

# HOW TO TRANSFORM AND LEAD IN THE AGE OF AGILITY AND INNOVATION

What an agile organization  
is made of.



By **Faisal Hoque**  
founder of:

**SHADOKA**



**WE FIND COMFORT**  
IN THE KNOWN AND  
**THAT LIMITS OUR**  
OUR POTENTIAL FOR  
**GROWTH**

*Faisal Hoque*

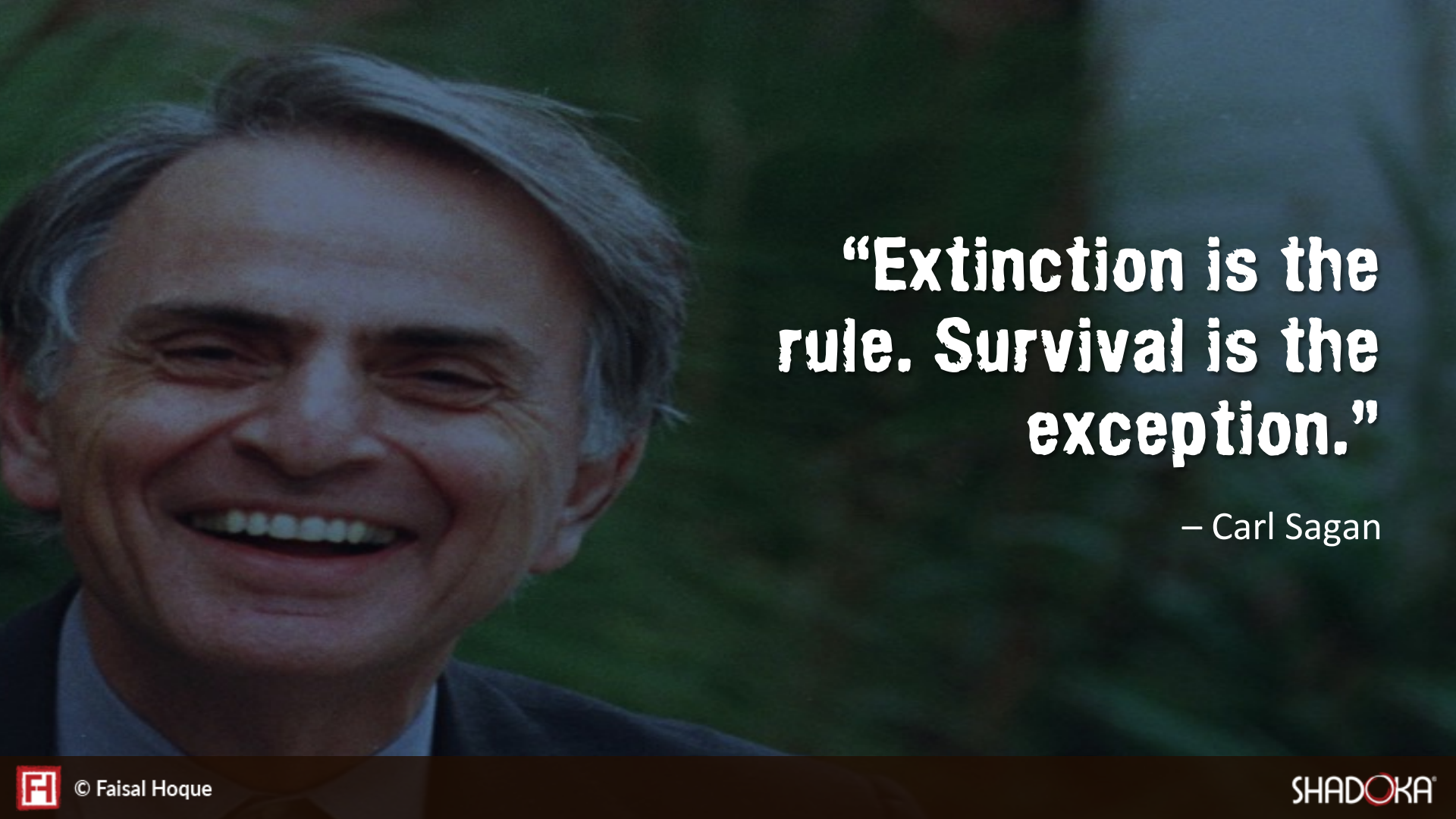


# AGENDA

- **MINDSET**
- **PLATFORM**
- **CAPABILITIES**







**“Extinction is the  
rule. Survival is the  
exception.”**

– Carl Sagan





**Why compete on the same playing field when you can invent a whole new one and make up the rules as you go along?**

**Being different has always mattered, but now it matters even more.**



**The right choices can  
become the wrong  
