



Industry Lessons-Learned

World Tourism Forum, Lucerne

November 15-16, 2021

Koen Deryckere

**accenture**

Philips and salesforce.com team up to reshape healthcare delivery

Imagine an open, cloud-based, health platform with apps covering the continuum of care – from self-care and prevention, to diagnosis and treatment, through recovery and wellness. That's the vision of the partnership. The time has come.

"With this strategic alliance, we will combine our best healthcare solutions," said

Source: [Philips.com](https://www.philips.com)

Spain's Telefónica latest telecom to enter e-health realm

Jul 20, 2010 12:32pm



Yet another multinational telecommunications firm has taken the plunge into health IT.

Spain-based Telefónica last week launched its global e-health platform to concentrate on decentralization of clinical processes and on providing health services to create a more efficient healthcare sector. Telefónica will become a standard bearer in the areas of products, pilot projects and services. Chairman César Alierta said in a company statement. Spani joined Alierta at the announcement last week.



Archer Announces Experienced and Skilled Board Nominees Ahead of Merger with Atlas Crest Investment Corp.

August 04, 2021 15:06 ET | Source: [Archer Aviation](https://www.archeraviation.com)

Announcements to the combined company's board of directors with diverse and seasoned talent from the aviation, automotive, aerospace & consulting sectors

Deborah Diaz, former CTO and deputy CIO of NASA, Maria Pinelli, former Global Vice Chair of E&Y and Fred Diaz, former CEO of Archer Aviation North America

Source: [Globe NewsWire](https://www.globenewswire.com), August 4, 2021

Source: [CNBC Finance](https://www.cnbc.com), January 4, 2021

FINANCE

Haven, the Amazon-Berkshire-JPMorgan venture to disrupt health care, is disbanding after 3 years

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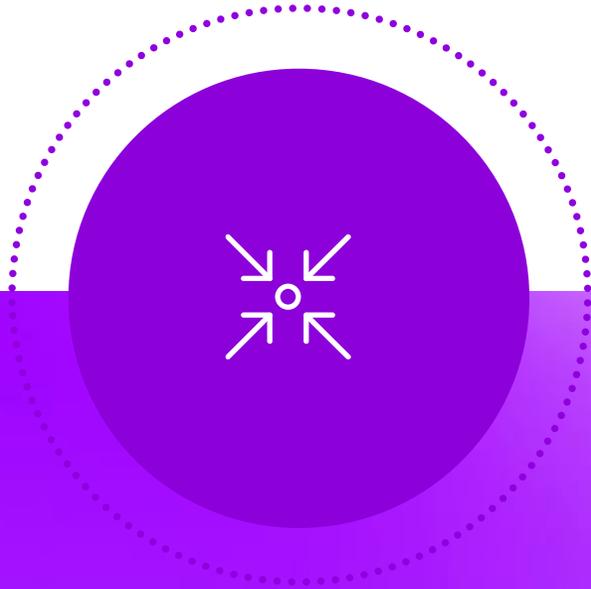


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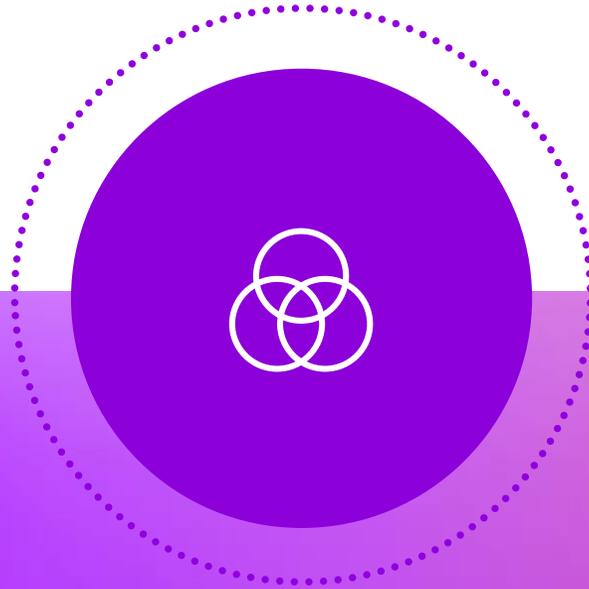
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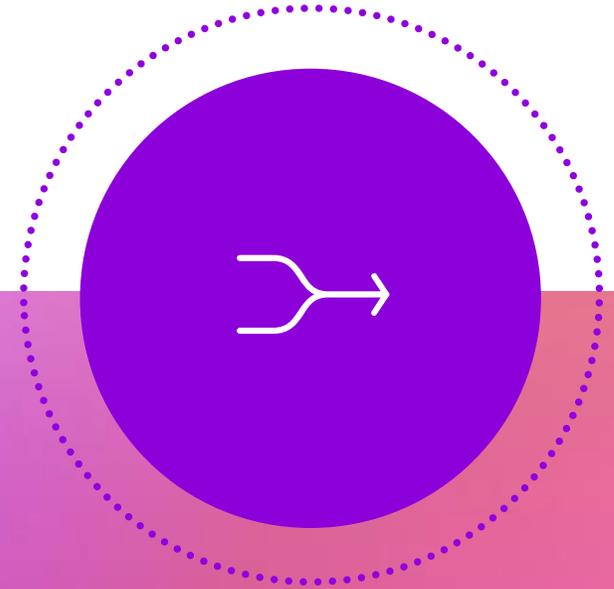
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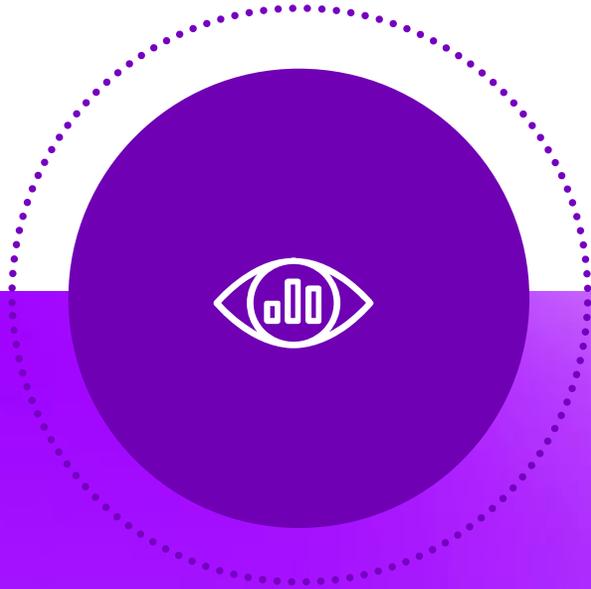
**blurring
industry lines**



