

**Connect. Engage.
Analyse. Grow.**

with 'LOGICSERVE MASTERCLASS'



LOGICSERVE MASTERCLASS 'Transforming for the New Normal'

Who should attend - CXOs / Business Leaders/
Mid-Management Professionals

April **22nd** 2020

TIME:

3:00 pm - 4:00 pm

Prasad Shejale

CEO & Founder, Logicserve Digital

THE WORLD HAS CHANGED POST COVID-19



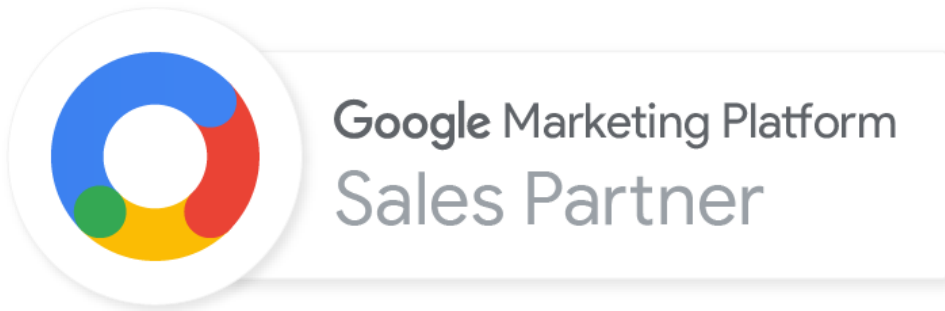
ABOUT LOGICSERVE DIGITAL

The fastest growing global conglomerate with expertise in new-age Digital Media, Creative, Data & Analytics & Technology Solutions.



+350 Agency Strength **+122** Awards Bagged **+500** Happy Clients

CERTIFICATIONS



[Google Marketing Platform Partners](#)



SOLUTION PARTNER

[Adobe Solutions Bronze Partners](#)

Poll 1

As a Business Leader, what according to you, is the biggest challenge; as you head towards The New Normal :

- How Do I Know What My Customer Is Thinking?
- How Do I Assess The Impact To My Business?
- How Can I Reimagine My Business?
- How Do I Put Things Into Action?

Next 30 mins

1

Feel - Think - Act
Framework

2

Industry Impact
Analysis
Framework

3

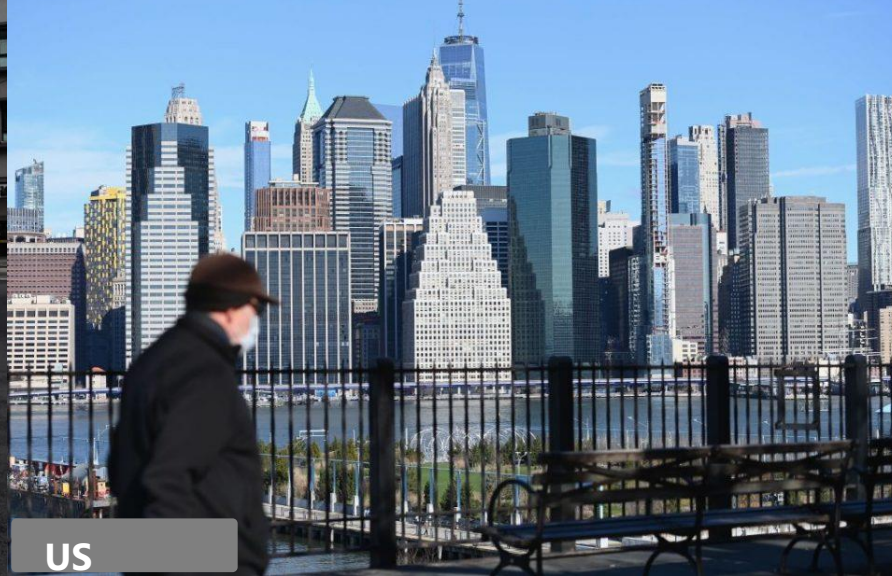
Mckinsey's 5R
Framework

4

Logicserve's
Fishbone
Framework



China



US



India

7.5 Billion People across Countries go on such a
Massive Lockdown



Russia



France



Italy



The New Normal





Fear of Global Recession

- Global Equity Collapse
- Shrinking Economy
- Major Drop In National & Global GDP
- Economic Effects Far Worse Than 2008-09 Financial Crisis
- Loss Of Jobs / Layoffs, Salary Cuts
- Focus On Survival Rather Than Growth
- Schools, Colleges, Offices, Malls - all shut
- Millions Of People Across the Globe In Self-Isolation
- Unpredictable Recovery Timelines



**Who Would Had
Thought??**



SECOND
EDITION
WITH A NEW SECTION:
'ON ROBUSTNESS
AND FRAGILITY'

'Mindblowing ...
a masterpiece'

Chris Anderson,
author of *The Long Tail*

'Hugely enjoyable –
compelling'

Financial Times

The Black Swan

The Impact of the Highly Improbable

Nassim Nicholas Taleb

- “Black Swans” are events thought to lie outside the realm of possibility, and yet happen anyway.
- Black Swan events can have earth-shattering consequences for those who are blind to them
- Taking an inventory of what you don't know will help you to assess risks better.

We Are Experiencing A Perfect VUCAH

Volatility, Uncertainty, Complexity, Ambiguity in a
Hyper-Connected world



**We are all consumers first (to someone) before we are
marketeers!**

**We Behave (Act) based on what we Think and we
Think based on what we Feel**

Framework-1

Feel-Think- Act

How do I know how will my customer behave?