choices very quickly.**

**The publishing  
industry spent the  
last decade  
creating an  
advertising-led free  
content model  
that's now being  
sideswiped by  
simple ad-blocking  
technologies.**

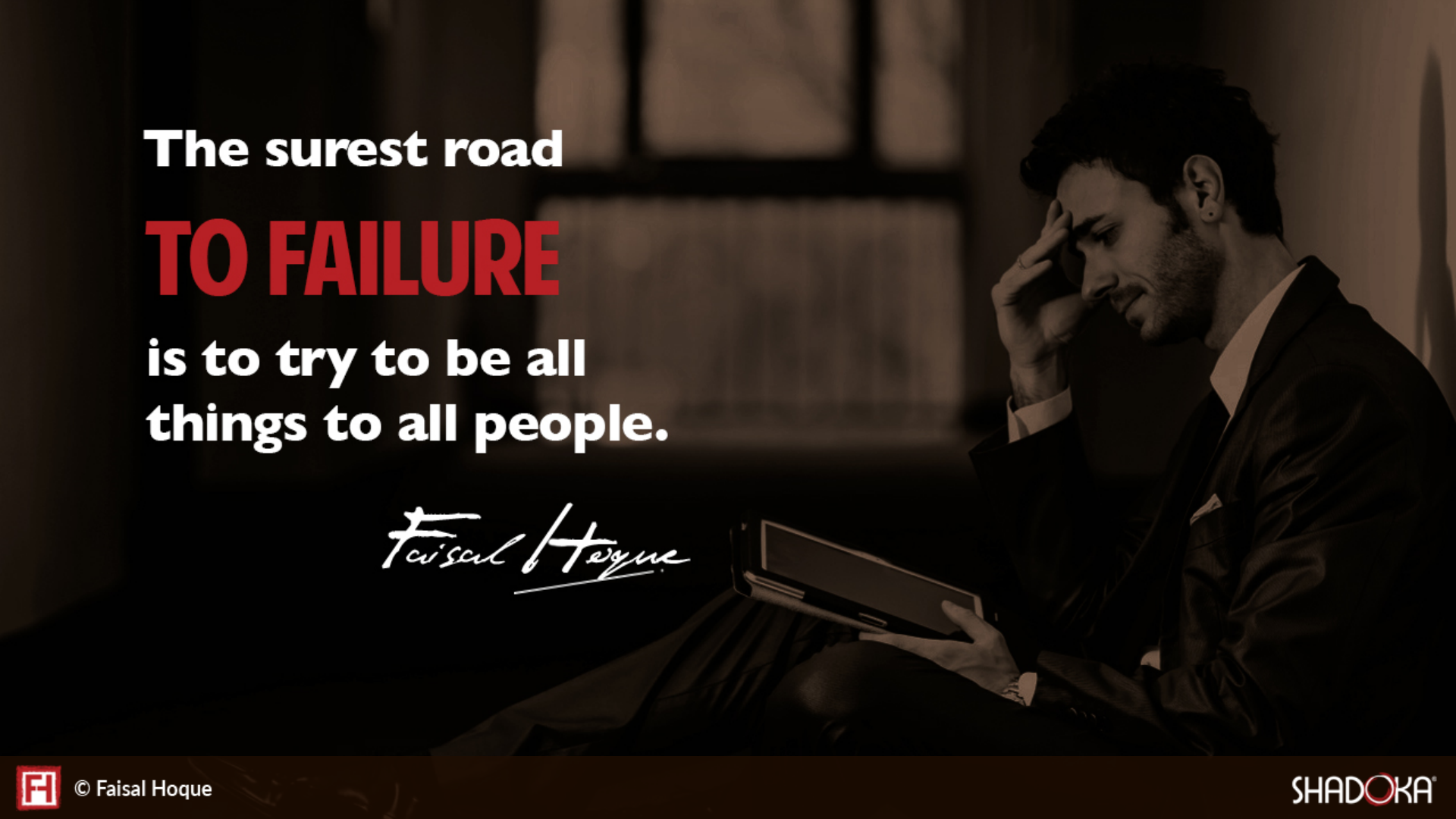
GE was founded as an electricity generator and producer of lighting components to create the power industry. But over its 130 plus year history, it has continually challenged itself to innovate and **has produced everything from jet engines to industrial IoT – yet they are loosing valuation.**