industry convergence



data & insights



platform company



**digital-powered
innovation**



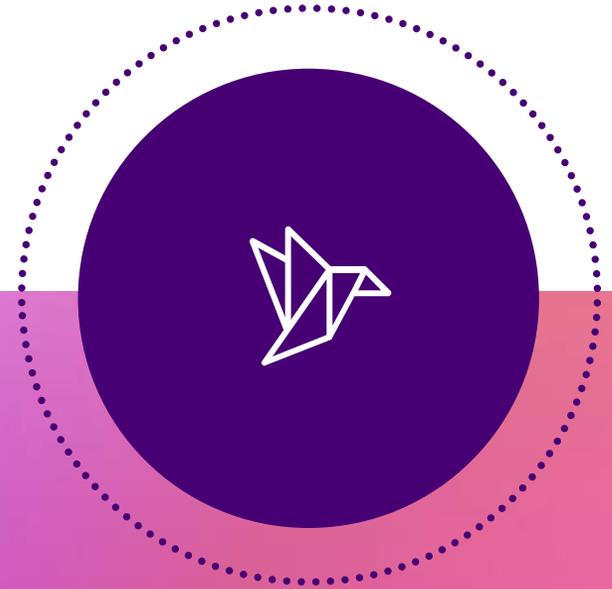
**digital core &
architecture**



workforce



**compressed
transformation**



Priority Signals

Six Signals stood out as essential to the future success of organizations

Learning From the Future

See change before it happens

Rather than focus on the past for insights, leading organizations use data analytics and artificial intelligence (AI) to make decisions and define strategies that anticipate the future.

Pushed to the Edge

Decentralize decision-making

Leaders are responding to change and challenge by pushing decision-making authority to people at the “edges,” relying on highly networked teams to act with speed and agility.

Sustainable Purpose

Move from purpose-focused to purpose-run

Responding to the call for businesses to serve stakeholders broadly, organizations are building sustainability into the fabric of their operations—and making social responsibility sustainable.

Supply Unbounded

Break physical limits of fulfillment

To meet growing customer needs for fast, flexible, cost-effective, and sustainable order fulfillment, companies are restructuring their supply chains and moving production to the point of demand.

Real Virtualities

Redefine reality and place

As virtual environments enhance our physical worlds and redefine our sense of place, innovative organizations create new ways for people to work, consume, and socialize.

The New Scientific Method

Become a scientific company

As scientific disruption enables the creation of better, cheaper, and more sustainable products and services, leading companies will become scientific companies—and apply science to tackle the world’s fundamental challenges.

Leaders Wanted

The world is hungry for a new kind of leadership.

Amid the challenges of 2020, two truths became evident. More companies than ever have embraced the axiom that every business is a technology business, and they've ignited a new era of exponential transformation as **technology continuously reshapes industries** and the human experience. Now, as we begin shaping our post-pandemic reality, companies must learn to **master change**.



Looking at what's ahead for the future of business, technology and design, the overarching theme is **mapping out new territory**.

The Covid-19 pandemic has brought clarity and surprises alongside its chaos and tragedies. It's highlighted what's important to us, it's inspired community spirit and ingenuity, and it's generated change on a huge scale around the globe.

There's comfort to be drawn from the fact that the world has faced a common adversary but, while we've all been in it together, we've each been experiencing it in our own ways.

Brands and businesses will need to understand people's new context, empathize with the way they feel, and provide the tools to let them "hack" their own solutions.



Fjord Trends 2021	
01 Collective displacement	
02 Do it yourself innovation	03 Sweet teams are made of this
04 Interaction wanderlust	05 Liquid infrastructure
06 Empathy challenge	07 Rituals lost and found

Thank you

