

A man with glasses and a beard, wearing a dark jacket over a grey turtleneck, is looking up at a large, ornate chandelier with many glowing light bulbs. The background is dark, and the light from the chandelier creates a warm, golden glow.

BlinkFirst

Norm & More Four Letter Words

Survive to Thrive

A to Z; Self.Team.Customers.Partners

3 R's 21st Century

Ed Soo Hoo – WW CTO Global Accounts
Innovation and Transformation Exec

Lenovo



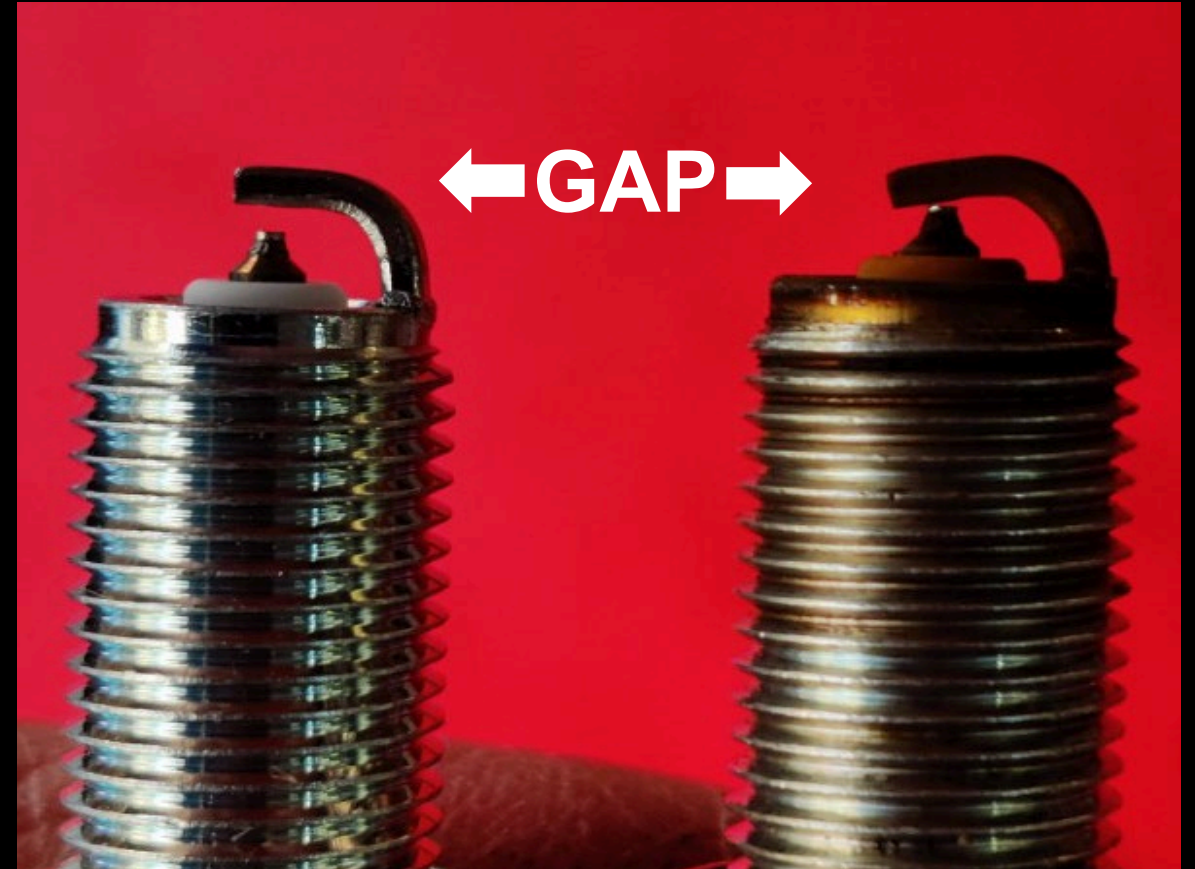
Point of View

- BlinkFirst
- Storytelling
- Lead and Team
- Three Stages of Fear

Small Things Matter

Tale of Two Plugs

Fuel, Air
Spark



What If You Knew Everything About Tomorrow?

What Would You Do Different Today?





business as usual



The Hill

Customers Workforce



Hemingway and DARPA

Fort Under Siege

Explosion of asymmetric points

Redeploy – Speed and Force Multiplier

Extended Attack Vectors; Cloud,
Edge, Data Center, Office, Store,
Home, Mobile

Skills Assessment

Mindset of ‘Not’

Team / Lead / Goal / Risk...

