



**DIGITALNA SLOVENIJA**

Mednarodna konferenca in 3. poslovni dialog programa KOC 2.0

# SLOVENIAN DIGITALIZATION COMPETENCES

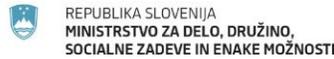
Razvoj kompetenc za digitalizacijo slovenskih podjetij

**22. 10. MOTIVAKCIJSKI DAN ZA VODJE**  
Kako uspešno voditi digitalno preobrazbo?

**23. 10. OD IDEJ K PRAKTIČNIM REŠITVAM**  
Delavnice in predstavitve priložnosti.

Javni štipendijski, razvojni, invalidski in preživninski sklad Republike Slovenije  
Ministrstvo za gospodarski razvoj in tehnologijo  
[Brdo@Kranj.si](mailto:Brdo@Kranj.si)

eli-see



## LOVE DIGITAL - WORKSHOP LIST:

Four key steps for successful digital transformation (Engels) .....	2
What Leaders Must Know about Digital Transformation (Newman) .....	3
Impact of technology on workplace dynamics and generational diversity (Ashe).....	5
Business Model & Support System - eEstonia (Turk) .....	7

## Four key steps for successful digital transformation (Engels)

### WORKSHOP 1 - GRANDIS

<b>Name</b>	Alexander Engels	
<b>Company</b>	SOLOPEX d.o.o.	
<b>Position</b>	Managing Director	
<b>Email**</b>	alexander.engels@solopex.com	
<b>Mobile**</b>	030646455	
<b>Social Media (link)</b>	<b>LinkedIn:</b>	<a href="http://www.linkedin.com/in/alexander-engels-phd">http://www.linkedin.com/in/alexander-engels-phd</a>
<b>Bio &amp; company info</b>	 <p>Alexander Engels started his professional IT career two decades ago. He has held positions in R&amp;D, consulting, and company management. His expertise includes mathematical optimization, information technology, and cloud computing. Alexander holds a Ph.D. in electrical engineering (RWTH Aachen University) and Diplomas in computer science and mathematics.</p> <p>Alexander founded Solopex to bring the benefits of digitalization to a wider audience, particularly to the industrial sector. Solopex products empower manufacturing executives to take an active leadership of production. Through system-wide planning automation, they can align production capabilities and management goals in an entirely new way. Solopex customers come from automotive, steel, and plastics industry in Slovenia and Germany.</p>	
<b>Title</b>	Industry 4.0 as the Driver of Digital Transformation	
<b>Abstract (max. 750 chars)</b>	<p>Industry 4.0 and digitalization of the manufacturing world go hand in hand. Successful transformation initiatives must align mechanical systems, digital technology, the human factor, and economical goals in a common context.</p> <p>The workshop addresses four key questions that everyone who wants to succeed on the transformation path has to answer:</p> <ol style="list-style-type: none"> <li>1. Why do we have to transform the factory?</li> <li>2. How do we select a good starting use case?</li> <li>3. What tools do we need from the rapidly growing universe of digital technology (AI, sensors, cloud, blockchain,...)?</li> <li>4. How do we engage people in the transformation process?</li> </ol>	

	Examples from practice will show how production companies can start and drive their digital transformation by combining data intelligence, IoT technology, software tools, and lean manufacturing principles.
--	---