**"In a world of new highs, we have General Electric hitting fresh new lows."**

– CNBC, Oct 24<sup>th</sup>, 2017





A man in a dark suit and white shirt is sitting, looking down at a tablet computer. He has a thoughtful or stressed expression, with his hand resting on his forehead. The background is dark and out of focus, suggesting an office or library setting.

**The surest road  
TO FAILURE  
is to try to be all  
things to all people.**

*Faisal Hoque*





**In 1966, Nintendo started producing electronic games**

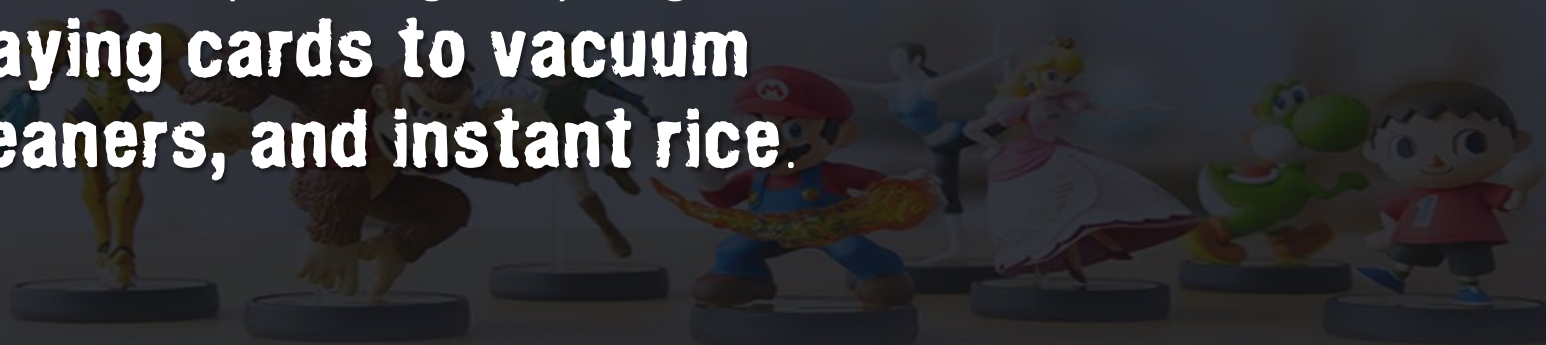
and consoles and eventually became famous for Super Mario and Donkey Kong video