60's – Now New Next

Risk

Plan

Team

Lead



70'S - STRETCHING THE BOX



The Art of the Long View

-Anticipating Risks and Openings



Shifts Happens

Straight Roads are for Fast Cars



Turns are for Fast Drivers



Shifts Happens



TEMPLE OF APOLLO



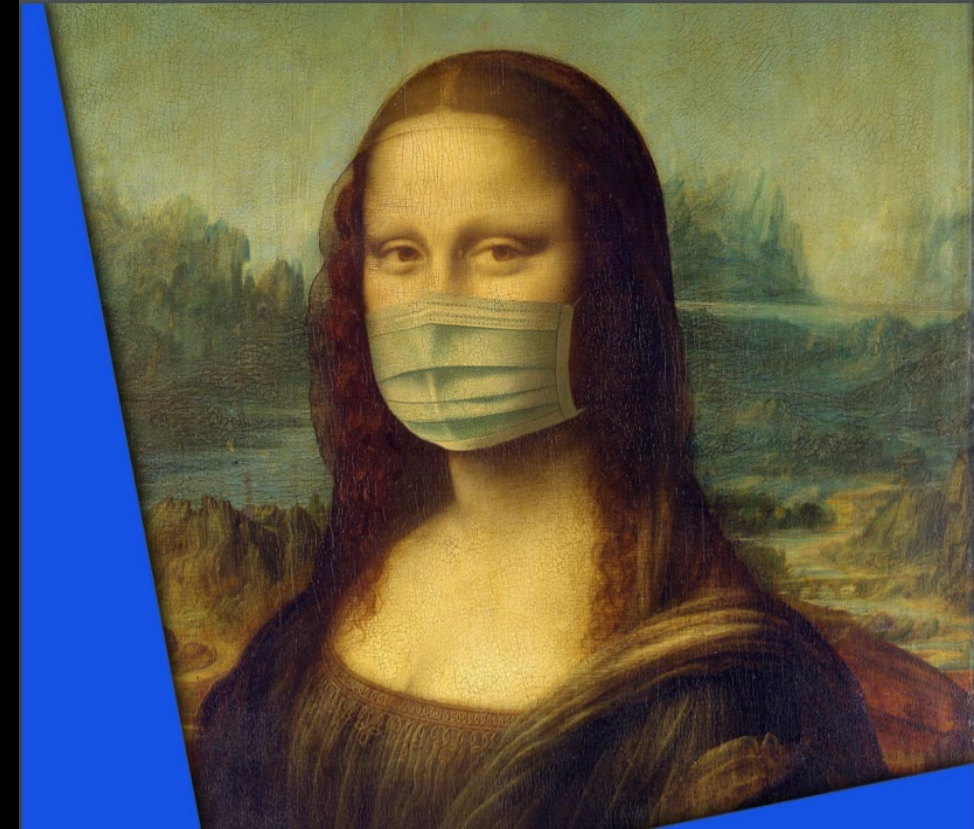
Know
Thyself

γνῶθι
σεαυτόν

biggest challenges? where to start, invest, bet, act, gaps, iterate...



strategy/tactics
workforce generational gaps
game; finite/infinite
team, skills, background
attrition/attraction
Y2late/refactor/reskill
leadership
legacy
security
supply chain
transformation
resilience
opex v capex
edge
Cloudfirst v datafirst
iot/erp/mes
data/AI/Analytics
EX/CX/UX
esg





nORmAL. Is. oVER.

