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ECM MEETING 2016

O Impacto da transformação digital nos negócios e na carreira dos profissionais de RH

CEZAR TAURION
SÓCIO-FUNDADOR E CEO

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Já estamos na Quarta Revolução Industrial

Navigating the next industrial revolution

WORLD ECONOMIC FORUM
COMMITTED TO IMPROVING THE STATE OF THE WORLD

Revolution	Year	Information
1	1784	Steam, water, mechanical production equipment
2	1870	Division of labour, electricity, mass production
3	1969	Electronics, IT, automated production
4	?	Cyber-physical systems

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Capacidade computacional dobra a cada 18 meses ou menos...

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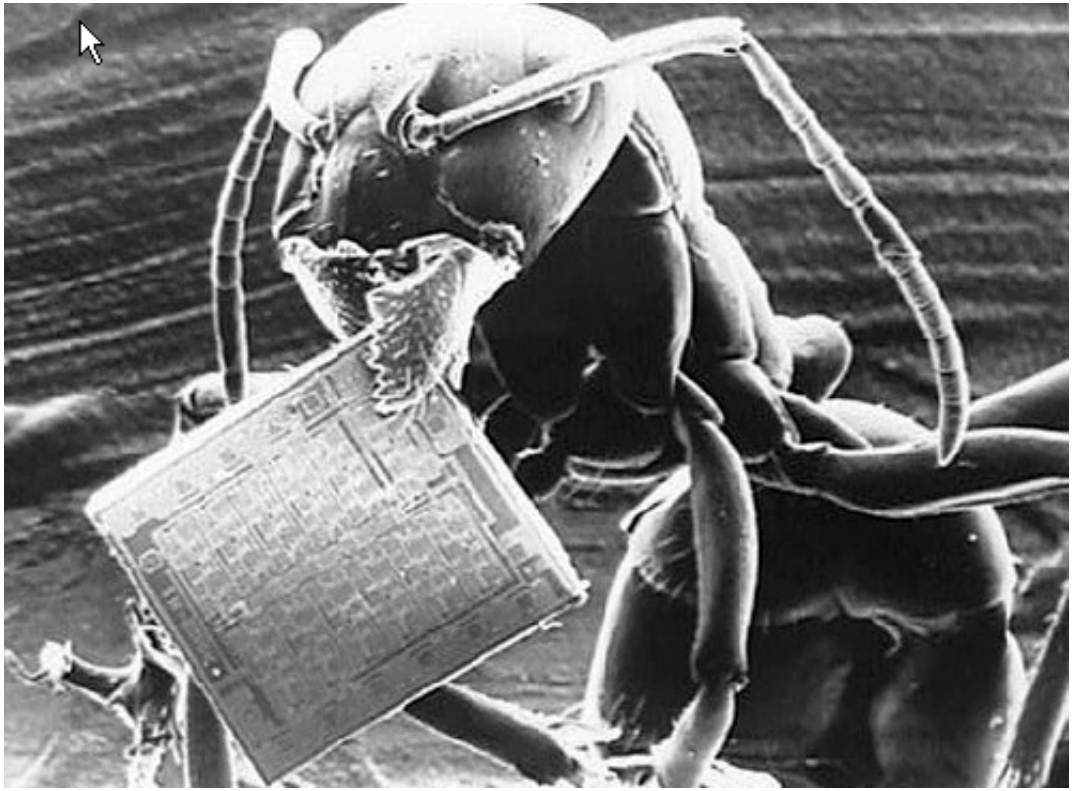
Tecnologia se torna invisível