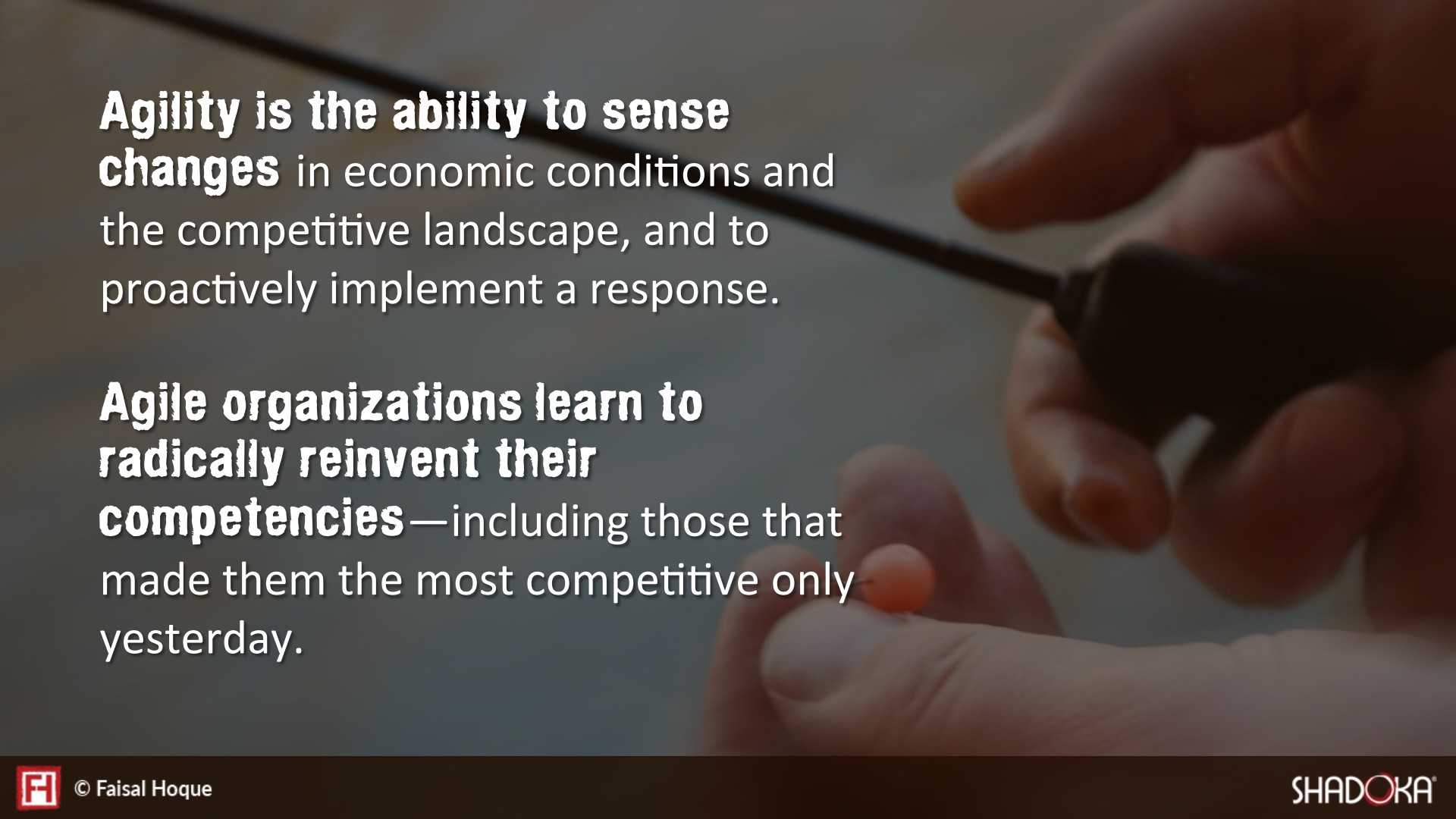
games. However, the **company**

**existed several centuries**

before that -- producing everything from

**playing cards to vacuum cleaners, and instant rice.**





**Agility is the ability to sense changes** in economic conditions and the competitive landscape, and to proactively implement a response.

**Agile organizations learn to radically reinvent their competencies**—including those that made them the most competitive only yesterday.





Fundamental forces at play that cause resistance to change:

- **An internal limitation that causes a person to feel like they are unable to change;**
- **The inability to keep up with the external change around them.**

Equally applicable to organizations as they are to individuals.

**REINVENTION** does not stop and change  
- IT IS INEVITABLE.

*Faisal Hoque*




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If vision is an expression of the soul of an organization, platform is its body. The assets, whether internal or external, lend the company its "core competencies," which tend to grow organically.

**Competencies are platforms,  
or assets with business  
applications.**



# Authentic Purpose

Every company needs to pin down 'why we do what we do'. That's the company's North Star, guiding every aspect from recruitment to customer management to product development and sales. A strong purpose drives growth and profitability.



# A Powerful Brand

Some basic rules to connect, shape, influence, and lead with your products and brands:

- Choose your target audience
- Connect with the public
- Inspire your customers

# Unique Offering

Being different has always mattered,  
but now it matters even more.