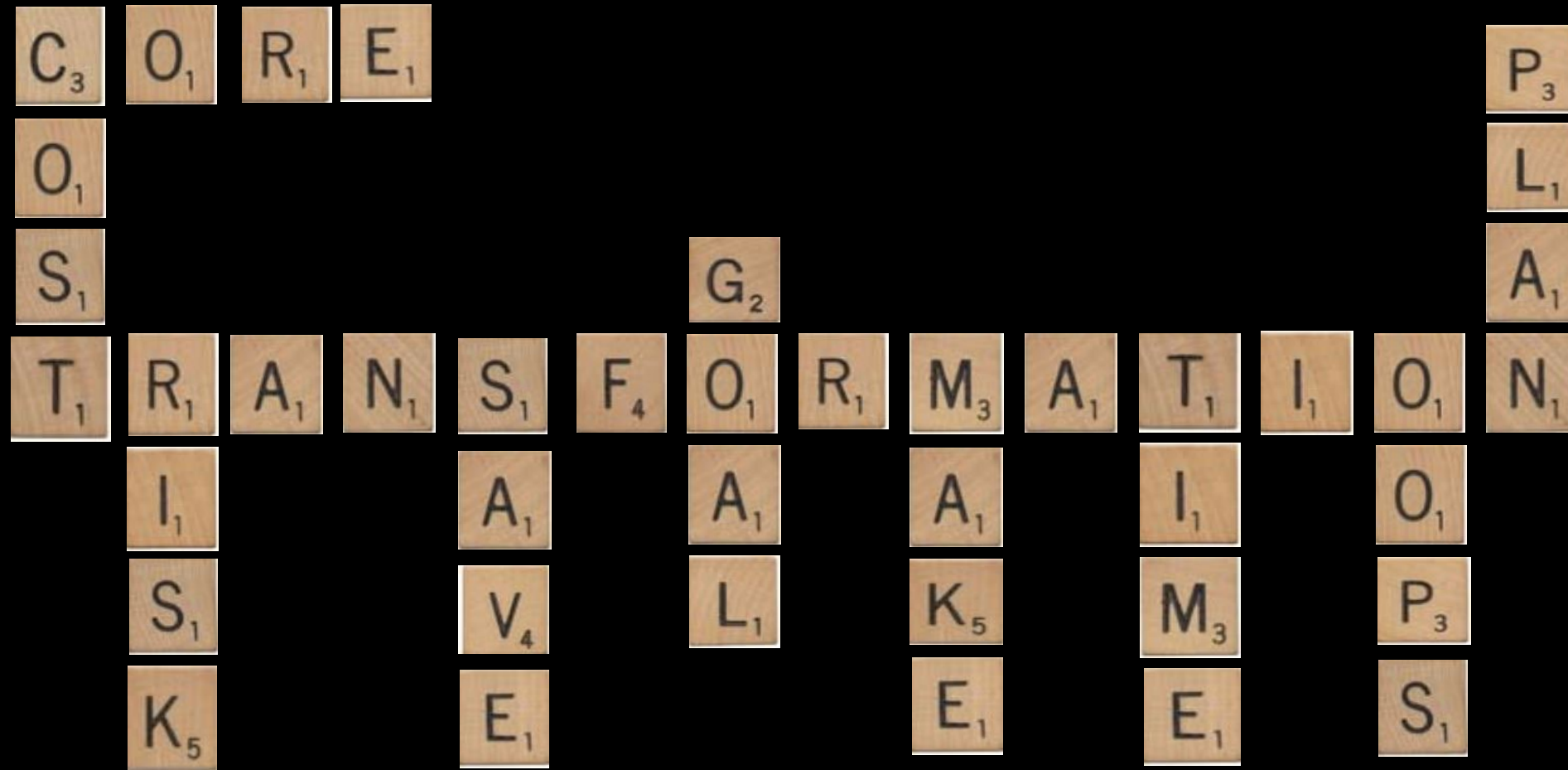
Demographic Decline

Deglobalization

Climate Transition

Technology Acceleration

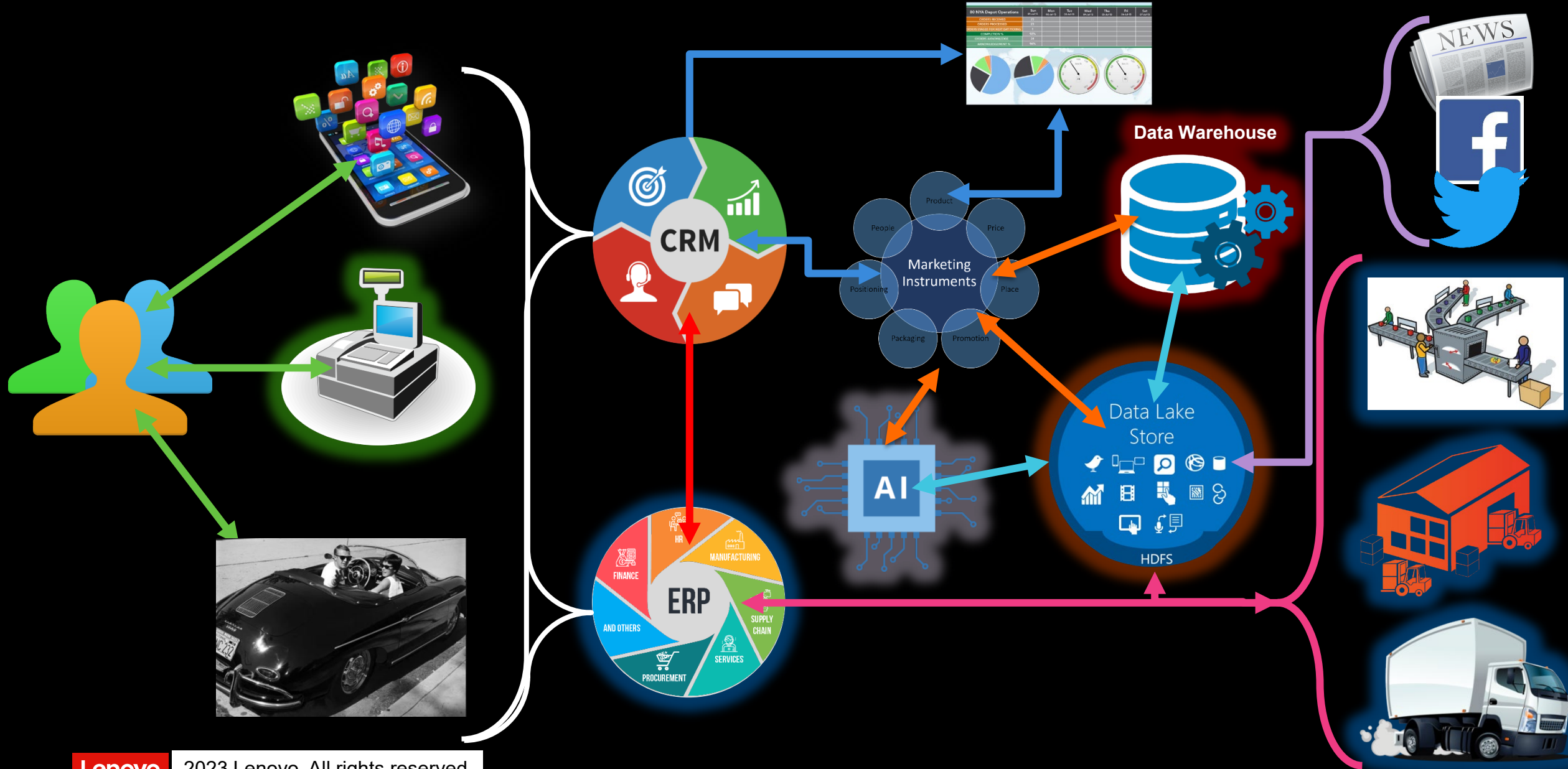
TRANSFORMATION – FOUR LETTER WORDS



VALUE IN EYE OF BEHOLDER



Three Houses of Business— Follow the Experiences



But Wait...There's More.

In 1999, (Blank) offered some very prescient advice on the internet and technology


"There is a war going on.

The battlefield is in the mind.

The prize is the soul.

So be careful."





