

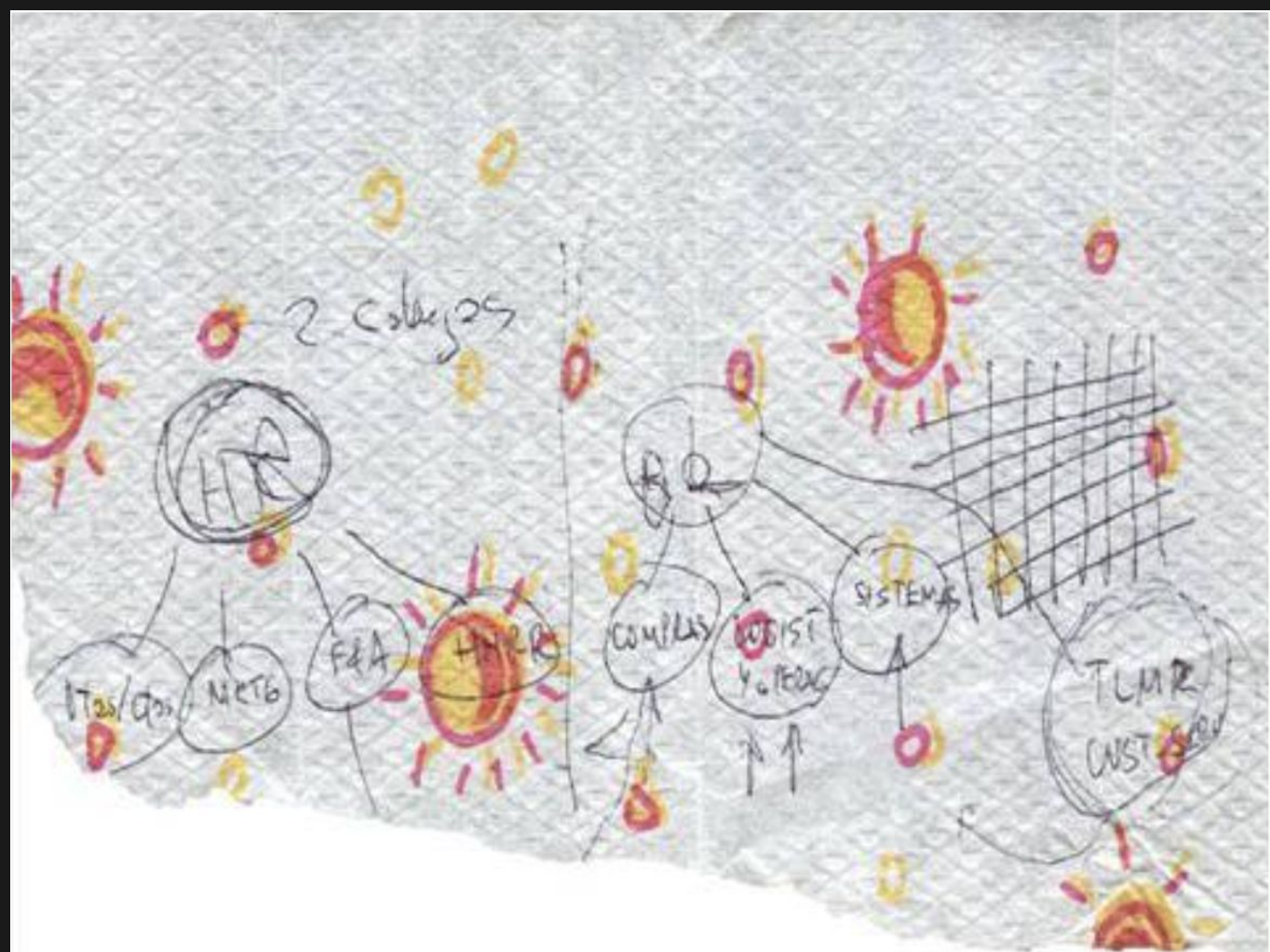
IMPACTO DE LA IA

Leo Piccioli

**Todo corto plazo es
un largo plazo
al que llegamos tarde.**

Leo Piccioli

**ECONOMISTA
EMPREENDEDOR
EX-CEO
EX-NERD**



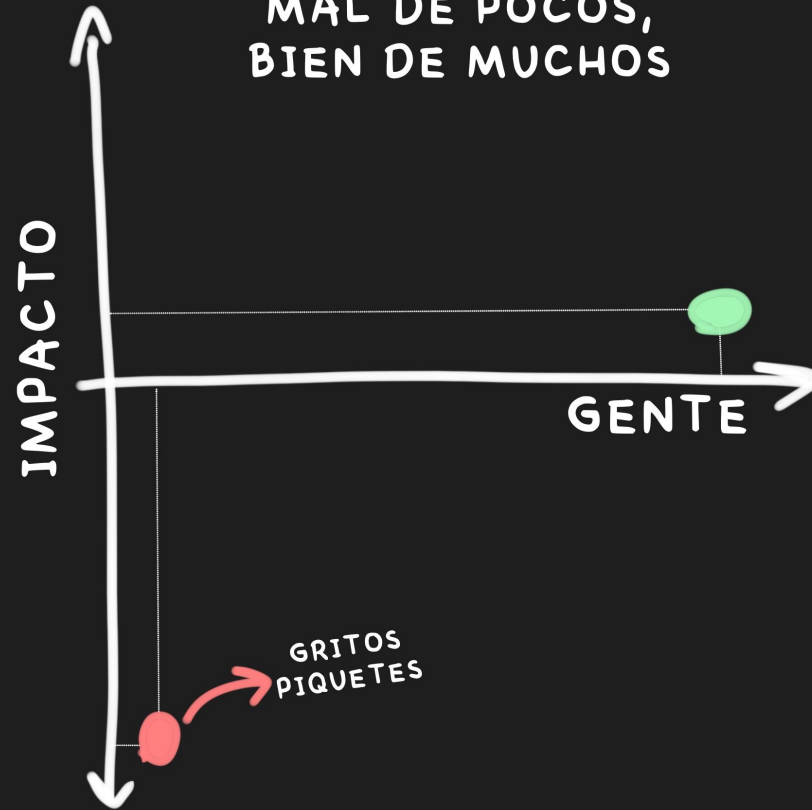


Ancora Imparo

Michelangelo, 87

**LA TECNOLOGÍA
SIEMPRE TRIUNFA**

CAMBIO TECNOLÓGICO:
MAL DE POCOS,
BIEN DE MUCHOS



@LEOPICCOLI

STAPLES

that was easy:-

8 TRENDS

The World of Work is changing beyond the «double digital threat»; we can understand and lead Change or succumb to it.

ACTION LIST

- Higher quality entry products (prefer best motorcycle over cheapest car)
- Emphasize installment price over total cost
- Sell «lifestyle» concept
- Share company origin
- Communicate in stores abroad global presence
- Solve warranties issue: use as differential?
- Website for first-time users
- Nano and pop-up stores

SUBTRENDS

- Products for the mobile worker
- Faster product availability (cabinet, vending, nano stores, mobile warehouse)
- Protect against new incumbents in SMBs (BestBuy, Amazon)
- CPC services on the go
- Stores closer to WCE residential areas
- Separate product cost from Delivery
- Smaller vehicles
- Better products, higher margins
- Entrepreneur program
- Home delivery
- Mobile website

- Same website for all countries, working in any device
- Products for meetings, training and group working
- Stronger alliances with vendors
