



# WRESTLING ECONOMY

## iECONOMY SUITE - DIGITAL & AI TRANSITION ( TRANSFORMATION )

By TTT CAMPUS

**MARKET CHANGES**

**COMPANY CHANGES**

**iECONOMY SUITE**

STRATEGY

ASSESSMENTS

- NO RULES, IN-SHORING, NEW MARKETS
- TAX BARRIERS & SOFT BARRIERS
- INSTABILITY AND UNCERTAINTY
- FINANCIAL POWER FOR MARKET LEADERSHIP
- NEW MARKETS ( GREEN ENERGY, SPACE)



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**ASSESSMENTS**

- NO BORDERS COMPANY
- WHERE IS THE BOSS ? AT THE CLIENT SITE
- NEW HUMANISM : from HR to PERSON
- CLIENT LOYALTY : IT DOESN'T EXIST
- NEW CULTURE BASED ON VALUE GENERATION
- WEAK-Co.COM → aiWEAK-Co.COM
- COMPLEXITY : NO LINEAR RELATIONSHIPS
- NEW PARADIGMS : ANALOG Vs DIGITAL & A.I.



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VALUE STRATEGY

ASSESSMENTS

- THE FRIED EGG STRATEGY : SELL VALUE NOT PRICE©**
- THE ROUND TRIP FUNNEL : BUSINESS ENGINE©**
- WIN-WIN : COMPANY-CLIENT/LAST MILE (\*) REPOSITIONING**
- VERBAL DRIVER© - THE NEW BUSINESS COMMUNICATION**

ISSUES

Digital & AI  
Transition  
MASTER  
PLAN  
  
(\*) PROFIT  
CENTER WITH  
DEDICATED SALES  
PROFESSIONALS



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VALUE STRATEGY

ASSESSMENTS

- ASSESSMENT 1 : ALIGNMENT BETWEEN STRATEGY-BUSINESS PROCESSES AND RESULTS;
- ASSESSMENT 2 : IMMERSIVE VALUE CHAIN ANALYSIS AND FINANCE POSITIONING
- ASSESSMENT 3 : ORGANISATION AND HR READINESS FOR THE CHANGE

ISSUES



20/80 RULE  
SHORT TERM  
MEDIUM TERM



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### GIFT 1 FOR YOU

#### **VERBAL DRIVER® - THE NEW BUSINESS COMMUNICATION A MIX OF US BUSINESS CULTURE AND ITALIAN BUSINESS MANAGEMENT**

- FROM TRAIN TO TAXI
- MIKE MOVE THE MOUSE NOT VICEVERSA
- FROM TRANSACTION TO ALLIANCE
- COSTO = PREZZO – VALORE
- HOW MANY EMPLOYEES DO YOU HAVE ? 100, HOW MANY SALESMAN ? 4, NOT 100. COLLECTIVE ATTENTION
- COMMODITY: QUICKSAND ALSO MINE

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- WHERE THE TIRE TOUCHES THE ASPHALT
- EMPLOYEES : NOT-MANDATORY GASOLINA
- BRAND:PORSCHE FROM ZERO TO 100 Km/h IN 5“; FERRARI FROM ZERO TO ECSTASY
- THE OXYGEN TENT ;
- THE CUSTOMER MAKES YOU GROW BY ASKING YOU FOR MORE GROWTH;
- PLEASE, NOW WRITE YOUR STATEMENT;



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### GIFT 2 FOR YOU

#### DIGITAL & A.I. CONTAMINATION ( DAI - C ) - : HOW PARADIGM

**INCIPIT : THE VALUE COMES FROM THE TALENT OF YOUR PERSONNEL, HOW YOU CREATE THE CONDITIONS TO “ FIRE THE NOT-MANDATORY GASOLINE “ OF YOUR EMPLOYEES COMMUNICATING AND SHARING COMPANY VALUES AND VISION → **TO CREATE THE COLLECTIVE ATTENTION AND FOCUS****

- 1) TO DEVELOP A SHORT-MEDIUM TERM SCENARIO JUST TO CONFIRM THE VITALITY OF YOUR BUSINESS MODEL AND STRATEGY;
- 2) BE NOT ALONE DECIDING, EDUCATE AND CREATE A SPECIAL TEAM WITH FOCUS ON THE DAI-C ( PIONEERS );
- 3) LAUNCH A PILOT PROJECT SELECTING A PROCESS OR E FUNCTION OR A DEPARTMENT THAT IS REPRESENTATIVE OF THE CHALLENGE GAME YOU ARE FACING;
- 4) MAKE A COMPETENCE BALANCE PROJECT AND LAUNCH AN EDUCATIONAL PROGRAMME ( CRITICL THINKING, UP-SKILLING, RE-SKILLING ) ON THE BASED ON THE NEW ORGANISATION STRUCTURE AND ROLES;
- 5) LAUNCH THE PILOT PROJECT AND CAPITALISE THE EXPERIENCE ( DIFFICULTIES, SOLUTIONS, LESSONS ; LEARNT, PERSONNEL IN-PLACEMENT OR OUTPLACEMENT );
- 6) DEVELOP THE STRATEGIC AND THE TACTICAL PLAN TO INTRODUCE IN YOUT COMPANY THE DIGITAL AND A.I.;



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### GIFT 3 FOR YOU

#### DIGITAL & A.I. TRANSFORMATION



- DIGITAL & AI CONTAMINATION PROJECT
- BUSINESS MODEL AND PROCESSES UPDATE PROJECT
- OPPORTUNIST UTILISATION OF THE A.I.
- IN ANY CASE : DIGITAL AND A.I. IS THE WORLD OF YOUR BUSINESS NOW AND IN THE FUTURE