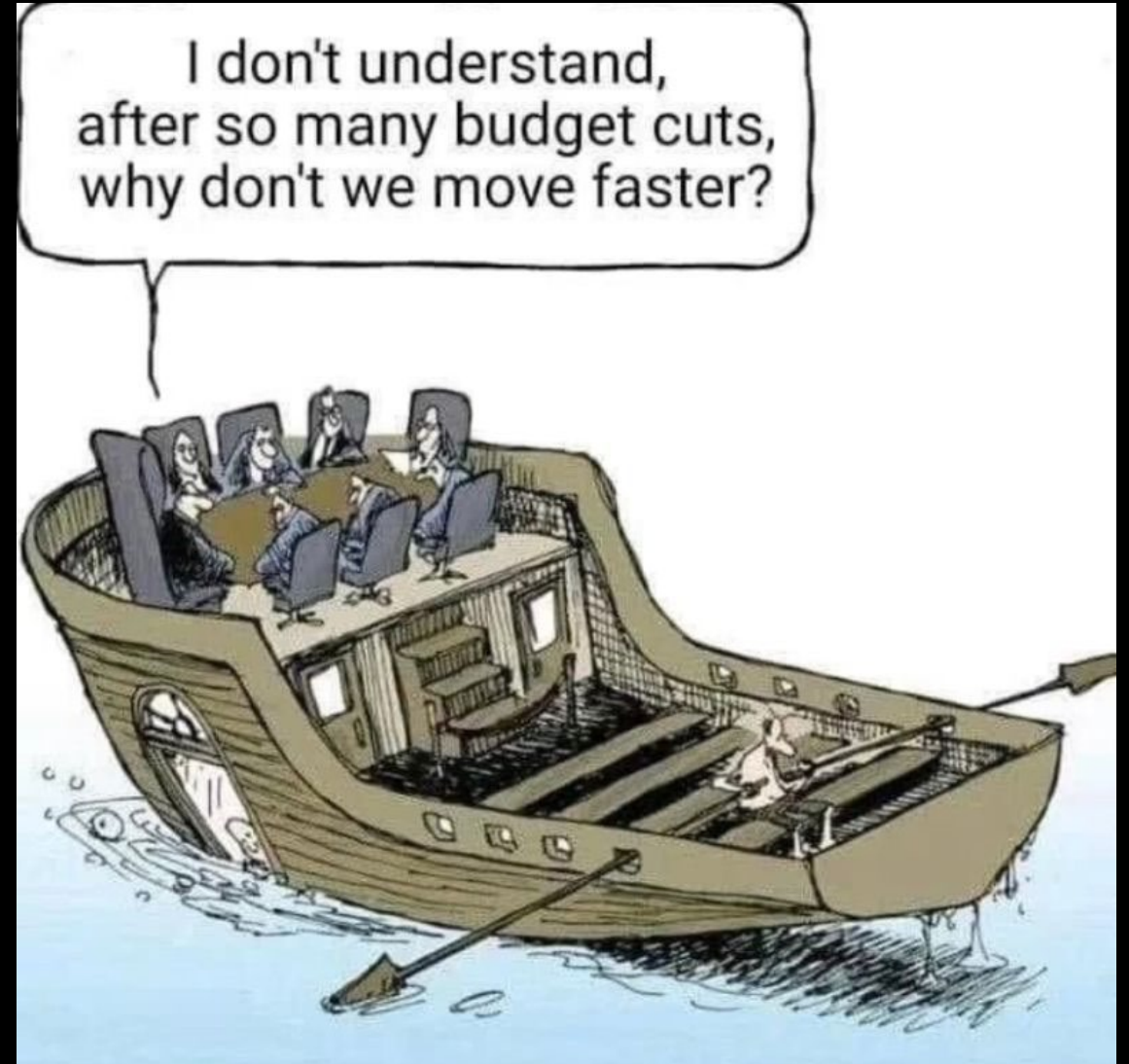
The Space Between Hunky and Dory

- The War on...
- The War for...