Poll 2



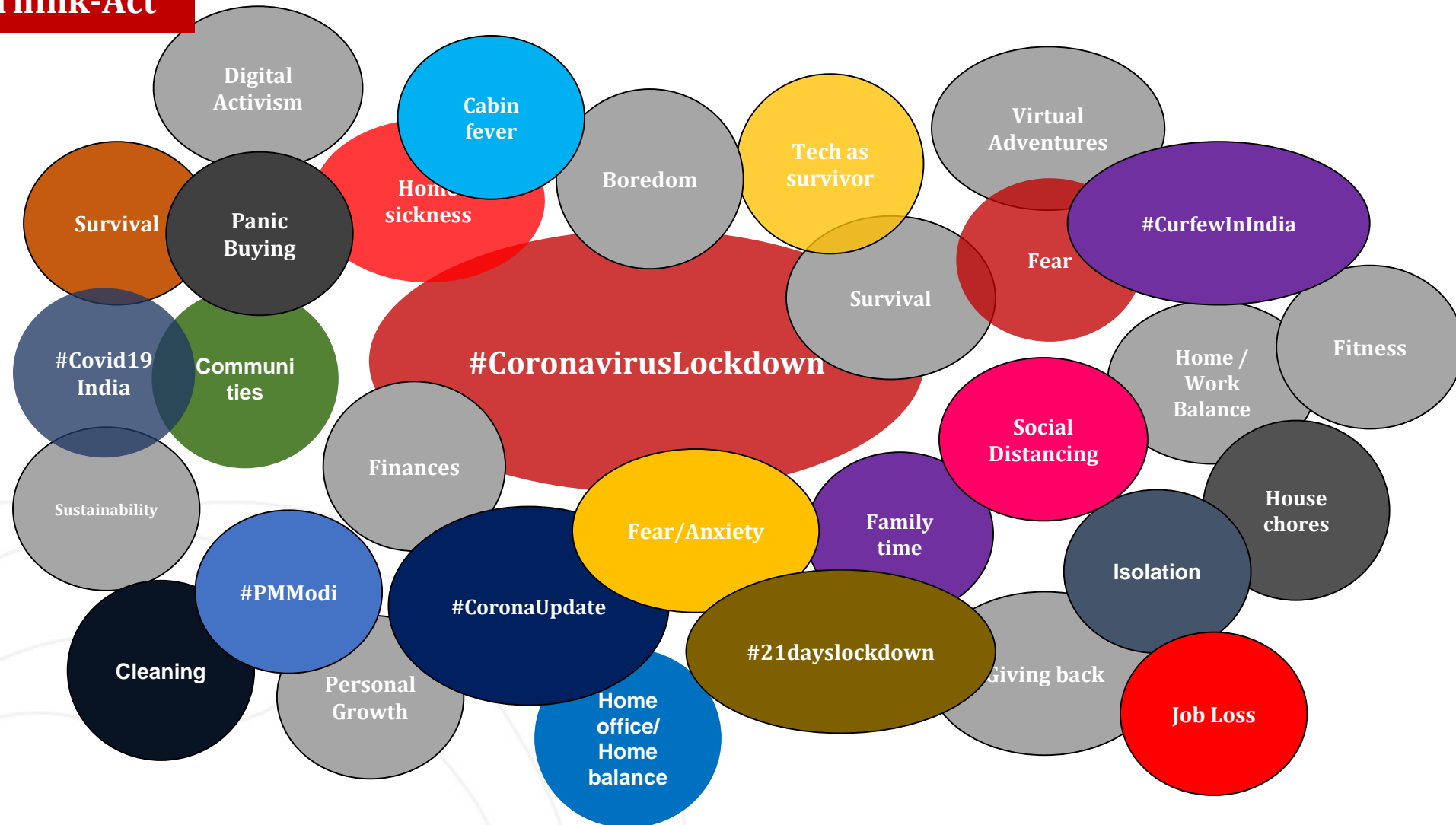
Which of the following things have you done on digital media over the past few days - something that you wouldn't have done if things were "Normal":

(Note : You can select multiple options)

1. Uploaded a video of myself on YouTube / Instagram / Facebook / LinkedIn
2. Cooked Food at Home
3. Did some sort of Physical Exercise
4. Consulted a Doctor Online
5. Enrolled in at least one online course
6. Hosted a Live Stream to share my thoughts with My Team / Entire Organization
7. Discovered New Hobbies or Indulged more with the old ones

