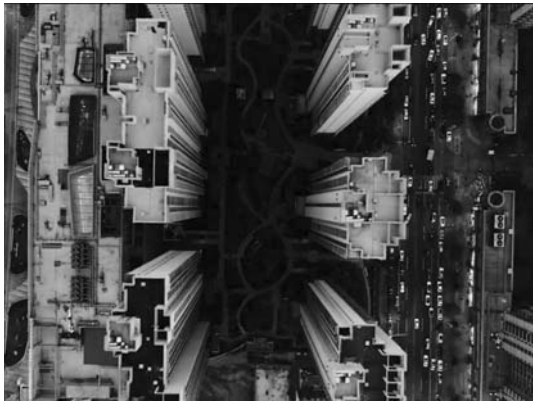
THE GREAT
REWRITE

How is this different?

2007.

a reset of
the operating
system of our
world.

agenda.

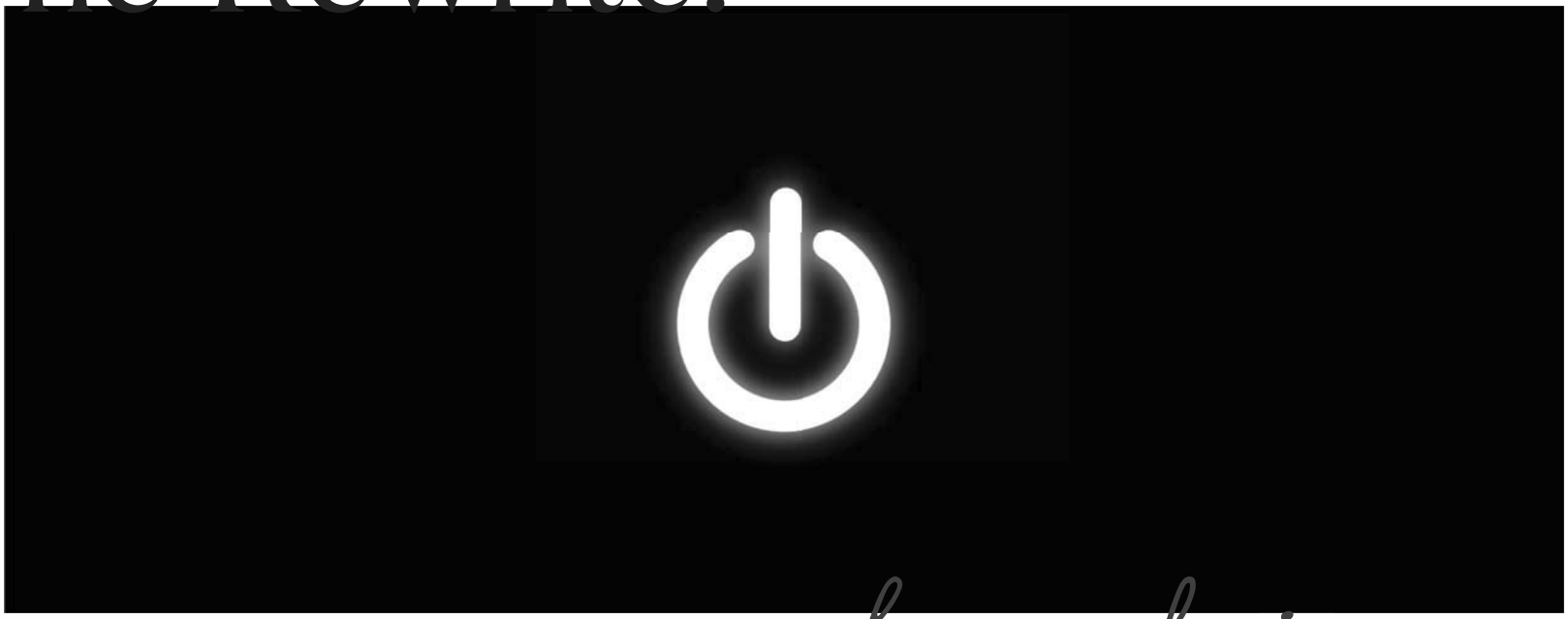


THE REWRITE:
the framework.