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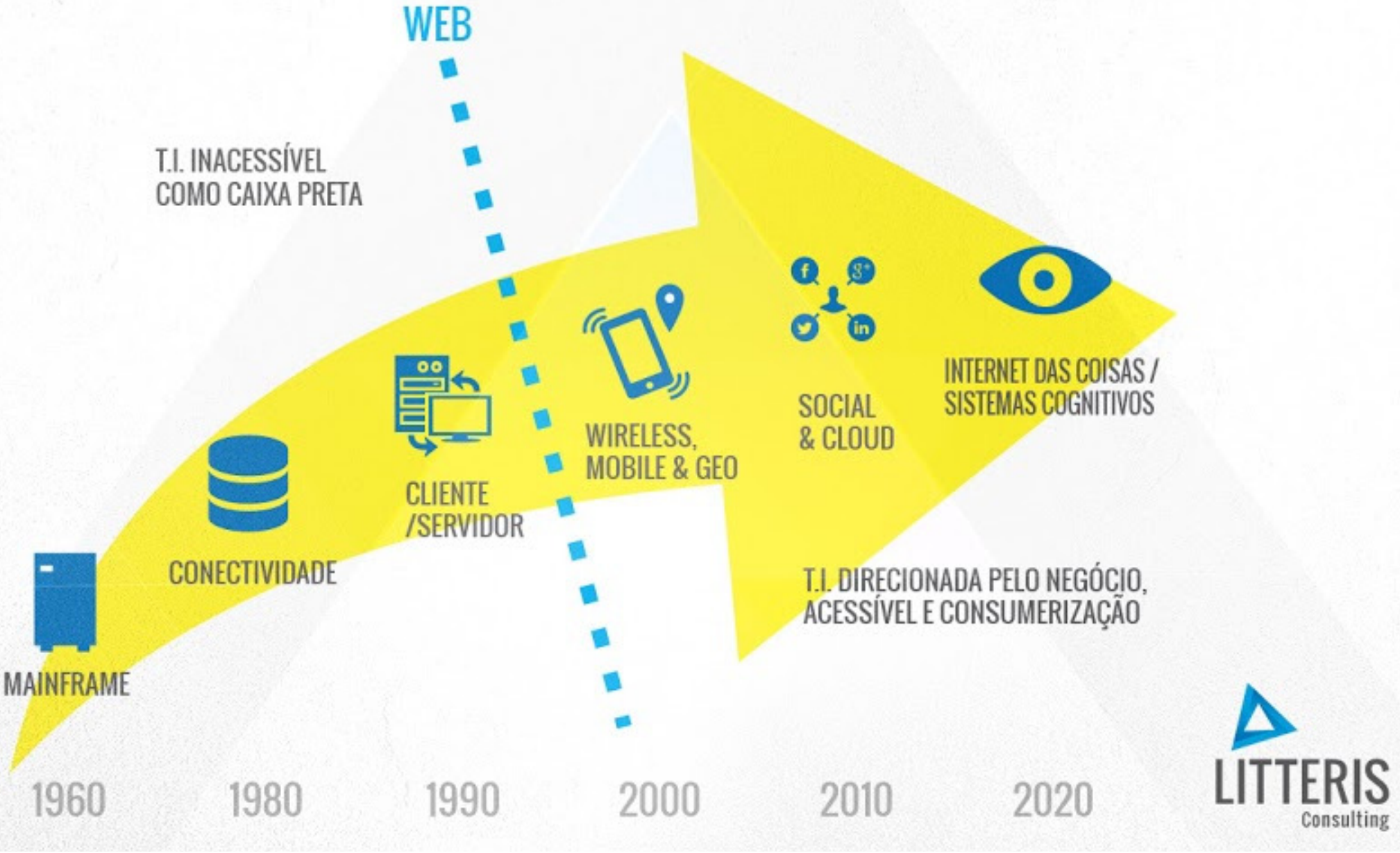
A REVOLUÇÃO DA INTERNET



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“Neste novo mundo não é o peixe grande que come o peixe pequeno, é o peixe rápido que come o peixe lento.”
WORLD ECONOMIC FORUM
KLAUS SCHWAB

Internet Users – 1995 → 2014...
<1% to 39% Population Penetration

1995

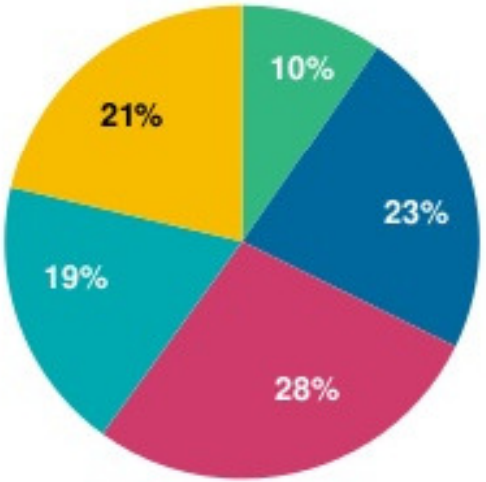
35MM+ Internet Users

0.6% Population Penetration

2014

2.8B Internet Users

39% Population Penetration



USA China Asia (ex. China) Europe Rest of World

@KPCB Source: Euromonitor, ITU, US Census.

