

Digital School

*Boosting
innovation in Zambon*

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Global HR & Open Organization

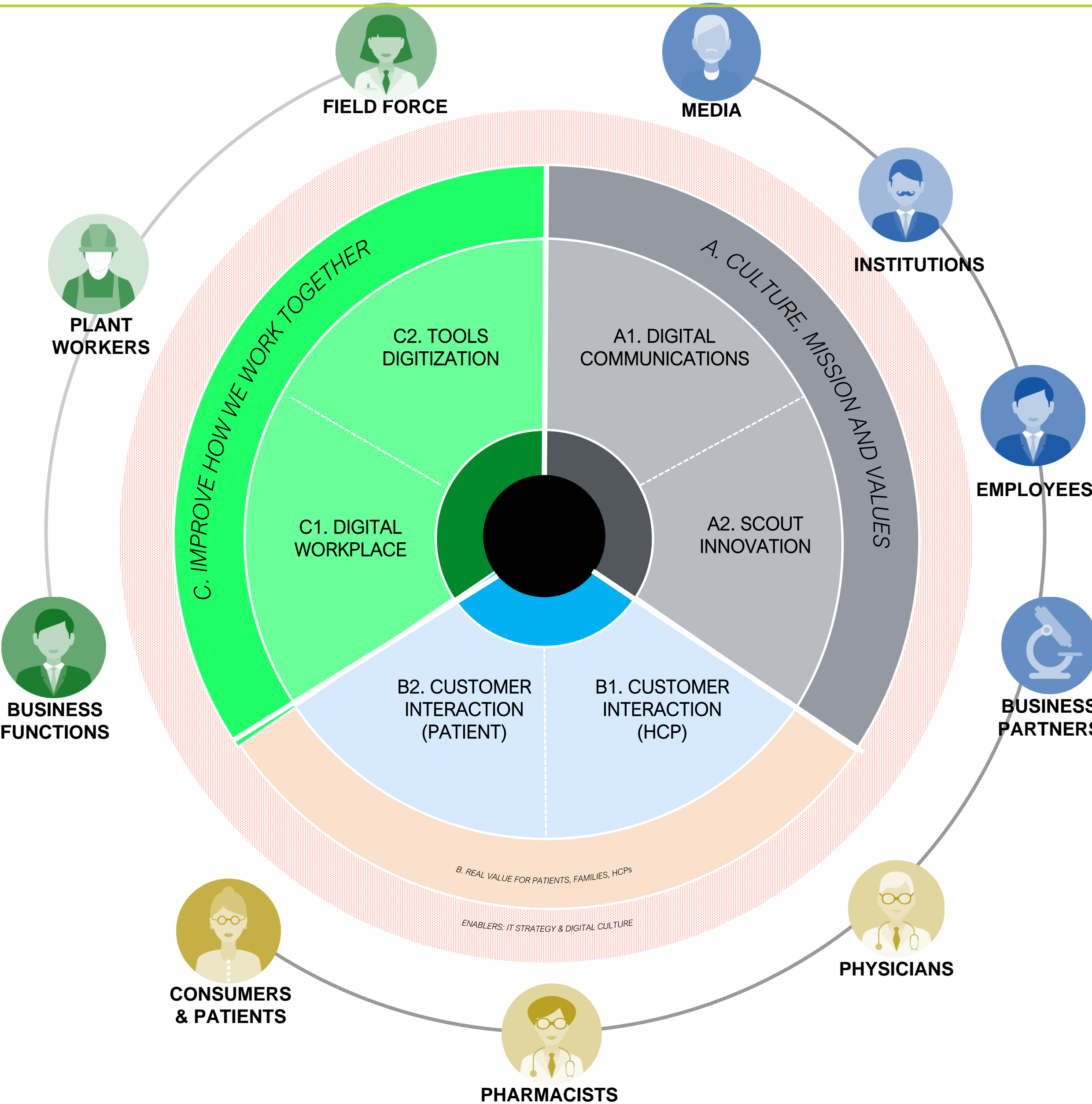




**We are a modern
chemical-pharmaceutical
company, founded on the
history and values of an
Italian family owned
enterprise**