- Strategic alliances with other networks (banks, Internet, etc.)
- How to share office products
- Vertical focus: tourism
- Innovation teams
- Develop Global Matrix
- One Regional team
- Forums and congresses to help

- Products to take better care of employees
- Products for training and meetings
- Less products for archiving, stamps
- First tier for complaints: automated, second: human
- Vertical market: creative
- Omnichannel experience
- Focus on UK companywide
- Usability for stores
- Vertical market: consultants
- Entrepreneurship
- Low cost products for low value activities
- OS as a service
- Outsourcing
- Arbitrage Ecommerce

WORKPLACE

COLLABORATION

C-CLASS

AUTOMATION

RESPONSIBILITY

WOMEN

TRX/TRX

ONESELF

- Recycling & Reusing
- Long Term Thinking (Ecology)
- Less Driving
- Less printing
- Ethics: No more secrets
- Authenticity/Transparency
- Community care
- We pay all taxes and duties

- Share CSR programs
- Alliances with similar-minded companies
- Foster entrepreneurship
- Involve associates
- Everyone is a messenger → train
- Web 2.0 embrace
- Support corporate ethics groups
- Protect customers lists with differentiation
- Recruiting 2.0
- Invest in Employment Brand
- Smaller stores
- Reduce deliveries
- Scheduled deliveries
- Separate product cost from delivery
- More CPC services for efficient printing
- Cloud Printing
- In Emerging Markets, Value Provider (cannot lead on Price)