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Mobile Phone Users – 1995 → 2014...
1% to 73% Population Penetration

1995

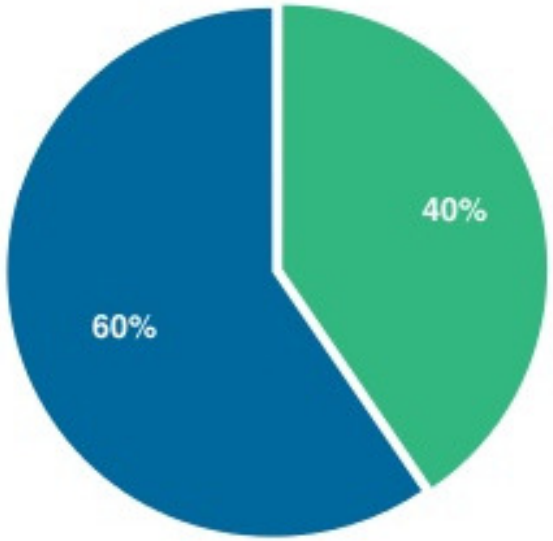
80MM+ Mobile Phone Users

1% Population Penetration

2014

5.2B Mobile Phone Users

73% Population Penetration



■ Smartphone ■ Feature Phone

@KPCB Source: Informa, World Cellular Information Service (WCIS). Assumes in 1995, one mobile phone subscription per unique user (no duplication).
Note: In 2014, user base per KPCB estimates based on Morgan Stanley Research and ITU data. Smartphone users & mobile phone users represent unique individuals owning mobile devices; mobile subscribers based on number of connections & may therefore overstate number of mobile users.

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Attention Shoppers: Internet Is Open

By PETER H. LEWIS
Published: August 12, 1994

At noon yesterday, Phil Brandenberger of Philadelphia went shopping for a compact audio disk, paid for it with his credit card and made history.

Moments later, the champagne corks were popping in a small two-story frame house in Nashua, N.H. There, a team of young cyberspace entrepreneurs celebrated what was apparently the first retail transaction on the Internet using a readily available version of powerful data encryption software designed to guarantee privacy.

Experts have long seen such iron-clad security as a necessary first step before commercial transactions can become common on the Internet, the global computer network.

From his work station in Philadelphia, Mr. Brandenburger logged onto the computer in Nashua, and used a secret code to send his Visa credit card number to pay $12.48, plus shipping costs, for the compact disk "Ten Summoners' Tales" by the rock musician Sting.

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Morning Agenda: Bigger Is Better For Health Care Companies