Zambon|INNOVATING CURE AND CARE

INTERNAL
STAKEHOLDERS



EXTERNAL
STAKEHOLDERS

People at the center of our strategy



DIGITAL TRANSFORMATION

is not a matter of shiny new technologies, **but is about people**

DIGITAL is a **MINDSET** based on a specific **ATTITUDE**

A definition of Digital Capabilities

While distinction between professional and personal competencies are dissolving, we need to rethink the definition of “digital competencies” as a set of capabilities we practice every day



DIGITAL COMPETENCIES

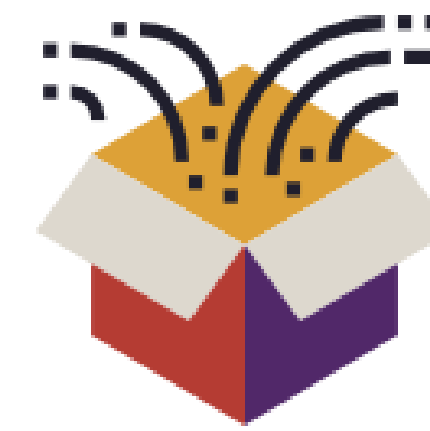
“Being digitally competent means using digital technologies in a confident and safe way for various purposes such as working, *getting a job, learning, shopping online, obtaining health information, being included and participating in society, entertainment, etc.*”

Distinctions between **professional and personal competencies** are dissolving.
DIGITAL COMPETENCIES are a **set of capabilities** we practice **EVERY DAY**



DIGITAL READINESS

Ability to quickly response
and adapt to digital
transformation



INNOVATION CAPABILITIES

Ability to think out of the box to
use digital technologies to
create value

HOW TO INVOLVE OUR PEOPLE?

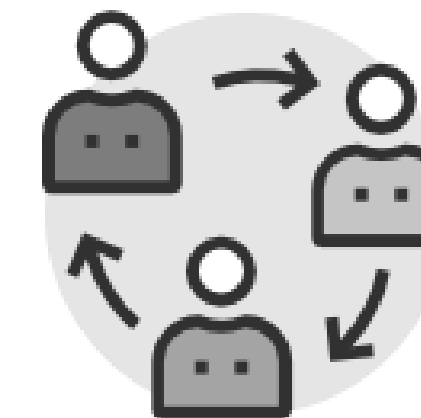
STEP#1 Start from knowing how digital we are



The Digital Check Up is our global response to a fundamental issue:
how much we are ready for the Digital Transformation



Evaluate the Digital Readiness
and lateral thinking as a measure
of innovation capability



Engage all our people in the
transformational process

We checked ourselves on....



USE OF INNOVATIVE APPLICATIONS

Propensity for the use of apps for Smartphones, Tablest and PCs (listen to music, watch videos on demand, use QR code scanners, Bitly, etc.)

Tendency toward eCommerce purchases



SHARING AND USE OF SOCIAL NETWORKS

Use of social networks, sharing of content on YouTube or blog sites

Familiarity with business sharing applications



PROPENSITY FOR INNOVATION AND RESOURCEFULNESS

Knowledge of the potential of digital technology

Everyday use of innovative tools

Knowledge of subject matter pertinent to startups



CODING CAPABILITIES

Knowledge of coding and app development/software in many languages



Results and evidence

One year ago we launched a global assessment the Digital Check Up, **open to all our people** to understand our **level of digital readiness**



CONFUSION ABOUT WHAT DIGITAL MEANS
BASIC DIGITAL SKILLS
NO URGENCY TO CHANGE
LIMITATIONS INSIDE THE COMPANY



GOOD REDEMPTION (98%)
STRONG ENGAGEMENT WITH ZAMBON
FREQUENT USE OF PERSONAL
DEVICES
MORE DIGITAL OUTSIDE ZAMBON

STEP#2 Ask them to be part of the transformation

**DIGITAL
SCHOOL**
TRAIN
YOUR INNOVATION
MINDSET

THE DIGITAL SCHOOL

is the Zambon Learning Program that has the strategic goal to widespread a culture of **INNOVATION** and transform **ATTITUDE** into **BEHAVIORS**