**Why compete on  
the same playing  
field when you can  
invent a whole new  
one and make up  
the rules as you go  
along?**





A dark, semi-transparent overlay covers the entire image. In the background, two men in business attire are looking at a screen. The man on the left is smiling and looking towards the right. The man on the right is wearing glasses and looking down at the screen. The text is overlaid on the right side of the image.

## Repeatable Sales and Customers

It's one thing to sign up a few customers; it's another thing to design and implement sales and customer care processes that can be successfully deployed again and again at ever greater scale.



**Technological transformations will continue to reshape the way the business world is organized.**

**As information becomes more plentiful and less centralized, more organizations are likely to decentralize, too.**

# The wave of connectivity

will be guided by **four rules**:

- ◇ Anything that can be **digitized** will be.
- ◇ Anything that can go **wirelessly** will.
- ◇ Anything that can get **smaller** will.
- ◇ And everything, seemingly, will want to be **'free'**.

*Faisal Hoque*



The **FEARLESS** are busy  
creating their

# FUTURE

*Faisal Hoque*






# AGENDA


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A man in a dark suit and tie is looking down at a blue 3D architectural model of a pyramid structure. The background is blurred, showing what appears to be a modern office or meeting room with blue lighting. The text is overlaid on the left side of the image.

Crucial to sustainable growth is the constant need to embrace new ways of doing business altogether. This means **new structures**, the creation and sharing of **new types of information**, and the establishment of new **decision-making processes**.





Bringing in a persuasive leader or two might help, but it comes down to **the ability of the leadership team to foster collective change-management capabilities.**



# Look At Processes, Not Just People

- Closely examine your current strategy.
- Next, analyze the impact of the work of your team, partners, and customers.
- Finally, evaluate your present capabilities.

**Usually if there's  
turmoil, it means  
that there's a part  
of your process that  
hasn't worked as  
intended for longer  
than you'd realized.**