2. R.B.S. May Miss Deadline to Spin Off Williams & Glyn

3. Vijay Mallya, Indian 'King of Good Times,' Dethroned by Debt

4. NEWS
Morning Agenda: Yahoo Gives Starboard Value 4 Board Seats

5. Rattner Drops Bid to Return to Investment Banking

6. NEWS
Morning Agenda: How Argentina Settled Its Dispute With Hedge Funds

7. Hackers' $81 Million Sneak Attack on World Banking

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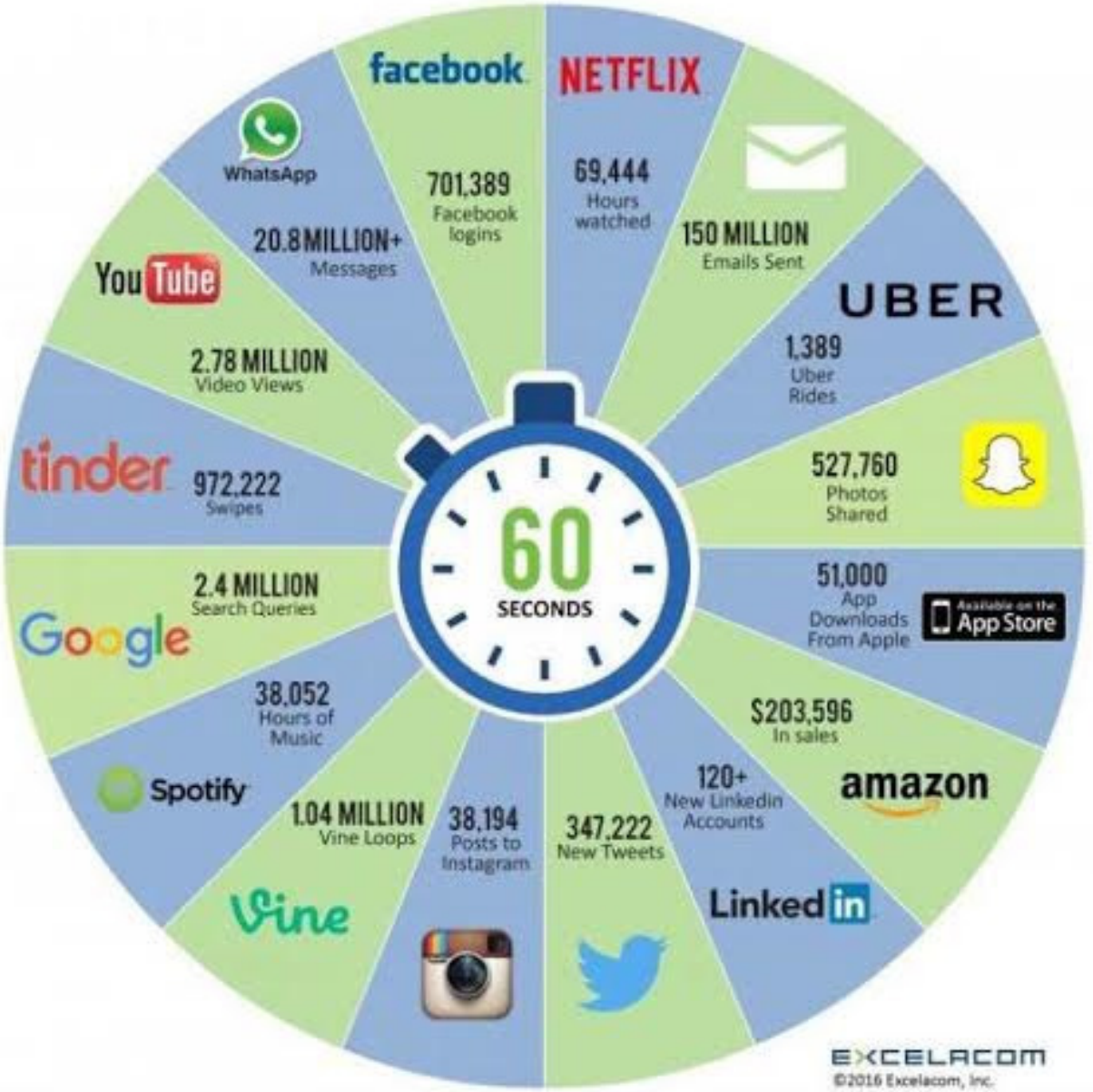
2016 What happens in an INTERNET MINUTE?



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TECNOLOGIA SOCIAL E PERVASIVA
TUDO EM TEMPO REAL
A SOCIEDADE HIPERCONECTADA
UM NOVO AMBIENTE DE TRABALHO
UMA NOVA GERAÇÃO