PERSONAL AND CLOSE TO PEOPLE

OPEN TO EVERYONE

1600 people in 2018 and 2700 in 2019

FRIENDLY DESIGN

inspired by our personal and daily digital experience



MICRO PILLS



DIGITAL CONTENTS



WEBINAR



WORKSHOP

HOW THE DIGITAL SCHOOL LOOKS LIKE

Personal and close to people

We interact every day with digital technologies.
Our devices are considered part of ourselves and we live in a world that is both physical and digital

The Digital School is a well balanced combination of online interactions, digital contents and in presence activities to give people a more personalized experience throughout a learning and gamification mobile platform



MICRO PILLS



DIGITAL CONTENTS



WEBINAR

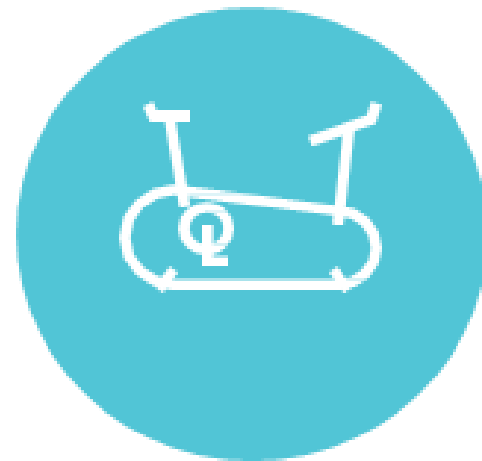


IN PRESENCE WORKSHOP



Train your innovation mindset

START



Test

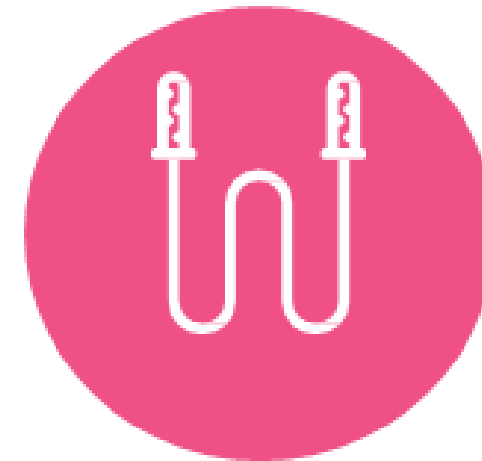


**LOW IMPACT ACTIVITY TO
KNOW THE BASICS**



DIGITAL REPUTATION
PERSONAL BRANDING
MULTICHANNEL IMPACT on SALES ACTIVITY
ZAMBON COLLABORATION PACK
TRENDS AND TECHNOLOGIES
DIGITAL VOCABULARY

GET FIT



Test

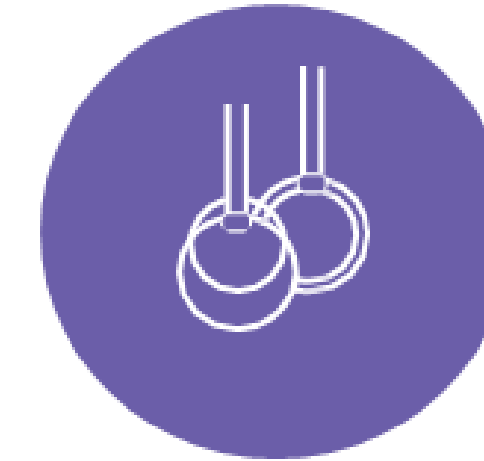


**MORE FREQUENT TRAINING
TO GET FIT FOR INNOVATION**



MULTICHANNEL IMPACT on SALES ACTIVITY
ZAMBON COLLABORATION PACK
TRENDS AND TECHNOLOGIES
DIGITAL VOCABULARY
DIGITAL ENABLED BUSINESS MODEL

ADVANCED



Test



**ADVANCED TRAINING TO
MANAGE INNOVATION**



DESIGN THINKING
LEAN PROTOTYPE
IDEA GENERATION

HIIT



HACKING THE FUTURE



HACKATHON

START



LOW IMPACT ACTIVITY TO
KNOW THE BASICS



DIGITAL REPUTATION and PERSONAL
BRANDING

MULTICHANNEL IMPACT on SALES ACTIVITY

ZAMBON COLLABORATION PACK

TRENDS AND TECHNOLOGIES

DIGITAL VOCABULARY

The START workout is intended to give people **the fundamental knowledge about digital innovation**

The workout is based on a set of basic contents to give participants the «non negotiable» information to understand the digital ecosystem