- Separate product cost from Shipping
- Products for meetings and training
- Open stores close to WCE residences
- Company paying, home delivery
- Finance long term investments (printers, lighting, better products) to reduce visits
- Reduce mail (printed marketing, invoices)
- Electronic price tags
- Teleconference equipments
- Discontinue CDs, DVDs, Pendrives
- Cloud computing embrace (internal and as product)

- More women deciding
- Higher focus on Value and Ecology
- Colors & Shapes
- More women using office supplies
- More women working at Staples
- New products created for women (e.g. Credit cards)
- Worldlife Balance
- Home office
- Entrepreneurship
- No loyalty to companies
- No loyalty to sectors
- Loyalty to values
- Death of own cubicle
- Bye bye Oibert
- Telecommuting
- Changes in decision makers
- More hires, more people leaving
- More meetings
- Car is the new cubicle

- Change assortment
- Premium lines «Me, Martha Stewart
- Communicate quality products
- Use CSR & CSAT as key messages
- Alliances with other networks
- Open stores with focus on experience
- Affirmative action
- Equal opportunity
- Family day, child care, flexible time policies

**Developed by
Staples Latam**

**Todo lo repetitivo
será automatizado**



**EL VALOR DE LO
REPETITIVO TIENDE
A CERO**



**EL VALOR DE LO
HUMANO TIENDE A
CRECER**

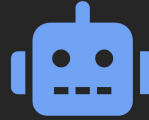
LO HUMANO SE HACE MÁS VALIOSO

Tareas repetitivas → Algoritmo EAT



ELIMINAR

Es demasiado fácil crear



AUTOMATIZAR

Es cada vez más barato



TERCERIZAR

Para ser mejores en lo que hacemos

Tareas humanas → Foco



Confianza



Relaciones



Conexión

**En las fábricas producimos
cosméticos, en las tiendas
vendemos Esperanza.**

Charles Revson.

**NO HAY MÁS
SECRETOS**

LEYES = CÓDIGO

¿HUMANO = REBELDE?

**¿Podremos ser
impredecibles?**

DÓLAR BNA \$ 1.430 ▲ 0.35%

DÓLAR BLUE \$ 1.430 ► 0.00%

DÓLAR TARJETA \$ 1.859 ▲ 0.35%

DÓLAR CCL \$ 1.478,42 ▲ 0.27%

DÓLAR MEP \$ 1.442,16 ▲ 0.07%

[El Cronista](#) • [Infotechnology](#) • [Actualidad](#) • [Inteligencia Artificial](#)

Análisis

Se derrumba un mito: la IA solo puede reemplazar el 2,5% de los trabajos remotos

La inteligencia artificial avanza rápidamente, pero todavía no es capaz de justificar temores o cambios de magnitud en el mercado laboral. Qué dice un nuevo estudio sobre la cuestión.



COLONIA DE DATOS

SOLUCIÓN PRIVADA A PROBLEMAS PÚBLICOS



**VAS A VIVIR
100 AÑOS:**



**20 TE MANTIENEN,
40 TRABAJÁS,
40 DEPENDEN DE
LO QUE CONSTRUYAS**



**¿QUÉ NECESITÁS MÁS
QUE UN SUELDO?**



**DONDE HAY UN
OLIGOPOLIO HABRÁ
UN EMPRENDEDOR**

**¿DÓNDE ESTARÁ EL
VALOR EN EL FUTURO?**

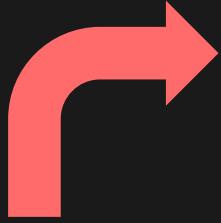
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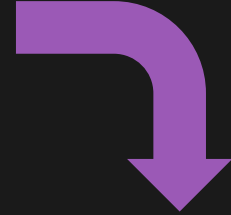
Gracias

@leopiccioli

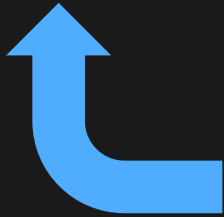
**Líderes
determinados**



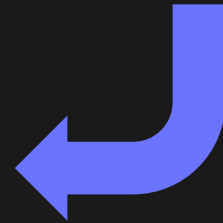
Años malos



Años geniales



**Líderes
complacientes**



CAMBIO

$$C = I \times P \times V$$

$$[(1+0.01)^{250} - 1] = 11.03$$

CONFIANZA

RIQUEZA EN EL s.XXI

SOLO DOS ACTITUDES

VÍCTIMA

El cambio es injusto ⇒ "Hay que frenarlo"

"Que alguien haga algo"

Foco en crítica y culpa

PROTAGONISTA

El cambio es inevitable ⇒ "Hay que aceptarlo"

"¿Qué puedo hacer dado este cambio?"

Foco en entender y resolver