



# The Unorganization Experienced



June 18-22  
2017  
San Francisco

## San Francisco Study trip in the heart of Silicon Valley.

Technology provides an almost unlimited range of possibility and new opportunity. It can create new customer experiences, drive radical improvements in business operations and even enable wholly new business models. Technology has put all within reach for any organization.

At the same time, many organizations feel stretched beyond their limits. They understand the challenges of this new digital era, they understand the potential of the new technologies, but they are simply unable to overcome barriers to transforming themselves. As a result, they are often out-innovated by a few people in someone's garage, winning significant market share practically overnight.

### The Unorganization

A different perspective on culture, technology and management is required to overcome these barriers and evolve the organization. This new paradigm should must provide the anti-fragile foundation needed fend off the competition and the innovation capability to become differentiated market leaders. We call this new paradigm "The Unorganization".

'Applied Innovation for the Unorganization' is a SogetiLabs research report that explored groundbreaking insights and recommendations for organizations struggling to create this new paradigm and define the digital versions of themselves. By looking at five dimension of The Unorganization - **Understand, Unorganize, Unbundle, Unman, Unleash** - it offers a starting point to envision a digital version of your organization.

### Study trip

To gain inspiration and meet innovators who have built successful Unorganizations from the ground up, we have organized a study trip to San Francisco, in the heart of Silicon Valley. During this trip, you can experience, first hand, the unrelenting pace of innovation and technological change. With about 15 of your peers, we will meet with thought leaders, technology experts and start-ups in Sogeti's very own Applied Innovation Exchange. Through company visits, presentations and discussions we will explore the Unorganization in practice, helping you to draft your own course for your organization's digital transformation.

Over three days, we will address topics such as extreme customer centricity, digital platforms, management innovation, bizdevops, blockchain, machine intelligence, service robots, the art of the possible and digital transformation. Joining this trip will help you answer questions like:

- What does the digital version of my organization look like?
- What are the imperatives for organization, culture and leadership?
- What technology platform is required and what are underlying principles?
- How do I speed up the transformation towards this future (or what obstacles are slowing me down)?

Spending this time with us will provide you with insights and practical examples that will help you begin your transformation toward the Unorganization and convince even the most ardent skeptics that radical change is inevitable and swift and decisive action is imperative.

# Program

Day	Topic	Activities	Discussion Points
<b>Sunday, June 18, 2017</b>	Travel	<b>Welcome drink at Park Central Hotel</b>	
<b>Monday, June 19, 2017</b>		<p><b>The Unorganization Defined – Silicon Valley from a venture perspective</b></p> <p><b>Morning</b></p> <ul style="list-style-type: none"> <li>• Michiel Boreel Kickoff</li> <li>• Intel Capital Strategic Overview</li> </ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"> <li>• Peter Lyden</li> <li>• Andrew Keen Keynote</li> </ul> <p><b>Evening</b></p> <ul style="list-style-type: none"> <li>• Dinner@ Alexanders</li> </ul>	<ul style="list-style-type: none"> <li>• How have disruptive tech companies evolved their organizations?</li> <li>• What traits have proven successful?</li> <li>• What traits are emerging?</li> <li>• What does the digital version of your company look like?</li> <li>• Are algorithmic businesses, robots, artificial intelligence, etc. going to fix the future or destroy it?</li> </ul>
<b>Tuesday, June 20, 2017</b>	Unbundle	<p>From command &amp; control to coordinate &amp; cultivate – value networks.</p> <p><b>Morning</b></p> <ul style="list-style-type: none"> <li>• Plethora – Giving the power of invention to everyone on Earth</li> <li>• Pivotal – A Silicon Valley State of Mind</li> <li>• Gigster – Build better software through science.</li> </ul> <p><b>Afternoon (2pm departure)</b></p> <ul style="list-style-type: none"> <li>• Walk in the Woods in Muir Woods</li> </ul>	<ul style="list-style-type: none"> <li>• How is Plethora helping ‘fab the future’?</li> <li>• How do individuals or businesses engage Plethora or any ecosystem?</li> <li>• How did Docker’s culture influence their product? How did this help them go from zero to unicorn so quickly?</li> <li>• Where did they get their inspiration?</li> </ul>
<b>Wednesday, June 21, 2017</b>	Unman and Unleash	<p>The future of business will be algorithmic, and maybe not in the way you think.</p> <p><b>Morning</b></p> <ul style="list-style-type: none"> <li>• Diffbot</li> <li>• Science Exchange</li> </ul> <p><b>Afternoon</b></p> <ul style="list-style-type: none"> <li>• Singularity University</li> <li>• B8ta</li> </ul> <p><b>Evening</b></p> <ul style="list-style-type: none"> <li>• Drinks and Dinner in Palo Alto</li> </ul>	<ul style="list-style-type: none"> <li>• How do ‘analog native’ companies have to rethink their value chains?</li> <li>• How are startups disintermediating incumbents?</li> <li>• What will the future of business look like?</li> <li>• What Technologies are making this possible? Why now?</li> <li>• What are the limits to algorithmic businesses?</li> </ul>
<b>Thursday, June 22, 2017</b>	Unman	Return travel	Return travel

## Registration:

Would you like to experience the Unorganization live in San Francisco. Please register through the contact details in the e-mail invitation.

The program is completely provided by Sogeti. Travel- and hotelcosts are at your own expense.