PEOPLE WILL TRAIN THEMSELVES ON

- 1. New technologies (Big Data and IoT) and their implication on productive system (Industry 4.0)*
- 2. How consumer behaviours are changing (and WHY it matters also for pharma market)*
- 3. Tools to collaborate in a smarter way*
- 4. How to save our reputation using social network*
- 5. Why a FREEMIUM services based company has been evaluated billions at the stock market*

KNOWLEDGE



EXPERIENCE



GET FIT



MORE FREQUENT TRAINING
TO GET FIT FOR INNOVATION



MULTICHANNEL IMPACT on SALES ACTIVITY
ZAMBON COLLABORATION PACK
TRENDS AND TECHNOLOGIES
DIGITAL VOCABULARY
DIGITAL ENABLED BUSINESS MODEL

The GET FIT Workout is intended to prepare people to understand the **impact of digital innovation** with a more intensive and frequent training. People will start acting

This workout is designed to give people more content related to digital innovation, more task to complete and more occasion to share and create knowledge

PEOPLE WILL TRAIN THEMSELVES ON

1. *New technologies (Big Data and IoT), their implication on productive system (Industry 4.0) and their impact on business model*
2. *How consumer behaviours are changing (and WHY it matters also for pharma market), implications on business model*
3. *Tools to collaborate in a smarter way*
4. *How to save our reputation using social network and how we can be ambassadors of our company*
5. *Why a FREEMIUM services based company has been evaluated billions at the stock market and what does it mean for us*

KNOWLEDGE



EXPERIENCE



ADVANCED



ADVANCED TRAINING TO
MANAGE INNOVATION



DESIGN THINKING
LEAN PROTOTYPE
IDEA GENERATION

The ADVANCED Workout is dedicated to **our elite team** in Zambon, people who can really create innovation

The workout is definitely experiential and is based on three face to face in class workshops.

People will experience the innovation process applying specific methodologies for Zambon.

At the end of this WORKOUT people will be able to:

- 1. Use innovative methodologies to identify ideas and area of improvement;*
- 2. Test an idea in a concrete way;*
- 3. Realize a project plan to scale up their idea;*

KNOWLEDGE



EXPERIENCE



HIIT



HACKING THE FUTURE



The HIIT workout is the **most intensive**. Only the people who dare to go ahead can access this training path

The hackathon approach is the core of this workout. Open Innovation will be the way to realize innovation in Zambon



*It would be naïve to know from now the item of this workout.
Innovation pathway cannot be predicted at the beginning*

KNOWLEDGE



EXPERIENCE



INNOVATION CAPABILITIES

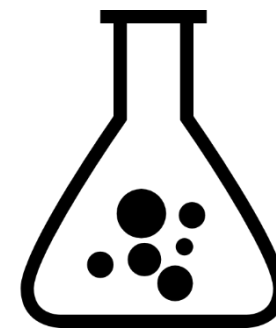
People are an active part of the innovation process

The Advanced Workout is actually involving **28 participants** in an intensive path to generate innovation. Until now **12 people working in the productive plants** of Vicenza and Cadempino are participating to the Advanced Workout

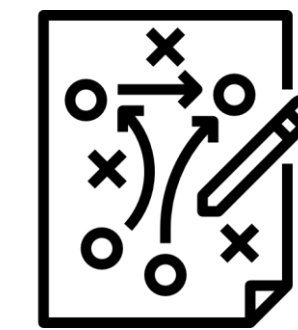
INNOVATIVE METHODOLOGIES



DESIGN THINKING



LEAN PROTOTYPING



BUSINESS MODEL

Their “mission”



DIGITAL SCHOOL
TRAIN YOUR INNOVATION MINDSET

People started working with a brief:
HACKING COLLABORATION in
Zambon with concrete and **INNOVATIVE**
solutions.
Blue collars have been involved in
this process by the initial phase and
not only as end users



How they work



COLLABORATION IS A PROCESS

they are practicing every day,
working in cross functional teams.

They are now in the **PROTOTYPING**
phase and they are testing their
solutions.

At the end of the workout they will
able to manage **INNOVATION PROCESS**

“An organization's ability to **learn**, and
translate that learning **into action** rapidly,
is the ultimate
competitive advantage”

JACK WELCH