TALENT



Now is the Winter of our Discontent – Richard III





The Will to Fight

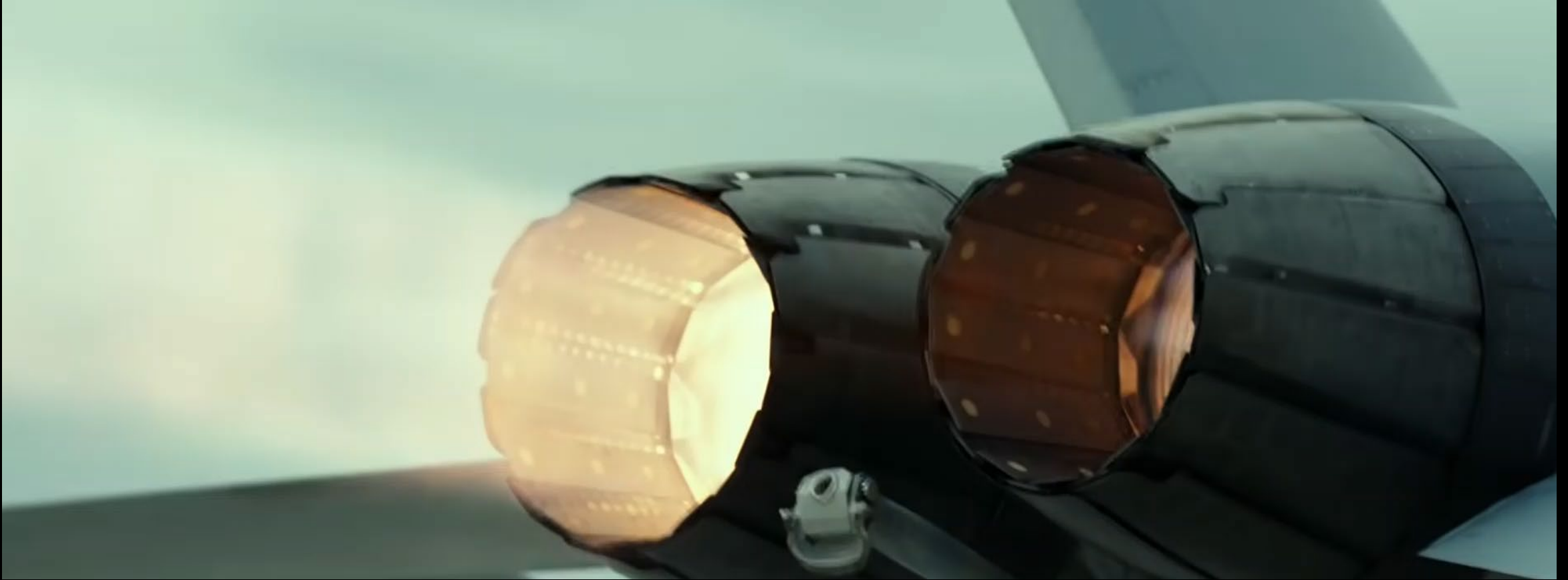
Faith in their cause **(purpose)**

Faith in their leaders **(trust)**

Backing of their company **(passion)**



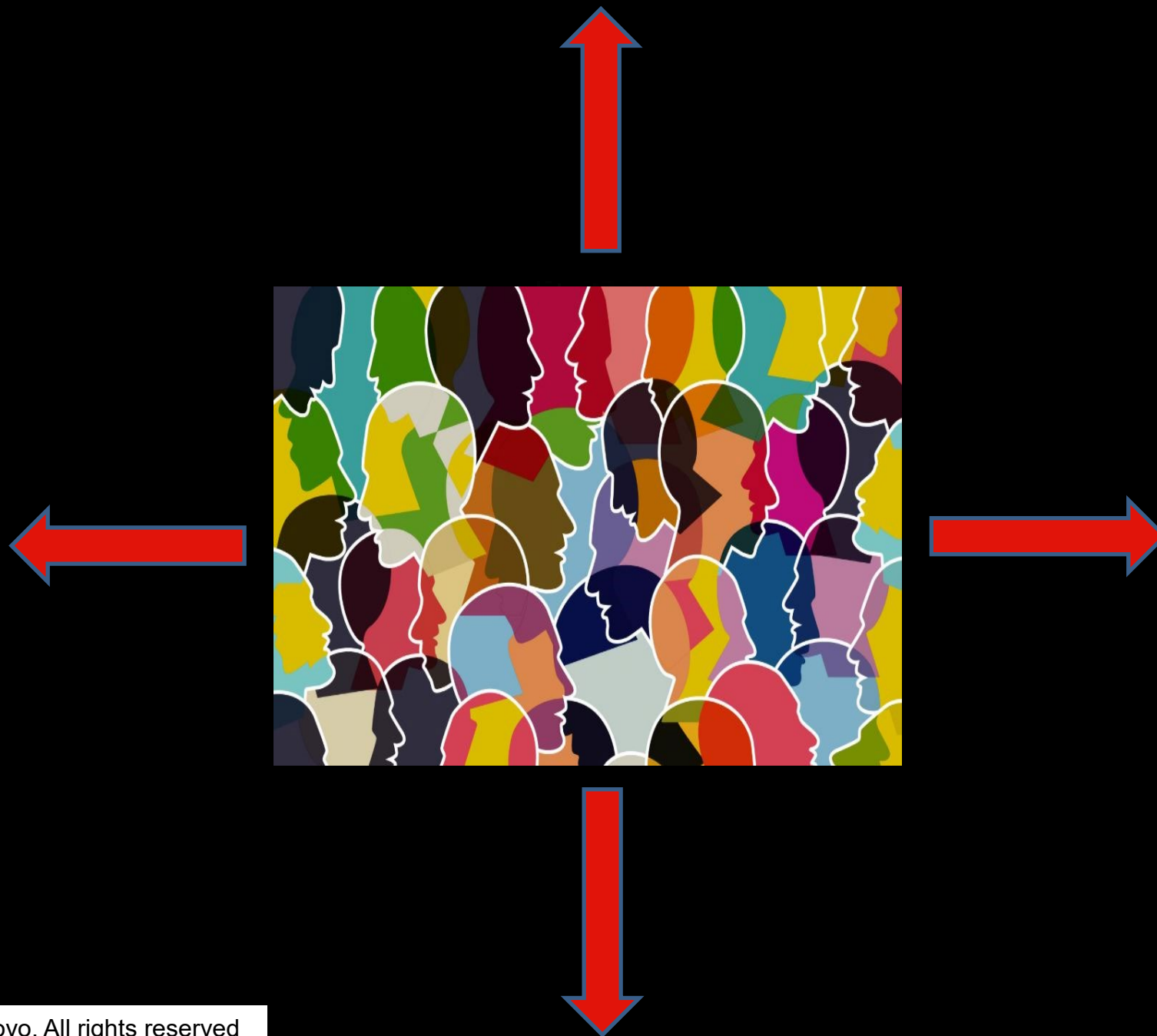
BAU...vs Disruptor - Stretch Beyond



BEST OF THE BEST – A.C.E.









Job Engaged Fulfilled





**Is it better to be Loved
or Feared?**

**Connect
Empower
Lead**



NASA – Apollo Team

Gene Kranz - Tough and competent (NASA Speech)