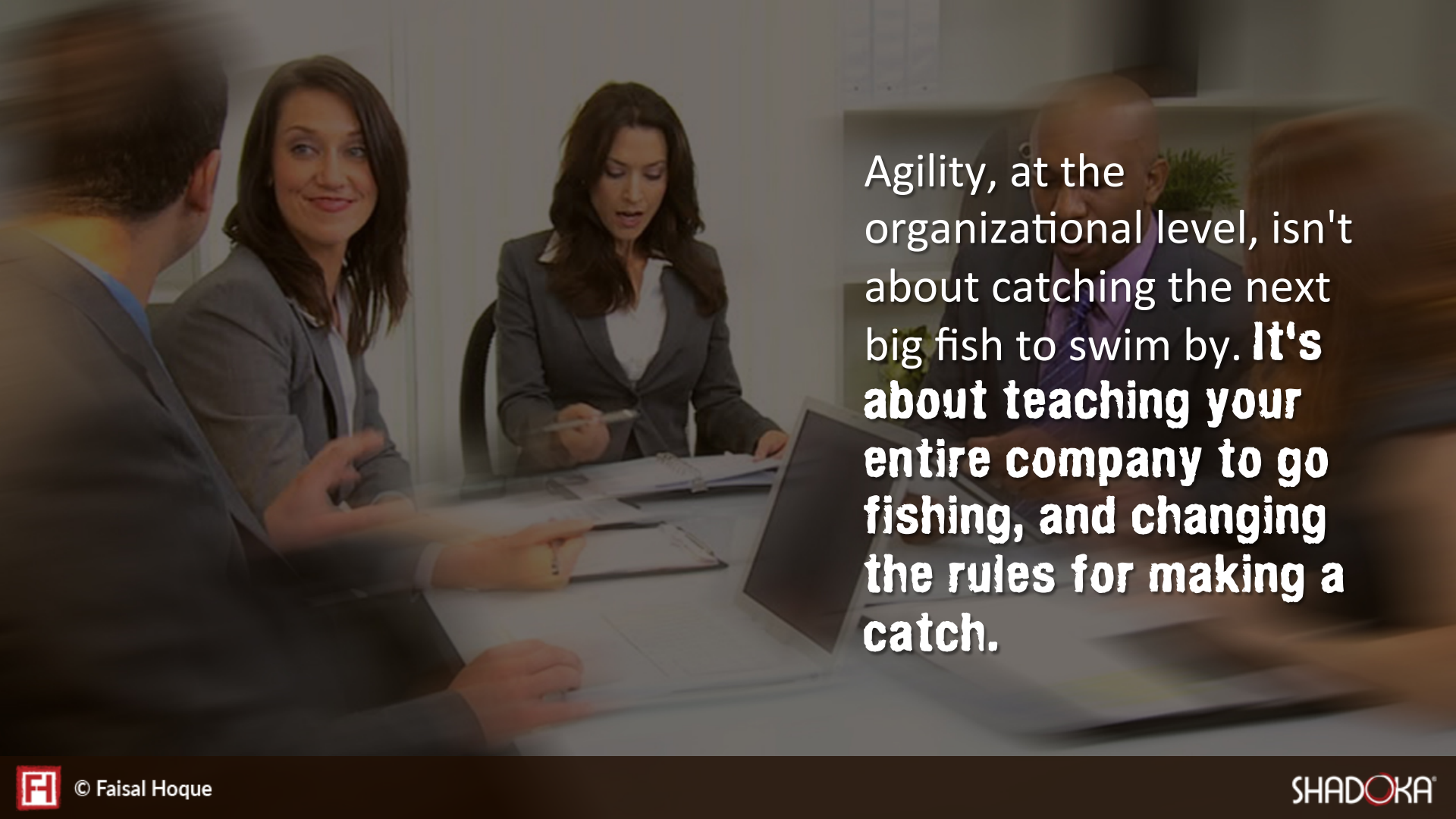


# Start Experimenting and Delegating Responsibilities

Change may or may not be woven into the fabric of your company culture, but sometimes circumstances require it. People often learn more about each other when they have to change together.

**When a team owns the route out of the quagmire, they'll be better experienced at climbing out of the next one they stumble into.**



A photograph of four business professionals in a meeting. A man in a suit is on the left, gesturing with his hand. Two women are seated at a table with papers and a laptop. A man in a suit is on the right, looking at the laptop. The image is semi-transparent with a dark overlay.

Agility, at the organizational level, isn't about catching the next big fish to swim by. **It's about teaching your entire company to go fishing, and changing the rules for making a catch.**



# The Way Forward

A digital transformation strategy aims to create the agile capabilities of fully leveraging **the possibilities and opportunities of new technologies and their impact faster, better and in more innovative way in the future.** It starts with answering essential questions such as the what, why, how and who.



# Forecasting the **FUTURE**

takes learning,  
experimentation, & *a little bit*  
*of luck. But it also just*  
*takes practice.*

*Faisal Hoque*






# Assess, Learn, Grow, Monitor

Transformational journey towards agility and innovation requires constant assessment, learning, growth, and monitoring of:

- 1) **People and Culture;**
- 2) **Capacity and Capabilities;**
- 3) **Innovation; and**
- 4) **Technology.**





If an **IDEA** is the seed of strategy,  
**EXPERIENCE** is the seed of an idea.

*Faisal Hoque*



# About SHADOKA

Shadoka enables aspirations to lead, innovate, and transform. Shadoka's accelerators and solutions bring together the management frameworks, digital platforms, and thought leadership to enable innovation, transformation, entrepreneurship, growth and social impact.

We bring together the management frameworks, digital platforms, and thought leadership for:

- Evaluation, execution, and monitoring of programs
- Scaling sales, revenue, and profitability
- Creation and management of digital communities and marketplaces



**Follow us @shadokaventures**  
**shadoka.com**





# About Me

## Founder of Shadoka

***A Top 100 Thought Leader. A Top 100 Most Influential People in Technology. Founder, CEO, Chairman, and/or board member of multiple international companies. Author of multiple publications on leadership, entrepreneurship, management, innovation, and mindfulness. A regular, top contributor to *Fast Company*, *Business Insider*, *Medium*, and other publications with thousands of viral social media followers from around the globe.***

**Follow me @faisal\_hoque  
faisalhoque.com**