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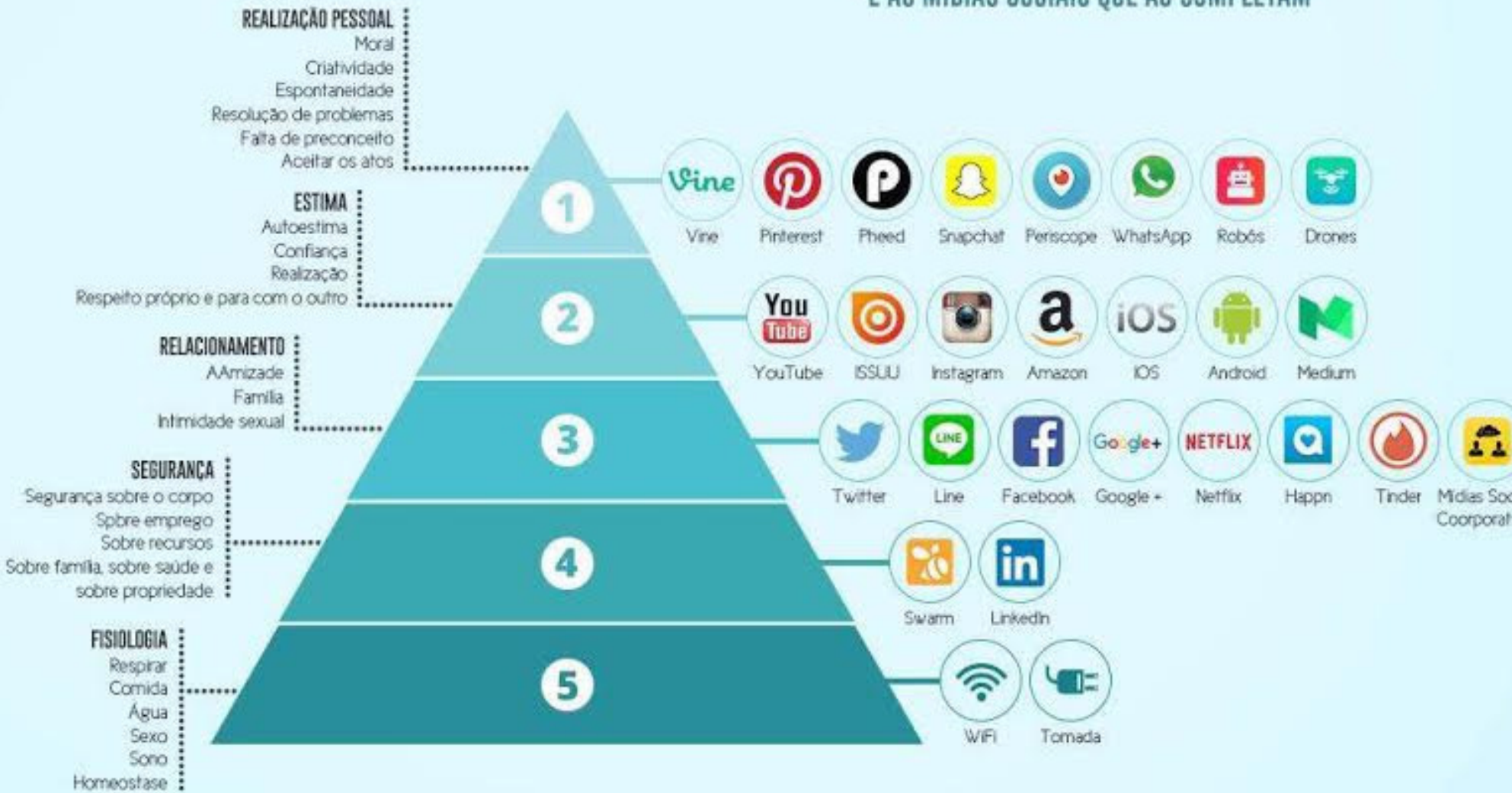
HIERARQUIA DE NECESSIDADES DE MASLOW*

*E AS MÍDIAS SOCIAIS QUE AS COMPLETAM



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Créditos: Infográfico Maslow's Hierarchy of Needs da empresa SMTT, Social Media TIC's and Training, SL.

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A 21st-Century Migrant's Essentials: Food, Shelter, Smartphone

By MATTHEW BRUNWASSER AUG. 25, 2015

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A coisa mais difícil é descobrir se o que está acontecendo é exagero, tendência ou tsunami.