Leaders Building Leaders



Image: Atlanta Business Chronicle

Tons of Topics

No Lack of Technologies

Tech Talk on speeds & feeds

Content v Context v Complexities

Connect and Relate

DATA



SORTED



ARRANGED



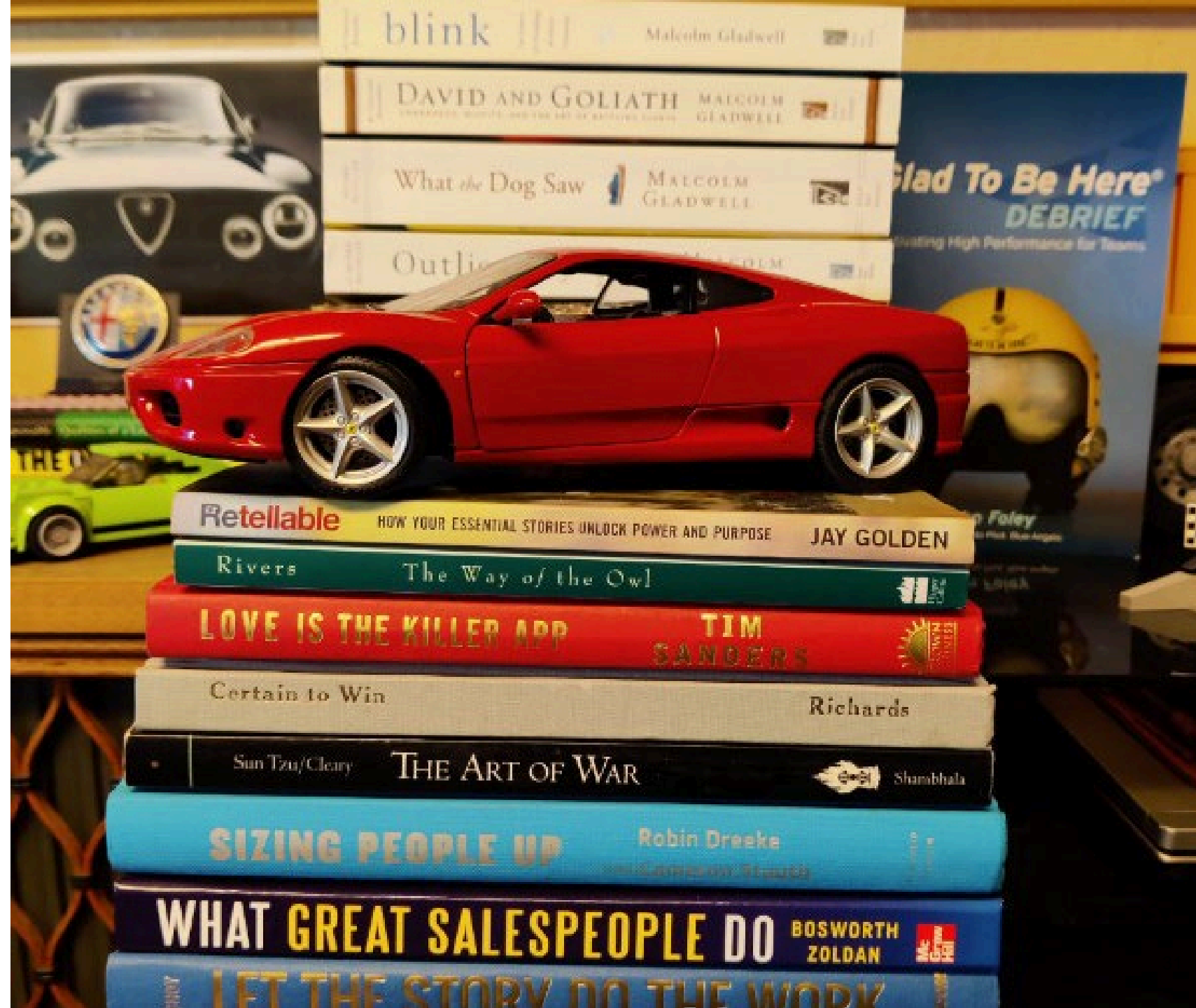
PRESENTED
VISUALLY



EXPLAINED
WITH A STORY



Stories Insights Strategies







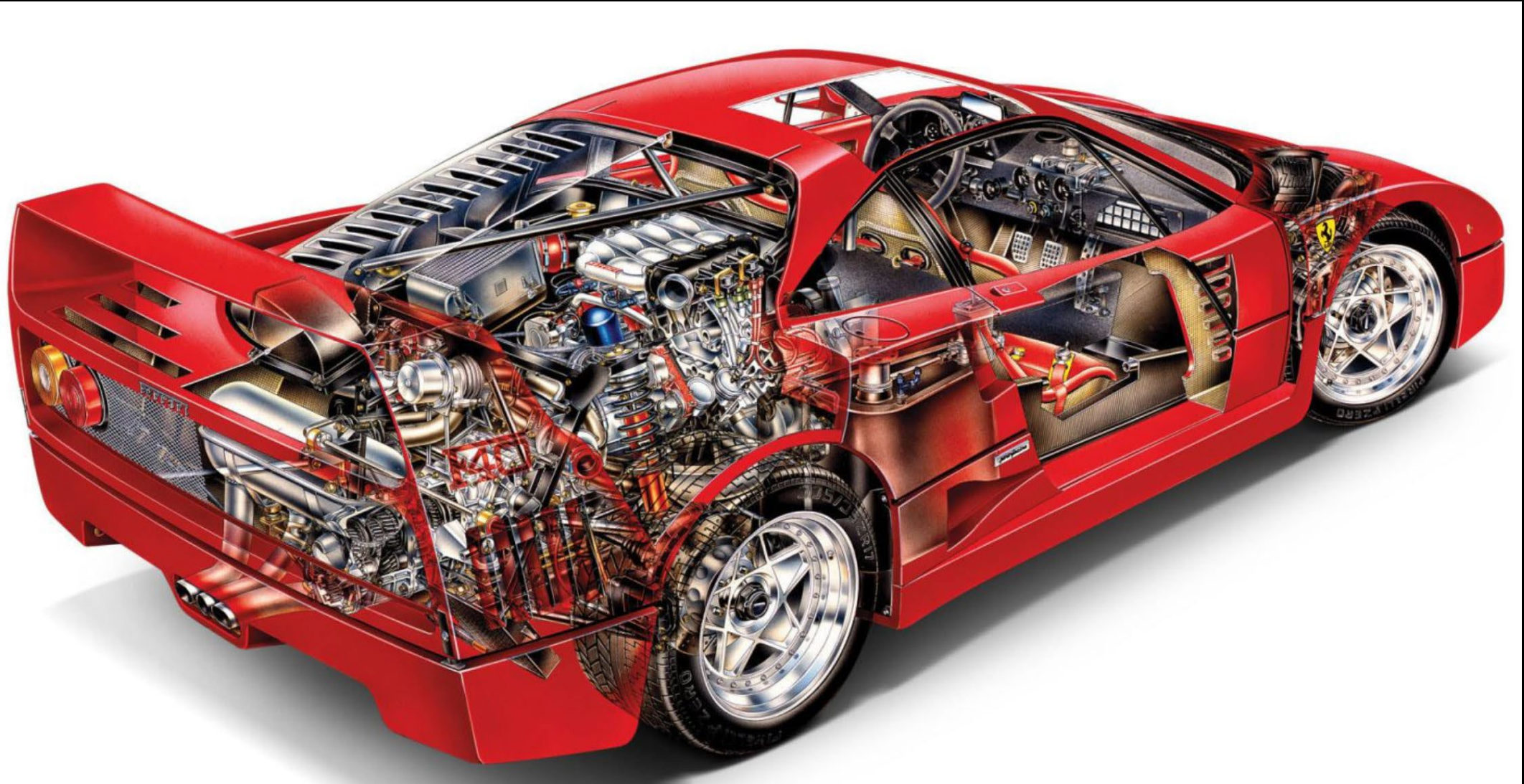
The Technology and the Story (Itch)



A long time ago in a galaxy far far away....