IMPACT ON THE IT SUITE:
a look ahead.

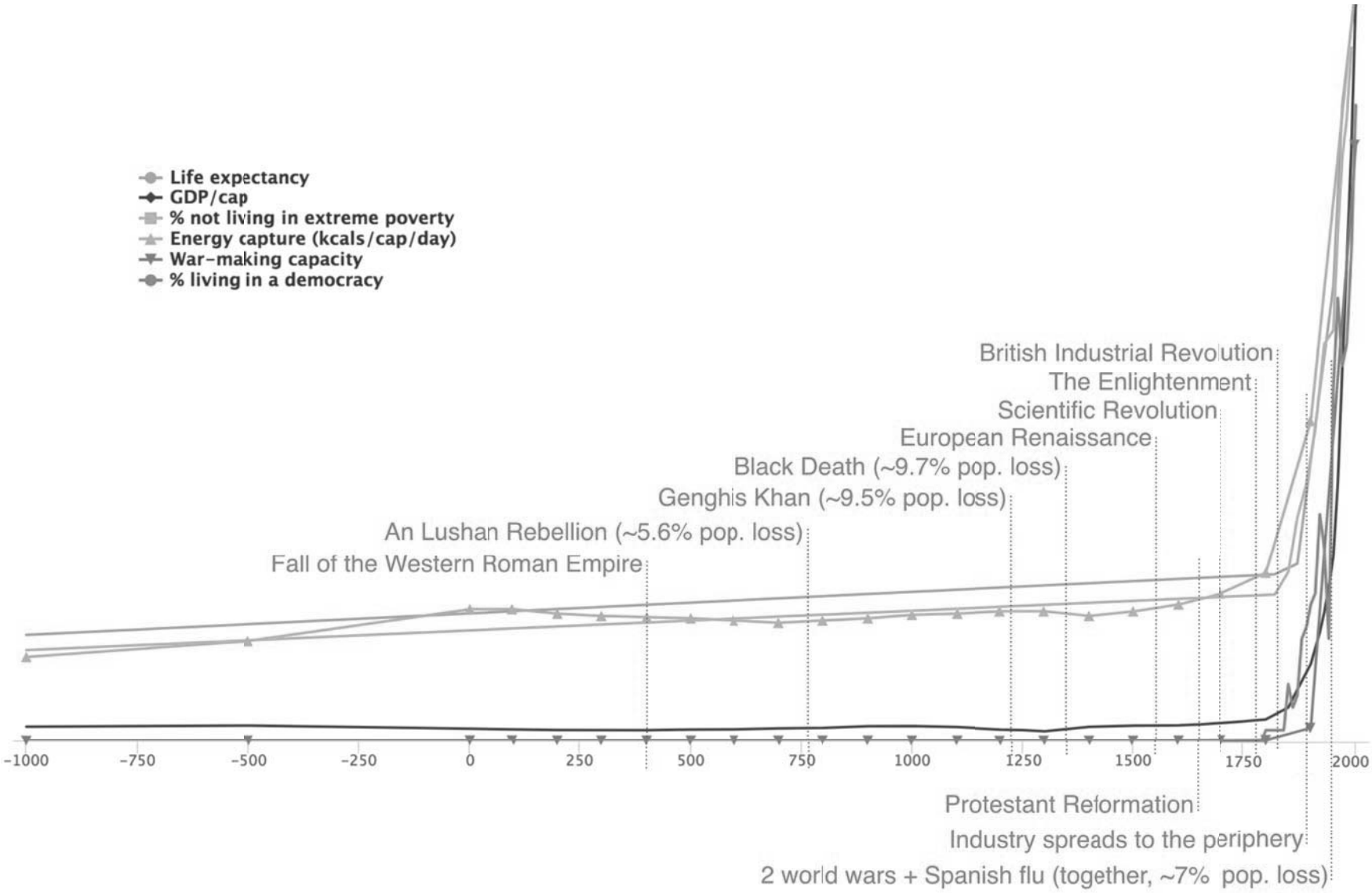
WHAT CAN YOU DO?
the remedy.