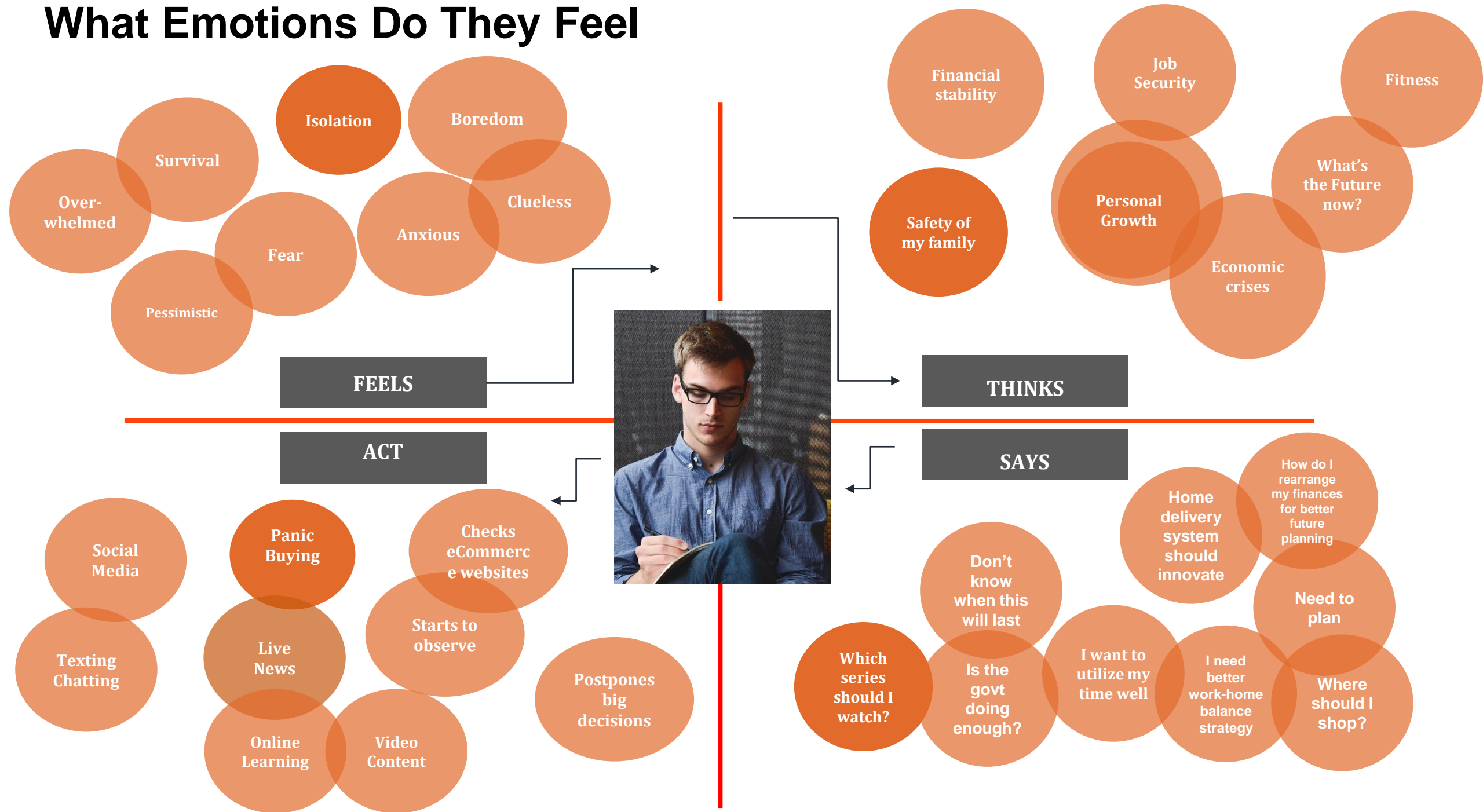
Panicked, Frustrated , Scared, Helpless, Uncertain, Needy ,
Confused at the same time Hopeful and Helpful