STAR WARS

3 E's – Expectations; Experience & Engagement



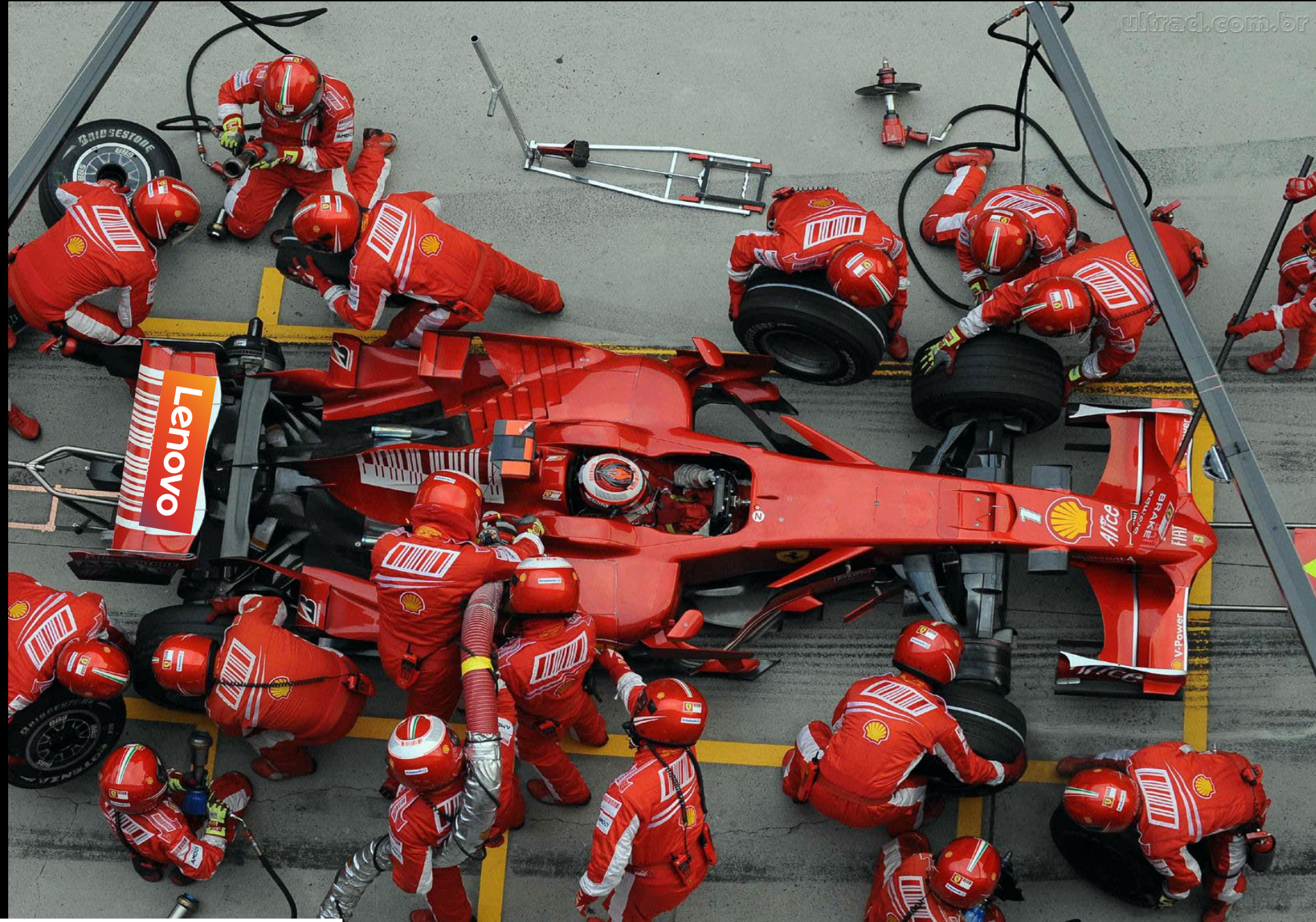
Ferrari F1 Perfection

Pause (k)



0:08 / 0:55





Journey to Quest

Fearful to Fear Less to *Fearless*

- Share Insights/Knowledge
- Embrace Uncertainty
- Assess & Adapt
- Warrior Mindset



Crack the Code Find the Key





Terri Soo Hoo as Indy!

















thanks!