The Rewrite.



key drivers.

35% shift in consumer & communications behavior.


Life expectancy
GDP/cap
% not living in extreme poverty
Energy capture (kcals/cap/day)
War-making capacity
% living in a democracy
British Industrial Revolution
The Enlightenment
Scientific Revolution
European Renaissance
Black Death (~9.7% pop. loss)
Genghis Khan (~9.5% pop. loss)
An Lushan Rebellion (~5.6% pop. loss)
Fall of the Western Roman Empire
-1000
-750
-500
-250
0
250
500
750
1000
1250
1500
1750
2000
Protestant Reformation
Industry spreads to the periphery
2 world wars + Spanish flu (together, ~7% pop. loss)

1900 - 1920.

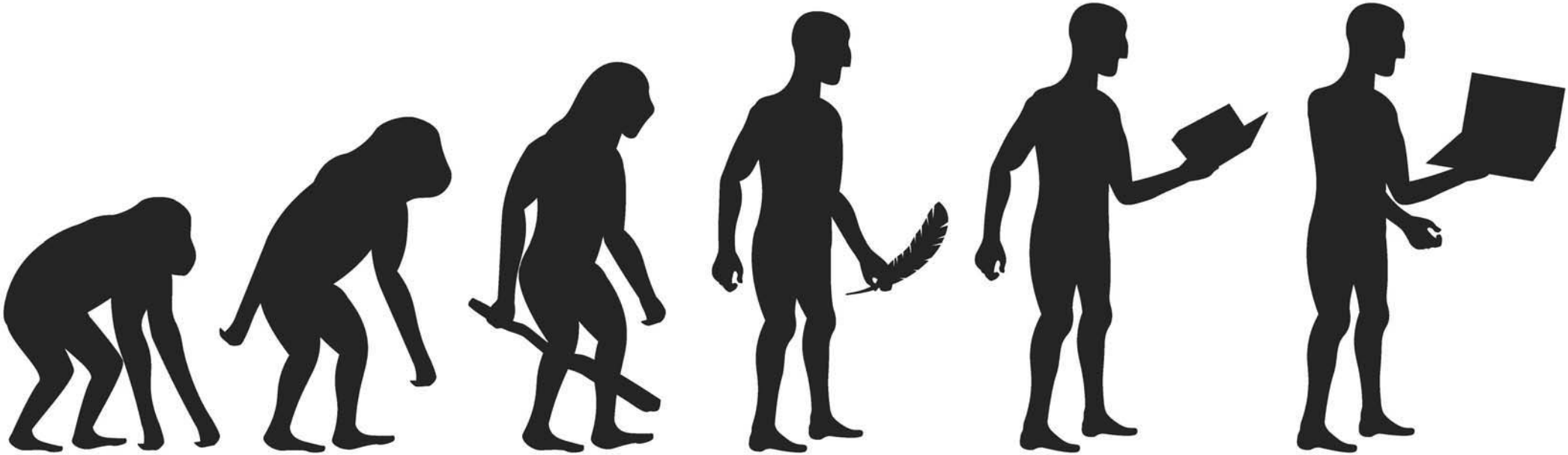
false
historical
bias.

