Strategy for the Digital Age
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A warm-up exercise.
Let us start with the traditional approach.
The traditional approach of strategy = competitive strategy.
The next step forward: Judo-Strategy.
Newcomers turn the assets of incumbents into liabilities.

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<td>Nintendo vs. Sony und Microsoft</td>
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Die Digitalisierung schafft weitere Möglichkeiten.

Ryanair vs. Lufthansa & Co.  
Apple vs. Nokia & Co.  
Starbucks vs. Tchibo & Co.  
Tesla vs. Audi & Co.  
Nintendo vs. Sony und Microsoft  
Amazon vs. Barnes & Noble & Co.  
StepStone vs. Financial Times & Co.  
agoda vs. Lufthansa & Co.
Each new generation is newly defining the rules of the game.

For my 1 year old daughter, a magazine is an iPad that does not work.
It will remain so for her whole life.

Steve Jobs has coded a part of her OS.

A Magazine Is an iPad That Does Not Work.m4v
Presumably awkward things suddenly seem perfectly sensible.

Case Study: LinkedIn + Double
The traditional distribution of roles
is not accepted any longer.
Which is subsequently leading to new business models.
Sharing information is an easy start.
Refining services offered by industry is the next step.
By now it is established practice to gratify users for their contribution.
The “sharing economy” is the talk of the day.
Market shortfalls are swept away.
And finally my favorite example.
And it is not the end of the journey. If we connect new business models with the opportunities technology is providing... .
It is about time for a shift of paradigms ...

- Common value creation is substituting market analysis.
- CRM is becoming obsolete.
- Brand building is requiring new communication channels.
  - New mechanisms for price building are in demand.
- Knowledge sharing is substituting information management.
  - Production processes are turned upside down.
  - Strategy definition becomes an expedition.
- Top Management needs to give orientation and to empower.
India's big fat skills problem aggravated by class, caste mindset.

Summary: The country needs to work furiously to ensure that its younger generations are not left behind, as signs show a worsening skills shortage.

By Rajiv Rao for New Tech for Old India | January 20, 2014 -- 03:19 GMT

Anyone who has lived in India and tried to hire a plumber (or a carpenter, or a mason or ... the list just goes on) knows how bad the skills shortage is in this country. Yes Vikram Pandit, an Indira Nooyi, and an Anshu Jain on the global corporate stage, also of millionaire entrepreneurs managers, bankers, and consultants, giving us Indians those departments. But it's just a veneer that hides the rot beneath in their home country. Here's why: More than 1 million people from professional colleges join the labor force every year in the coming decade, according to the National Skills Development Corporation (NSDC), a public-private partnership that is responsible for tackling the skills gap in India through funding and orchestrating private skill programs. A majority of them will not have any worthwhile skills to speak of.

India, a diverse country with vast cultural, linguistic, and regional diversity, has a growing labor force which is expected to reach 200 million by 2022. This presents a significant challenge for the country's economic growth and development. The skills gap is not only a hindrance to the country's growth but also affects the competitiveness of its industries. The government has taken several initiatives to address this issue, including skill development programs and vocational training. However, there is a need for a more systematic and comprehensive approach to address the skills gap.

New competitive advantages for western cultures are feasible.

China verschärft die Internetzensur

Von den Entschluss über die dubiosen Finanzkanäle der politischen Elite erfahren die Bevölkerung nichts

So geht Internet: Von der Zensur durch die chinesischen Cyber-Polizisten erfahren die Schüler in Unterrichtszeiten

Die two years later, when the mobile was in full swing, the government of India announced the Digital India initiative, aiming to make the country a digital society by 2020. The initiative aimed to provide internet connectivity to every citizen, promote e-governance, and promote digital literacy. However, despite these efforts, the digital divide in India remains a significant challenge. The rural population, especially in remote areas, remains largely unconnected to the internet. The government needs to take urgent steps to bridge this gap and ensure that every citizen has access to the benefits of the digital age.


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