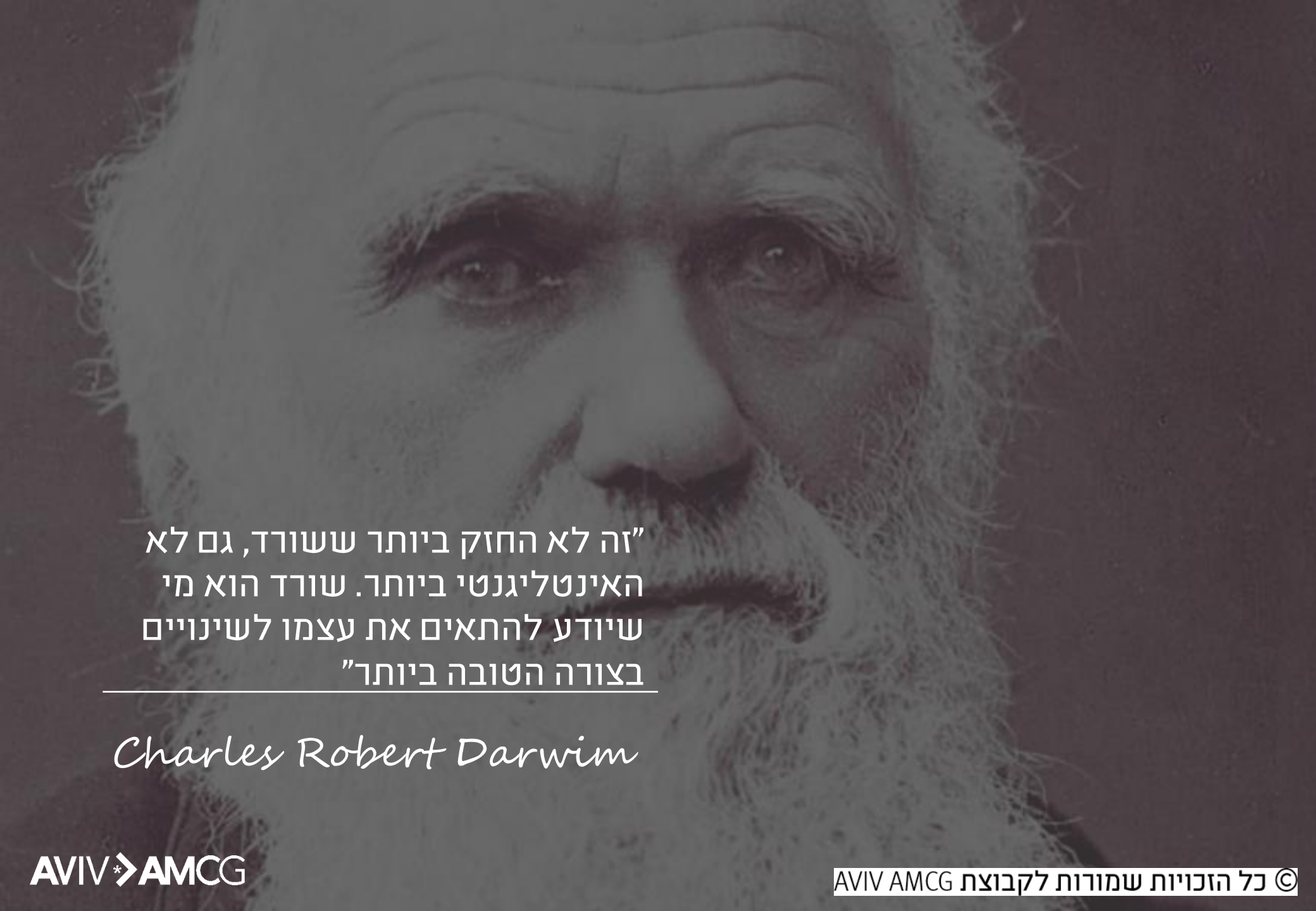
LEARN THE
RULES LIKE
A PRO
SO YOU CAN
BREAK THEM
LIKE AN
ARTIST.
PABLO PICASSO

אמנות הניהול

A portrait of Paul J. Meyer, an older man with grey hair, wearing a dark suit, white shirt, and a patterned tie. He is smiling and has his arms crossed. The background is a solid light blue.

“PRODUCTIVITY IS NEVER
AN ACCIDENT. IT IS
ALWAYS THE RESULT OF A
COMMITMENT TO
EXCELLENCE,
INTELLIGENT PLANNING,
AND FOCUSED EFFORT”

Paul J. Meyer



"זה לא החזק ביותר ששורד, גם לא
האינטליגנטי ביותר. שורד הוא מי
שיודע להתאים את עצמו לשינויים
בצורה הטובה ביותר"

Charles Robert Darwin



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