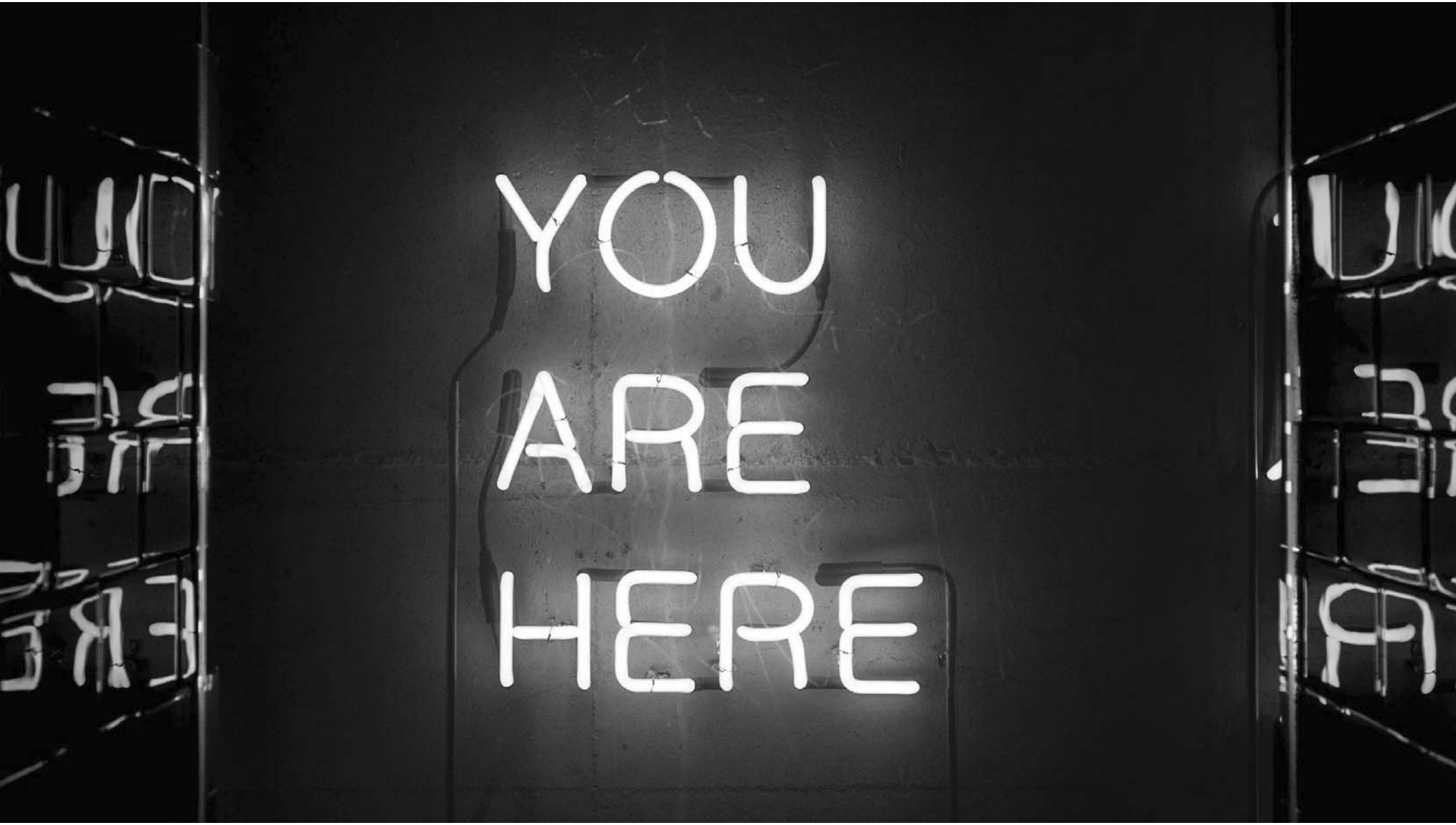
1900

5TH. AVE. EASTER 13
PALDING & BROS.
24933
1913

institutions.

behavior.




YOU
ARE
HERE

the technical suite.

CIO wins.

STEWARDS OF THE FUTURE

intel ops.

think
product.

Data is Useless.

CORRELATIONS & SIMS MATTER

Lead on Risk.

THE DARK ARTS OF SUCCESSFUL FAILURE

You Are The Brand.

what can you
do about it?

Alpha Mode.

a testing mindset.

JOHN DEERE

DNA.

F-Comm.

Rule of 10.

Thank You.

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