

SVILUPPO DELLE COMPETENZE DIGITALI IN VODAFONE

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Digital competences: the approach

The market Challenge The Problem we are facing

Disruptive changes enabled by digital, enhance exponential business models



How do we ensure we will be able to sense the change in customer behaviours?

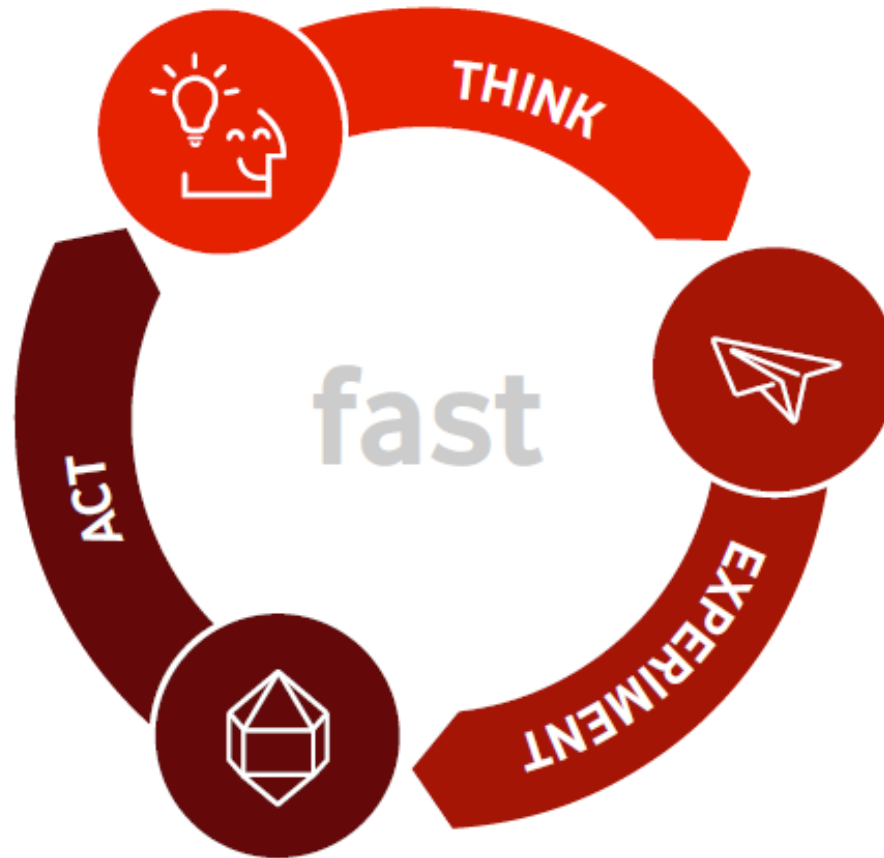
The impact digital on our way of doing business



How do we ensure the right skills to support the new way to be in touch with customers and design new services?



What does it mean to be digital?

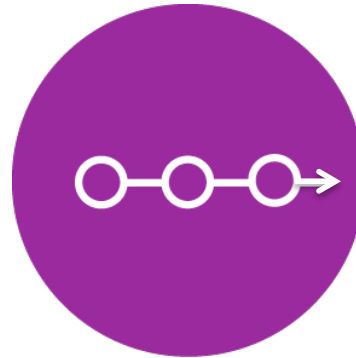


Working methodology

Becoming a digital company is about **quickly evolving** in three main areas:



**DISTINCTIVE
COMPETENCIES**



**CORE
PROCESSES**



CULTURE



Distinctive competencies

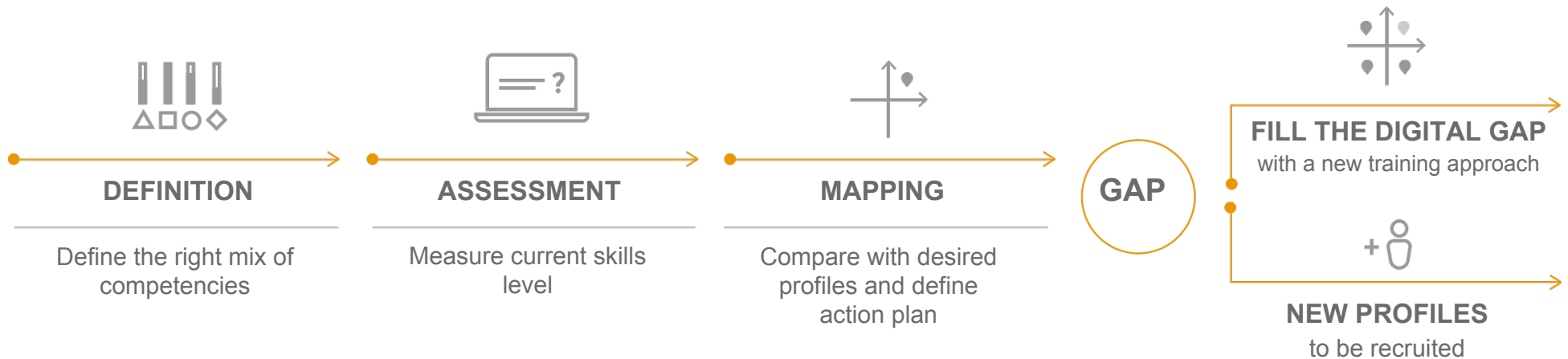
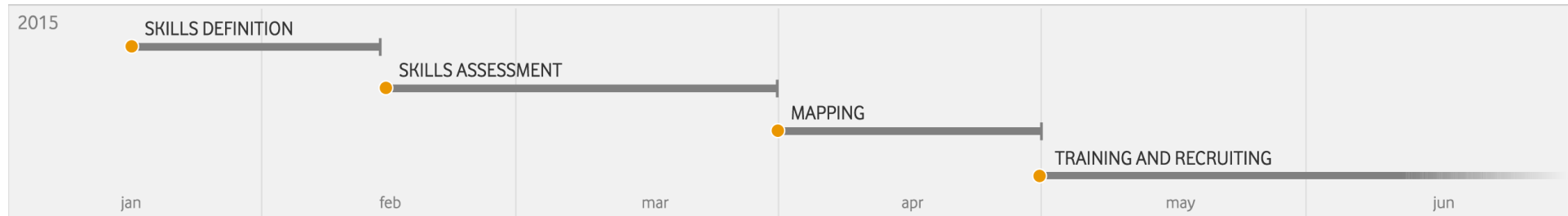
HORIZONTAL SKILLS

VERTICAL SKILLS



SKILL GAP ANALYSIS

Skill levels, balanced mix (vertical and horizontal) and current gaps based on predefined metric identified for every professional family.



The Learning journey

SLT journey – Design the change



Exponential organizations

- How different companies adapt their business model and their internal processes to the changes. **What** does this **mean** for Vodafone Italy? **What** should we **do**?

Talks with other Companies

Interact with board members of companies that transformed their operating model.

What can we **learn** from their approaches?



DISTINCTIVE DIGITAL COMPETENCIES - Prepare people to act the change

Four competencies : DATA SCIENCE – DIGITAL RELATIONSHIP – SERVICE DESIGN – TECHNOLOGY APPs

- Workshops for **selected E-Band**. Set business projects to work on
- Advanced Learning. Develop new skills while working on concrete projects

BASIC CULTURE- Prepare people to understand the change

- Expert **Talks** about hottest digital topics (i.e.: shared economy – cyber sec – IoT)
- **Online platform** to support learning and idea generation according to business priorities