†
Feel-Think-Act

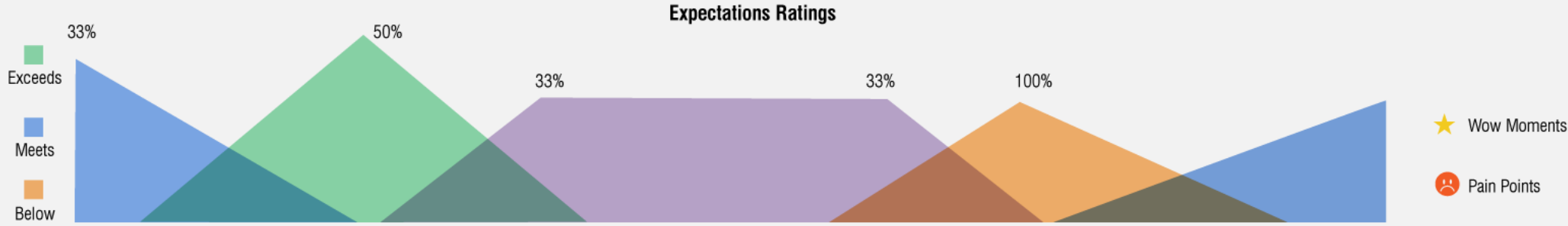


**“Do We Feel What the Consumer Feels So That
We Can Build What They Expects?”**

What Emotions Do They Feel



	 Research Travel	 Research MTB	 Book Flight	 Pre-Travel	 Travel: Board	 Travel: In Flight
 Actions	Research flight options on travel sites Notices good options from MTB Save preferred flight options to his list	Googles MTB Checks out MTB website	Review & select saved flight options Book MTB Flight Send flight itinerary to 3rd parties Receive confirmation email	Receive check-in-email. Notice promotion of mobile Apps & Loyalty program Check-in online at home	Board Flight Go through security Go to boarding gate	Check bag since no overhead room left Chat with traveler seated next to him Notice use of Apply Pay for food and drinks Catch up on news on personal video monitor Retrieve bag on jetway
 Thinking	I hope I can find a convenient flight at a good price Flight options/prices from MTB are good	I wonder if MTB is safe & reliable ★ Wow, there are some good customer reviews of MTB ★ MTB website feels contemporary & customer focused	Cross-sell promotions are getting in my way Creating an account and joining the loyalty program looks like it will slow me down. I'm going to skip it The policies are clear & customer-focused	If this flight goes well then I will consider downloading their app & joining loyalty program for future travel	This boarding process is taking forever. Will I find a spot in the overhead bin for my bag? ★ The boarding agent knew this was my first MTB flight & welcomed me personally.	The agent should have tagged bags before we boarded I'm surprised that news/ movies are free. This personal monitor is great. The frequent business traveller sitting next to me has rave reviews for MTB It's impressive that you can use Apple Pay in flight. This company seems innovative. ★ Why is it taking so long to get my bag?
 Feelings	EXCITED by regional airlines with great options & prices 😊 APPREHENSIVE about trying new airline knowing nothing about 😞	😊 CONFIDENT about trying MTB IMPRESSED	😞 UNSURE	😞 HOPEFUL	😊 IMPRESSED 😞 IMPATIENT	😊 BUILDING CONFIDENCE about MTB as alternative to large airlines 😞 FRUSTRATED

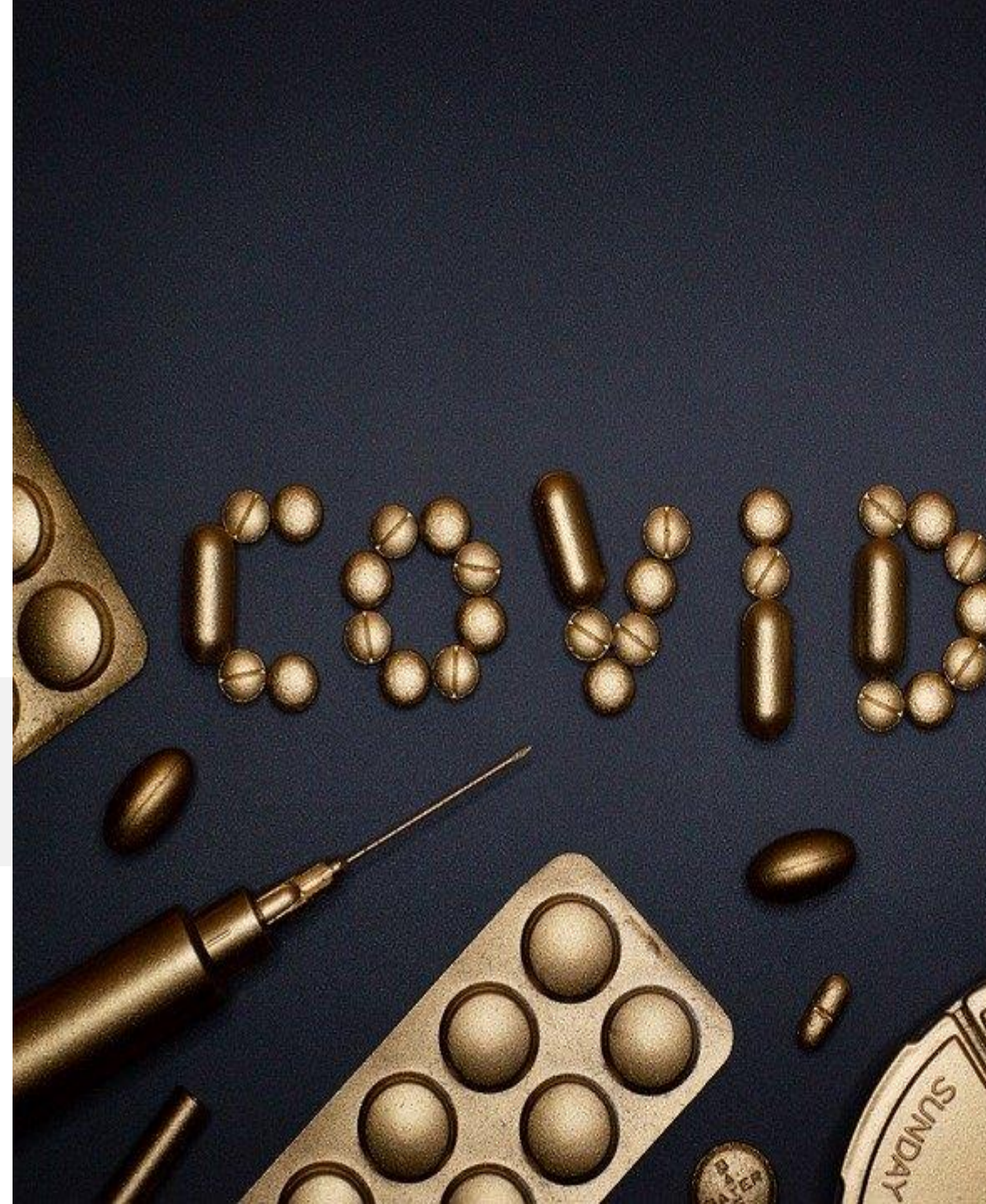


“When Brand Loyalties Fail, We Have To Build Consumer Loyalties”

Framework-2

Industry Impact Analysis

How do I assess the Impact to My Business?



Industry impact analysis

Covid-19 Industry Impact
boardofinnovation.com

Note: Detailed impact analysis per industry in dedicated reports.

Covid-19 Industry Impact

boardofinnovation.com

Industry characteristics

If characteristic is present in your or your clients' business, impact is negative (unless you successfully pivot).

Note: Detailed impact analysis per industry in dedicated reports.

