Digital Darwinism:
Disruption, Transformation & Opportunity

Scott Klososky
Digital Darwinism

is when the pace of digital innovation is faster than the speed organizations are willing to adapt.

(survival of the fittest)
Innovation Risk - The Danger of Disruption

Being disrupted, or innovating proactively, with is a choice.

When you are repeatedly disrupted and slow to adapt, you will suffer from Digital Darwinism and cease to become relevant and productive.
Seven Disruptive Catalysts

- User Capabilities
- Amplified Connections
- Quality & Speed
- Wiser Decisions
- Automation
- Rapid Scaling
- Wider Reach

Cognitive Computing
Social Technologies
3D Printing
Data Intelligence
RPA/Robotics
Cloud
Universal Internet
Digital Transformation
2000 to 2050
A historically significant change in humanity...

Disconnected
The Dark Ages

Using Digital
Wearing Digital
Implanting Digital
The Hive Mind
The Transformation of Connection

- **Web 1.0**: Connected Organizations
  - eCommerce
  - Digital Marketing

- **Web 2.0**: Connected People
  - Social Technologies

- **Web 3.0**: Connected Devices
  - IoT & M2M
  - Ambient Computing

- **Web 4.0**: Connected Data Platforms
  - Ambient Intelligence

- **Web 5.0**: Augmented Humanity
  - Transhumanism

Timeline:
- 2000
- 2010
- 2020
- 2028
- 2045
The Transformation of Connection

Augmentation Extortion/Control

Data Extortion/Corruption

Cybersecurity Risk Grows

Device Takeover

Social Engineering

Connect... Viruses Organizations

Year of Traction

- Transhumanism
- Ambient Intelligence
- IoT & M2M Ambient Computing
- Social Technologies
- Digital Marketing
- eCommerce

Risk Grows

- Social Engineering
- Device Takeover
- Cybersecurity

2000

2010

2020

2028

2045

Year of Traction
The integration of humans and technology to accomplish processes
HUMALOGY SCALE

Digging a Hole

H5  H4  H3  H2  H1  0  T1  T2  T3  T4  T5

HUMAN INVOLVEMENT  TODAY  TECHNOLOGY INVOLVEMENT
We are now shifting from the Information Age to:

The Age of Entanglement

As technology and humanity continue to converge the repercussions on our future are staggering...
The Transformation Dilemma

- Technology Changes Exponentially
- People & Organizations Change Logarithmically
- Strategy Risk Gap
The Transformation Dilemma

Technology Changes Exponentially

People & Organizations Change Logarithmically

The High Beam Zone
Learning to be High Beam
PRACTICE Not on your radar
You first hear of it
Clearly a trend
Common Practice
Becomes a practice
Clearly a trend
You first hear of it
Not on your radar
What you are actively working on
-1YR
Past
-5YR
Present
1YR
5YR
Future
ORGANIZATION & LEADERS
REACTION TIME
Learning to be High Beam
David Ferrucci, the developer of IBM Watson, was asked if the system can think...

He answered, “Watson can think like a submarine can swim”


**Step One**
Programmed
System is hard coded with rules that mimic human thought process

**Step Two**
Smart (connected)
Systems are connected to the Internet with the ability to “talk” to other systems

**Step Three**
Trained
Systems go through a human led training process in order to refine algorithms

**Step Four**
Self Learning
Systems have the ability to review data and learn for themselves

**Step Five**
Intelligent
Systems have decision making flexibility with a desire to improve

**Step Six**
Enlightened
Systems understand their mission and have ethics to guide them
AN INTEGRATED SECURITY MODEL

The ability to join and manage as a single unified platform the three pillars of security to mitigate risks.
The ability to join and manage as a single unified platform the three pillars of security to mitigate risks.
The Three Security Firewalls

DIGITAL FIREWALL

HUMAN FIREWALL

PHYSICAL FIREWALL

FOUNDATIONS

RISK TOLERANCE (ESRM)

GOVERNANCE (P&I)

AUDITS & ASSESSMENTS

SECURITY TEAM SKILLS

CONSTANT STRATEGY EVOLUTION

DEVICES

APPLICATIONS

SECURITY AI’S

TRAINING

TESTING

ACCOUNTABILITY

ELECTRONICS

MONITORING

ACCESS CONTROL
Like it or not, technology has become the jugular vein of the organization

Mike Foster
The Importance of Cultural Transformation
The Importance of Cultural Transformation

Where you tell them the strategy needs to go....

When they reject the leaders vision....
A Stagnant Culture

Success

- Excellent Performance

Adaptive

Capacity for Change

Entrenched

Innovative Processes & Solutions

Failure
A Stagnant Culture

Success

Excellent Performance

Capacity for Change

Innovative Processes & Solutions

Adaptive

Entrenched

Failure
Success

Failur

Adaptive

Enrenched

Capacity for Change

Excellent Performance

Innovative Processes & Systems

An Innovation Culture
What will be the digital footprints you leave on the organization?

Someone once told me not to bite off more than I can chew. I said I would rather choke on greatness than nibble on mediocrity.
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NEXT STEPS