



# 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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**MARKET CHANGES**

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**iECONOMY SUITE**

**STRATEGY**

**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 READYNESS FOR THE CHANGE

ISSUES

Digital & AI  
Transition  
MASTER  
PLAN

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 TRANSATION 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 Kmh 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 ( PIONIEERS);
- 3) LAUNCH A PILOT PROJECT SELECTING A PROCESS OR E FUNCTION OR A DEPEARTMENT 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

**TODAY**



**2035**



**PROJECT  
SCENARIO ANALYSIS**

**DECISIONS**

- ☐ 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