Three S(tooges) Algorithm



Musashi Duel – Ganryu-Jima



Books I Like

Book of Five Rings - Self awareness (Miyamoto Musashi)

Art of War – Strategy (Thomas Cleary)

Certain to Win – OODA Methodology (Chet Richards)

Retellable – Storytelling (Jay Golden)

Let the Story Do the Work – Storytelling (Esther Choy)

What Great Salespeople Do – Change Your Ways (Bosworth & Zoldan)

The Way of the Owl – Integrity (Frank Rivers)

Love is the Killer App – Embrace (Tim Sanders)

Tipping Point – Observation (Malcolm Gladwell)

FBI Behavioralist (4 Books) - Robin Dreeke

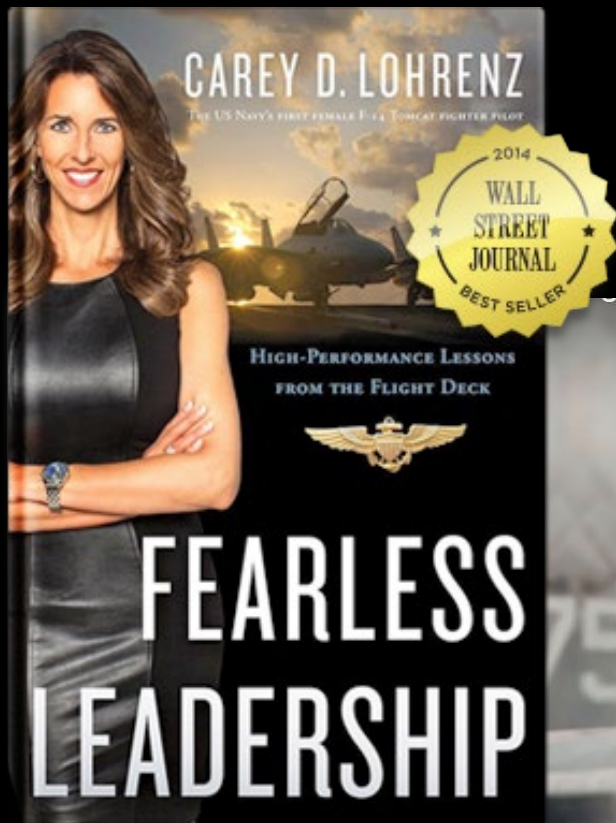
Love this site;

<https://www.cbinsights.com/>

Cars Are Just Cars...



Naval Aviators and the Most Dangerous Job in the World - Flight Ops on a Carrier



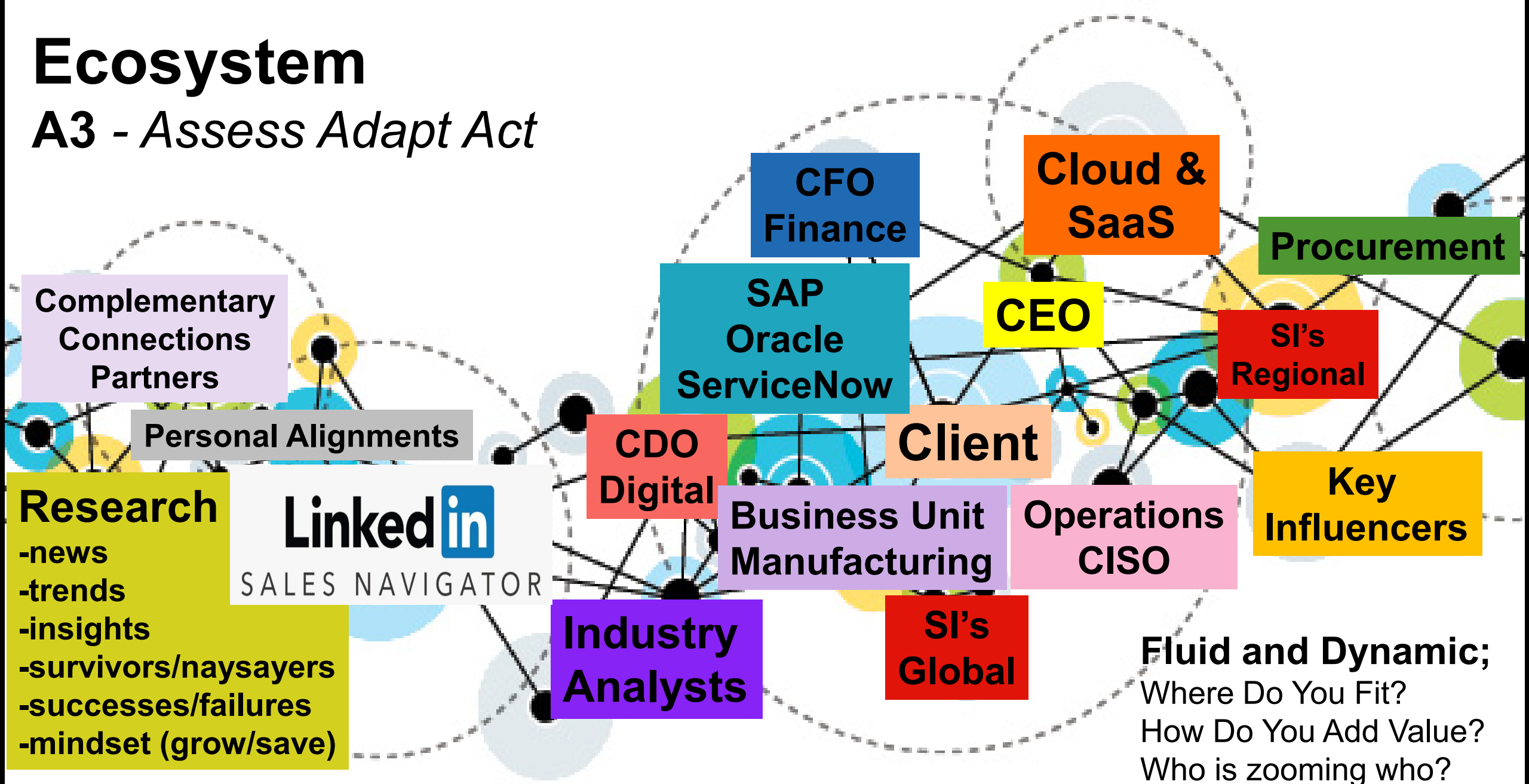
Powering and Enabling the Team





Ecosystem

A3 - Assess Adapt Act



Unique POV and Insights

C3 – Content Context Curiosity



2 weeks



2 days



20 mins

SAMSUNG

1 week



5 mins

Elevate the Conversation

E3 – *Engage Empower Educate*



Business Driven Topics