## What Leaders Must Know about Digital Transformation (Newman)

### WORKSHOP 2 – GLASSHALL 4

<b>Name</b>	Daniel Newman, Olivier Blanchard	
<b>Surname</b>	Newman	
<b>Company</b>	Futurum Research	
<b>Position</b>	Managing Director and Principal Analyst	
<b>Email</b>	dnewman@futurumresearch.com	
<b>Social Media (link)</b>	<b>LinkedIn:</b>	<a href="http://www.linkedin.com/in/daniellouisnewman">http://www.linkedin.com/in/daniellouisnewman</a>
	<b>Twitter:</b>	<a href="https://www.twitter.com/danielnewmanuv">https://www.twitter.com/danielnewmanuv</a>
<b>Bio &amp; company info</b>		<p><b>Daniel Newman</b> is the Principal Analyst and Founding Partner of Futurum Research and the CEO of Broadsuite Media Group. Living his life at the intersection of people and technology, Daniel works with the world’s largest technology brands exploring Digital Transformation and how it is influencing the enterprise. From Big Data to IoT to Cloud Computing, Newman makes the connections between business, people, and tech that are required for companies to benefit most from their technology projects, which leads to his ideas regularly being cited in CIO.Com, CIO Review, CNBC and hundreds of other sites across the world. A six-time best-selling author, including his most recent “Futureproof: 7 Key Pillars for Digital Transformation Success,” Daniel is also a Forbes and MarketWatch (WSJ) contributor. A Chicago native, Newman has earned an MBA, and is a Graduate Adjunct Professor at North Central—College School of Business and Economics. companies are headquartered in Chicago, but Newman’s speaking takes him around the world each year as he shares his vision of the role technology will play in our future.</p> <p>Futurum is a technology, digital innovation and market disruption-focused strategy and research and analyst firm. Every day, our analysts, researchers and advisors help business leaders from around the world anticipate tectonic shifts in their industries and leverage disruptive innovation to either gain or maintain a competitive advantage in their markets. While our three key focus areas are research, analysis, and insights, we also provide a full menu of advisory services geared towards helping organizations navigate the treacherous currents of technological change and successfully operationalize digital transformation.</p> <p>Whether the organization is simply curious about what technologies will shape the face of your industry in the coming months and years, looking to stay competitive in a rapidly changing business environment, working to transition from challenger to incumbent in the next 12-24 months, or gauging the investment potential of a yet untested business</p>

	<p>idea, Futurum is here to provide you with the research, insights and expertise needed to make the best possible decisions, starting today.</p> <p><b>Olivier Blanchard</b> is Senior Analyst with Futurum Research, a technology, digital innovation and market disruption-focused research firm. He is the author-co/author of four best-selling books: Social Media ROI: Managing and Measuring Social Media Efforts In Your Organization (Que/Pearson), The Ultimate Field Guide to Digital Program Management, Building Dragons: Digital Transformation in the Experience Economy. and Futureproof: 7 Key Pillars for Digital Transformation.</p>
<b>Title</b>	The Executive Forum: What Companies Must Know About Digital Transformation
<b>Abstract</b> <i>(max. 750 chars)</i>	<p>The First Day will include a keynote presentation entitled Futureproof: 7 Key Pillars for Digital Transformation Success.</p> <p>Learn the digital transformation secrets of the world's most enduring companies: Find out what they do to build stability in times of constant change, and most importantly, how they make their business "Futureproof."</p> <p>More than ever before, well-established companies are succumbing to wave after wave of disruption from new entrants, new technologies, and new customer expectations. Companies like Kodak, Blockbuster Video and Xerox weren't able to cope with the pace and scope of disruption, and now they're all but gone. No business leader wants to be next. The pressure is on to adapt. As organizations begin to cope with the realization that digital transformation is the key to their survival in the age of technology-driven business, it is easy to fall into the trap of thinking that digital transformation is merely a technology investment play. It isn't.</p> <p>There is a larger operational vision at play here, and the world's most adaptable companies have already figured out what it is. Broken down into its core components, it consists of 7 operational pillars that help organizations accelerate digital transformation, manage change, and turn disruption into a tireless engine of opportunity.</p> <p>In the lecture, you will learn:</p> <ul style="list-style-type: none"> <li>* 7 futureproofing pillars that drive a digitally-transformed enterprise</li> <li>* Why companies that <b>focus on experience design</b> are so much more successful than those that don't.</li> <li>* How to recruit, develop and motivate the <b>workforce of the future</b>.</li> <li>* Why the world's most successful companies have learned to put <b>change at the heart of their business model</b>.</li> <li>* How stalled organizations can <b>unlock their innovation potential</b> and become game-changers in their own right.</li> <li>* Why <b>data-driven mindsets</b> win and how that affects your technology investment strategy.</li> <li>* Why <b>culture</b> is the most important building block of a futureproof business, and how you can shape yours.</li> </ul> <p>The 2nd Day of the program will include a ~5-6 hour workshop split into 4 parts.</p> <p><b>Workshop will include 4 interactive parts</b> (~45 minutes each with time for Q&amp;A)</p> <ol style="list-style-type: none"> <li>1. Findings from the 2018 Digital Transformation Index</li> <li>2. Why Executive Leadership Must Champion Digital Transformation</li> </ol>