	Large gatherings are essential	Close human interaction is essential	Hygiene, or perception thereof, is critical	Dependant on travel (business and leisure)	Service or product is postponable or expendable	Impact analysis
Tourism and hospitality	Very high	Very high	High	Very high	High	Very high
Sports	Very high	Very high	Medium	Low	Medium	High
Music	High	High	Low	Medium	Medium	High
Automotive	Low	Low	Medium	Low	Very high	High
Beverages (Alcohol)	High	High	Medium	Medium	Low	Medium
Retail (non-food)	High	Medium	Medium	Medium	Medium	Medium
Pharmaceuticals	Low	Low	High	Low	Low	Low

RISK VS. UNCERTAINTY VS. AMBIGUITY

RISK – KNOWN WORLD

Known markets
Known customers
Known products
Known technologies
Known business models
Known competitors

Many known variables & data exists

We can calculate risk and take spreadsheet based decisions doing what-if analysis

UNCERTAINTY – UNKNOWN WORLD

Uncharted markets
Unidentified customers
Unverified products
Unproven technologies
Untested business models
Unfamiliar competitors

Many many unknown variables & no data

Cannot calculate uncertainty and decisions need to be made with minimal spreadsheet calculations

ALL STRATEGY, INNOVATION, CHANGE & CRISIS MANAGEMENT HAVE UNCERTAINTIES

Entrepreneurial Leadership

Activist - Catalyst

Engage & Enroll Experts

Encourage Dissent

Ask Questions & Openness

Promote

Quick Learning

Experimentation

Facilitate Cooperation

Encourage

Exploration

Enable Creativity &
Innovation

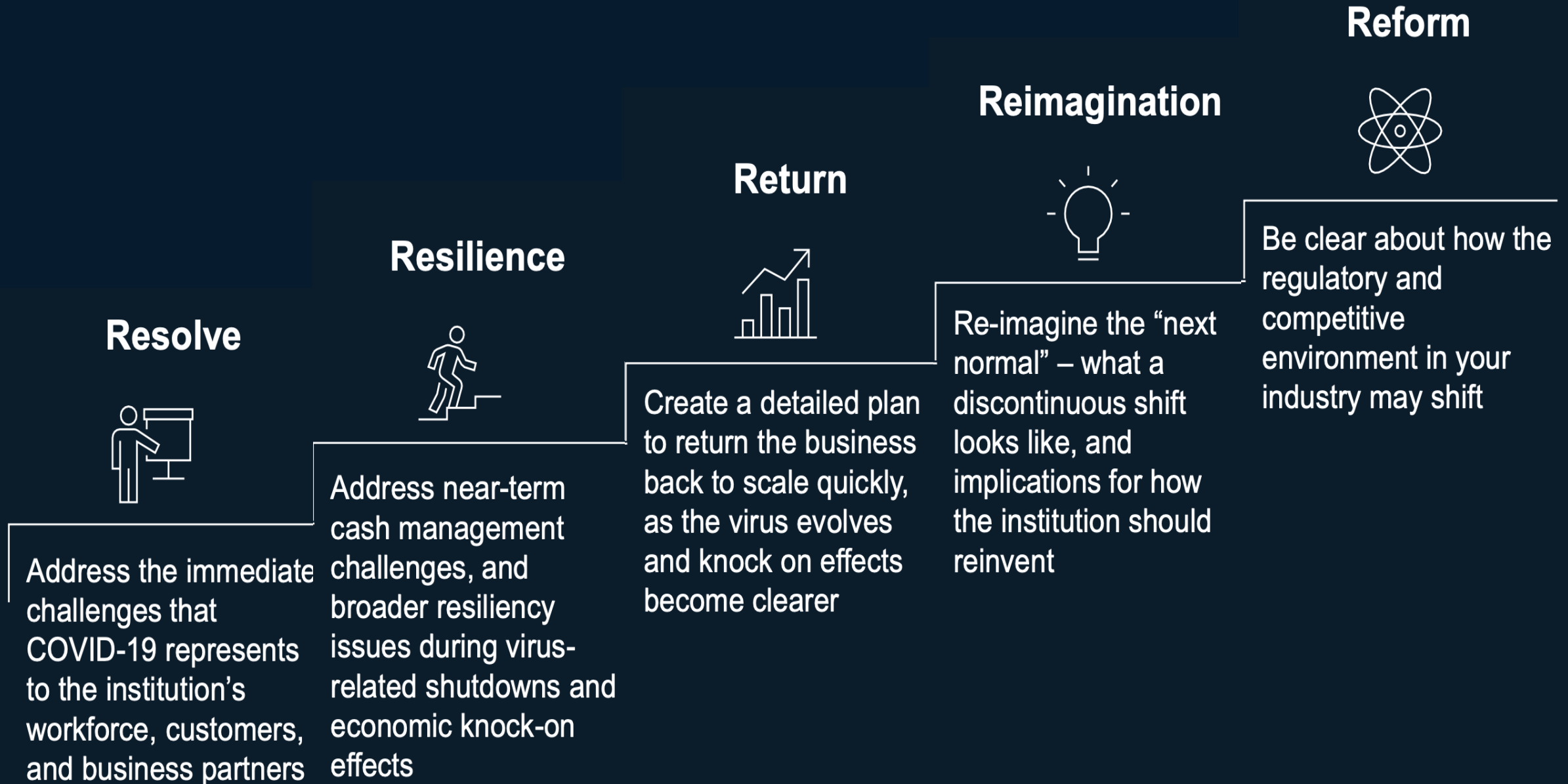
Framework-3

McKinsey 5R Framework

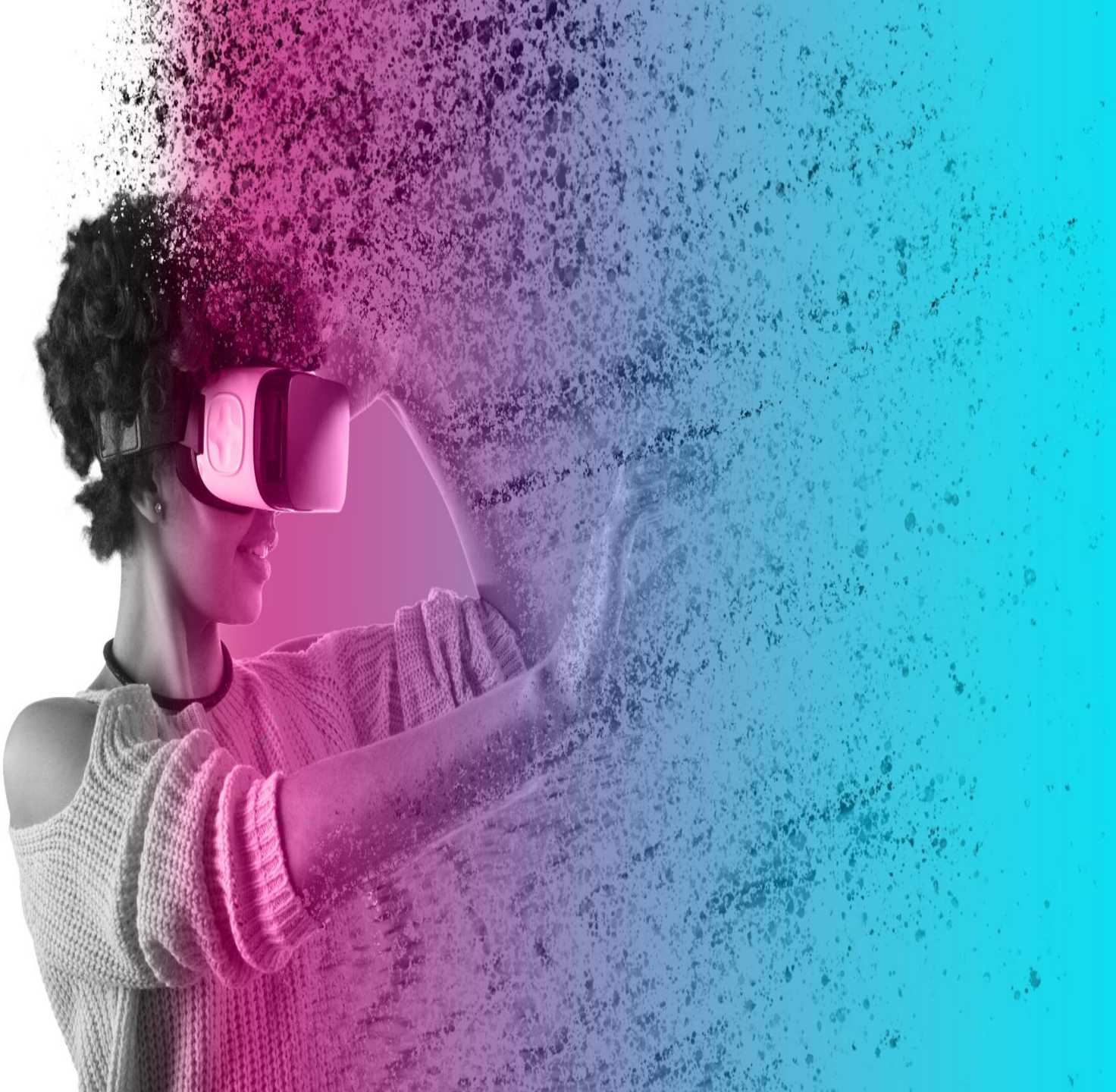
How Can I Reimagine My Business?



Leaders need to think and act across 5 horizons



**“We are in the midst of seeing more change in the next
5 years than we’ve seen in the last 50 years”
– *GM, CEO Mary Barra***



Our Consumers Have
Already Changed.

They have Leapfrogged
at least 5 Years to

Embrace Digital



MBA-ish - Workplace Satire

@MBA-ish

Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19



DIGITAL TRANSFORMATION
IS **YEARS** AWAY. I DON'T
SEE OUR COMPANY
HAVING TO CHANGE
ANY TIME SOON.