	3. How to Build A Change Ready Culture 4. Emerging Technologies: What technologies must businesses adopt now and in the next 24 months.
--	--

## Impact of technology on workplace dynamics and generational diversity (Ashe)

### WORKSHOP 3 (GLASSHALL 2-3)

#HRMATTERS Intro: @Anton Golob KOC 2.0. Fund for scholarships	
<b>Surname</b>	<b>Nicole Ashe</b>
<b>Company</b>	GROWING LEADERS, Cox Automotive
<b>Position</b>	Growing Leaders Board of Directors and Senior Vice President of Cox Automotive
<b>Social Media (link)</b>	<b>LinkedIn:</b> <a href="https://www.linkedin.com/in/nicole-c-ashe/">https://www.linkedin.com/in/nicole-c-ashe/</a>
	<b>Twitter:</b> <a href="https://twitter.com/GrowingLeaders">https://twitter.com/GrowingLeaders</a>
	<b>FaceBook:</b> <a href="https://www.facebook.com/growingleadersinc/">https://www.facebook.com/growingleadersinc/</a>
<b>Bio &amp; company info</b>	 <p> <b>Ms. Nicole Ashe is the Senior Vice President of Global Talent, Diversity and Culture at Cox Automotive and a board member of Growing Leaders, Inc.</b> Nicole is an award-winning Talent Management Executive and Senior Level Change Leader with expertise directing global organizations to success through consultative partnerships and strategic business engagement. Nicole leads the Talent Organization for Cox Automotive, which includes the Global Learning, Organizational Development, Performance Management, Diversity &amp; Inclusion and Culture teams. Her organization supports over 35,000 team members across the globe. Today, Nicole's teams are focused on attracting, developing, progressing and retaining talent across Cox Automotive. Before joining Cox in 2014, Nicole held various executive leadership positions with Fortune 500 companies including Delta Dental Insurance Company, Cbeyond, Wachovia Bank &amp; Bank of America. Under Nicole's direction, teams have won the coveted Association for Talent Development's (ATD) BEST Award and Training Magazine's Top 125 award---both sought after, industry specific distinctions. In addition to her work with Growing Leaders, Nicole is a board member for Women in Automotive(WiA), and she is a member of the Atlanta Chapter of United Way's African American Partnerships, SHRM, NAAHR Atlanta Chapter and Choose ATL. Nicole is a featured guest speaker for organizations including NAAMAD, Serviam Partners and National Automobile Auction Association (NAAA).         </p>

	<p><b>Cox Automotive</b> is a leading provider of vehicle remarketing services and digital marketing and software solutions for automotive dealers and consumers. Cox Automotive includes Manheim, AutoTrader.com, Kelley Blue Book, vAuto, NextGear Capital, and a host of global businesses and brands, employing nearly 35,000 employees in 150 locations worldwide.</p> <p><b>Growing Leaders, Inc.</b> is focused on the leadership development of students, young athletes and new professionals. Through relevant and innovative events and resources, Growing Leaders equips the next generation and the employers, parents, teachers, coaches, and mentors who shape their lives.</p>
<p><b>Title</b></p>	<p>Workshop: The Impact of Technology on Workplace Dynamics and Generational Diversity</p>
<p><b>Abstract</b> (max. 750 chars)</p>	<p>The impact of technology on the workplace cannot be underestimated. When multiple generations are working together in an organization, the issue becomes even more complex. The most successful companies embrace the changes technology brings and find ways to build strong teams and collaborative work environments within this new reality.</p> <p>In the morning session of this workshop entitled “Generational Diversity in the Workplace”, attendees will identify the key characteristics of each generation in the workplace and identify strategies to help each team member function at their highest level. Time is allotted for Q&amp;A and group discussion.</p> <p>In the afternoon session entitled " Generation iY in the Workplace: Turning Potential into Performance”, attendees will focus on learning strategies to:</p> <ul style="list-style-type: none"> <li>• Recruit young talent</li> <li>• Create engaging environments that allow the emerging generation to flourish</li> <li>• Establish mentoring programs that involved the younger and older generations learning together</li> <li>• Develop ongoing professional development programs to retain millennial talent for the long term</li> </ul> <p>The workshop will close with attendees working in groups on a Case Study exercise designed to help them create action steps to incorporate immediately in their work situation.</p>

## Business Model & Support System - eEstonia (Turk)

### WORKSHOP 4 - GLASSHALL 1

<b>Name</b>	Toomas Türk, DIGINNO /e-Estonia	
<b>Company</b>	DIGINNO /e-Estonia	
<b>Position</b>	Expert	
<b>Email**</b>	<a href="mailto:Toomas.Turk76@gmail.com">Toomas.Turk76@gmail.com</a> (for connections see social media links)	
<b>Mobile**</b>	+3725060433	
<b>Social Media (link)</b>	<b>LinkedIn:</b>	<a href="https://www.linkedin.com/in/toomas-türk-9518624/">https://www.linkedin.com/in/toomas-türk-9518624/</a>
	<b>FaceBook:</b>	<a href="https://www.facebook.com/toomas.turk">https://www.facebook.com/toomas.turk</a>
<b>Bio &amp; company info</b>		<p>Toomas is always passionate to go with the new initiatives - from fresh ideas to meaningful impact and outcome.</p> <p>He has worked on senior level at Top Global/National Tech companies including Oracle, Telia, Estonian E-invoicing Center and has great knowledge about e-Estonia, Start-ups and Smart City initiatives etc.</p> <p>Besides, he has been active contributor to regional EU project and networks including DIGINNO, ITL, PostEurop. His competences are from Sales and Marketing, Strategy development to Change and Project management.</p> <p>»My passion is to constantly work on new great ideas and get inspired by them. Future visions of technology, “whatif” theories and networking go along well with me«</p>
<b>Title</b>	Workshop »Out of the box« thinking – business model canvas case study in times of digital disruption	
<b>Abstract (max. 750 chars)</b>	<p>Intro: Jurij Dolžan, Directorate for the Information Society, Ministry of Public Administration.</p> <p>Take a deep dive into the digital business support ecosystem – from prototype funding and garage events to country level Cluster cooperation – overview of Estonian case study (sources: <a href="https://www.startupestonia.ee/">https://www.startupestonia.ee/</a> , <a href="https://www.estonianclusters.ee/language/en/">https://www.estonianclusters.ee/language/en/</a> ) – we will take a tour to different business support ecosystem programmes and projects which have made the success in Estonia.</p>	



Javni štipendijski, razvojni,  
invalidski in preživninski  
sklad Republike Slovenije



**KOC 2.0**  
Kompetenčni centri  
za razvoj kadrov



EVROPSKA UNIJA  
EVROPSKI STRUKTURNI  
IN INVESTICIJSKI SKLADI

	<p>Additionally , group work will give an opportunity for the participants to position the next project value with the Canvas and Value Proposition.</p> <p>This Workshop is based on e-Estonia and Baltic Sea Region projects experience. Group work for new innovation project development based on “out-of-box” thinking and using Business Model Canvas.</p> <p>You will learn how to use the Start-ups minded business model design with digital innovation and disruptive technologies for your situation</p> <ol style="list-style-type: none"><li>1. „out-of-box“ Design Thinking</li><li>2. Business canvas overview.</li><li>3. Customer relations/Segments and Channels.</li><li>4. Key Partnerships and activities: design your Value</li></ol>
--	---



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA DELO, DRUŽINO,  
SOCIALNE ZADEVE IN ENAKE MOŽNOSTI



EVROPSKA UNIJA  
EVROPSKI SKLAD  
SOCIALNI SKLAD  
NALOŽBA V VAŠO PRIHODNOST

Projekt sofinancirata Ministrstvo za delo, družino, socialne zadeve in enake možnosti ter Evropska unija iz [Evropskega socialnega sklada](#).

Project is funded by Republic of Slovenia, Ministry of Labour, Family, Social affairs and Equal opportunities and European Union from European Social Fund.