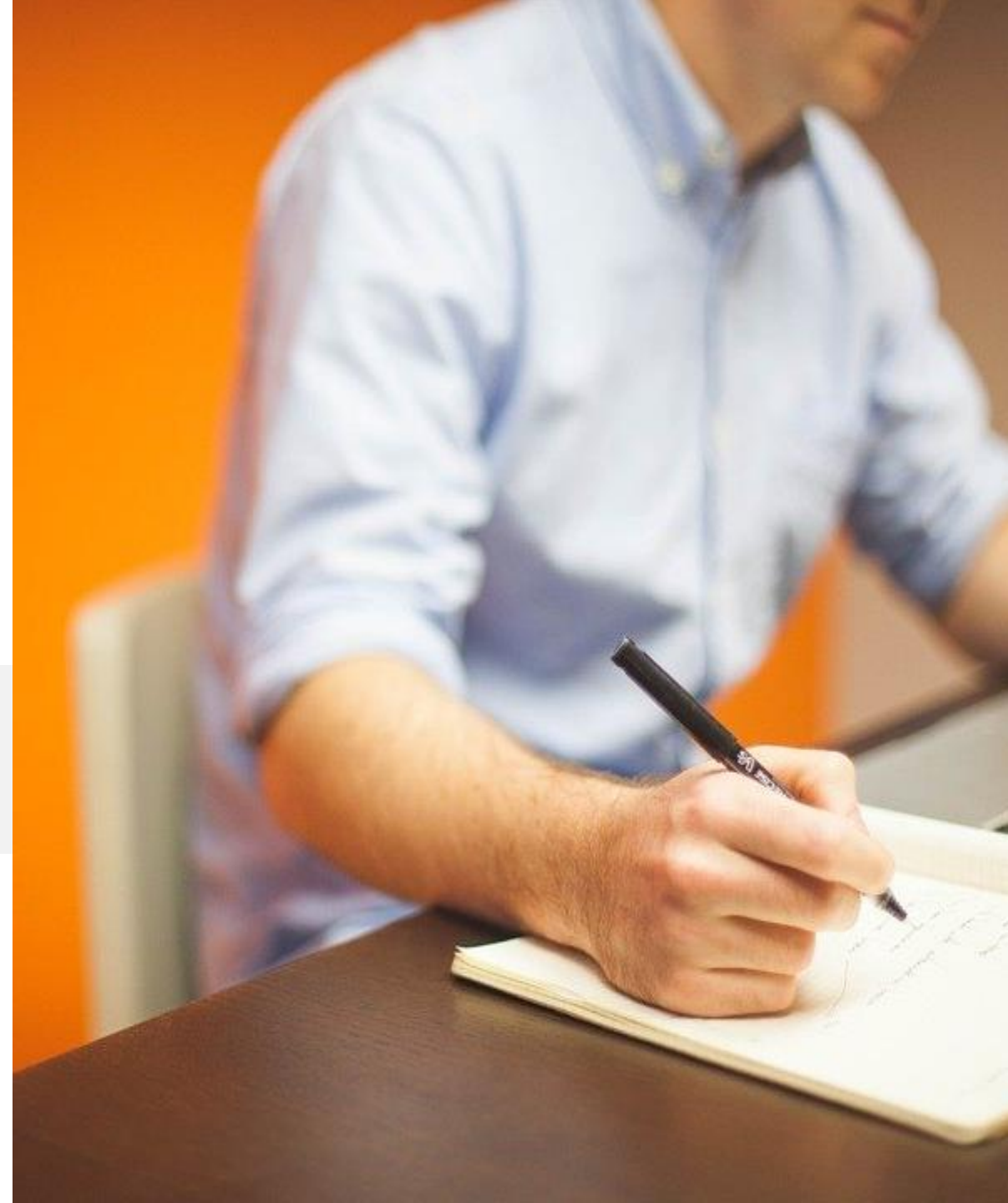
COVID-19

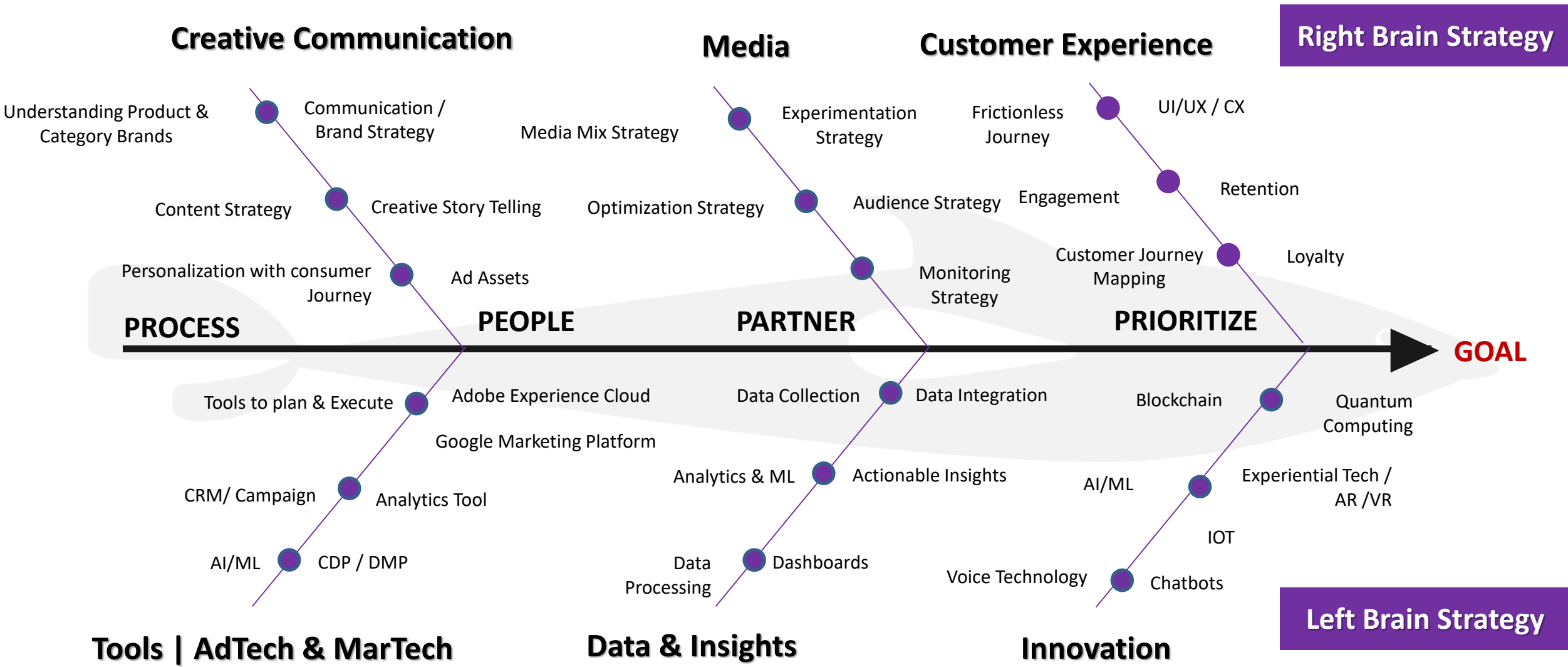
TOM
FISH
BURNE

Framework-4

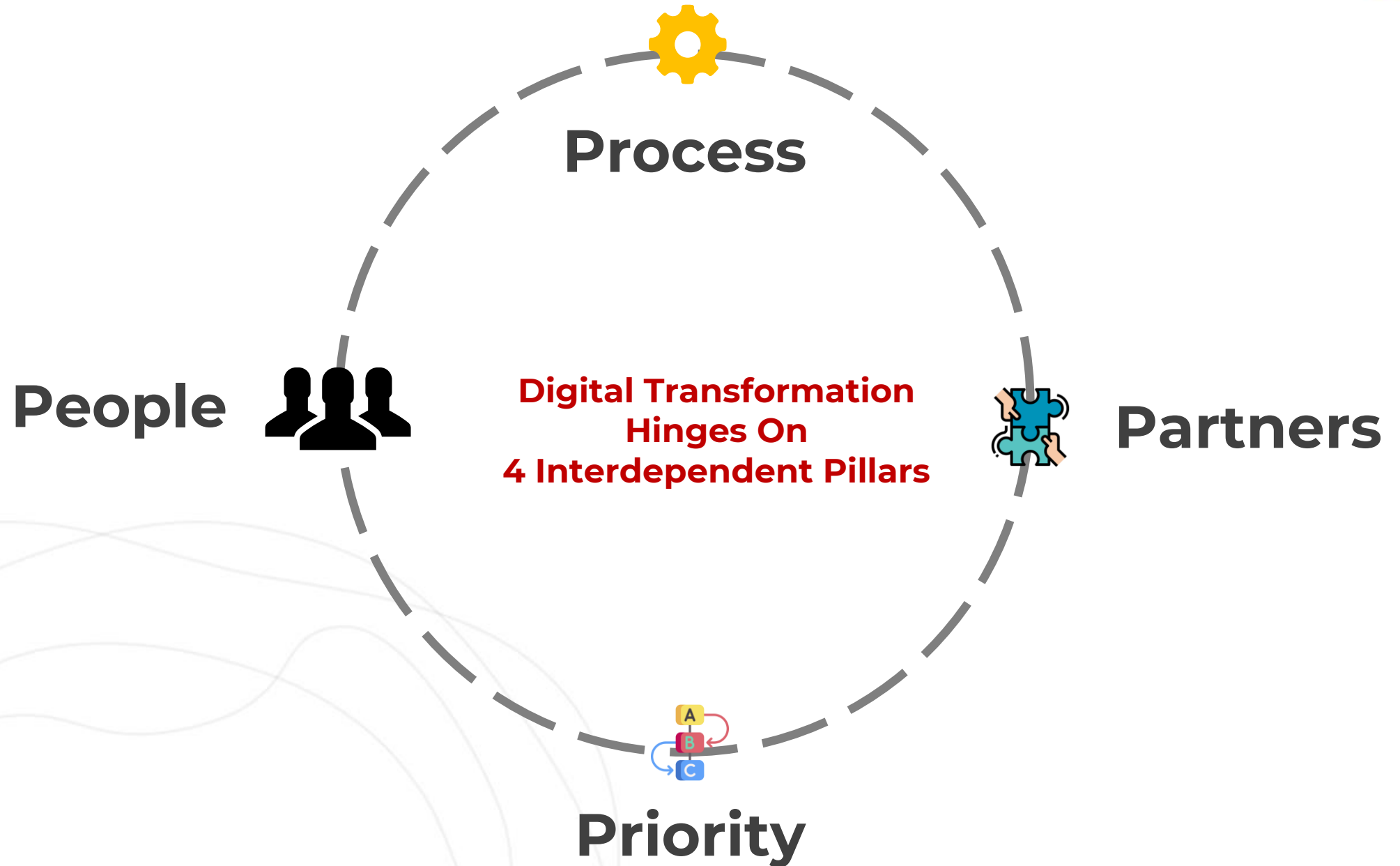
Logicserve Digital Integrated Approach

How do I Put Things into Action?





Pillars of Digital Transformation



Thank You

The logo consists of a large blue speech bubble with a smaller blue circle below it, containing the text "LOGICSERVE DIGITAL" in white.

LOGICSERVE
DIGITAL

Write to us at masterclass@logicserve.com

Logicserve Masterclass : Next Sessions



24nd April:	<i>Be An Analytics Pro - A peak into Advanced Analytics</i>
28th April:	<i>Explore the World of GMP with Use Cases & Case-studies</i>

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