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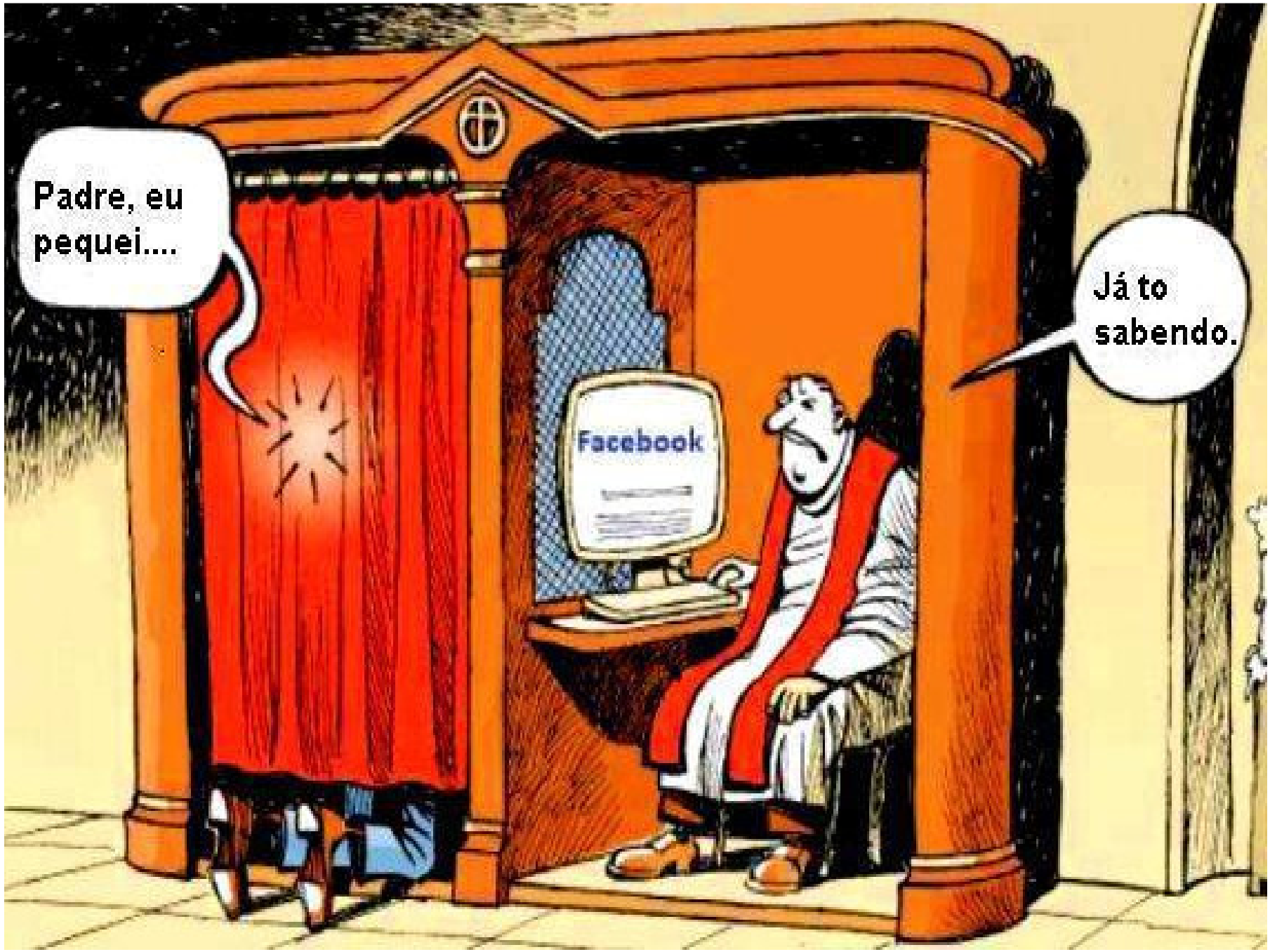

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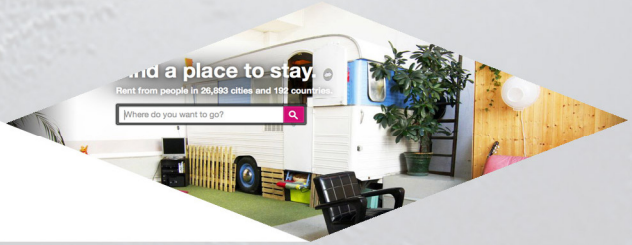
2015: O MUNDO MUDOU, VOCÊ PERCEBEU ?

UBER A maior empresa de táxis do mundo não possui nenhum veículo em sua frota.

facebook® A maior empresa de mídia do mundo não produz nenhum conteúdo.

AliExpress O varejista virtual mais valorizado do mundo não possui nenhum produto em seu estoque.

airbnb A maior empresa de reservas de hospedagem do mundo não é proprietária de nenhum imóvel.



Valor das empresas da Shared Economy

28 bi US$

23 bi US$

20 bi US$

10 bi US$

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4 MINUTE READ | GIGGED

Equity For Field Workers: A Leap Forward For The Sharing Economy?

Dividends aren't just for execs anymore, as gig-economy startups find new ways to reward the people who provide the actual services.

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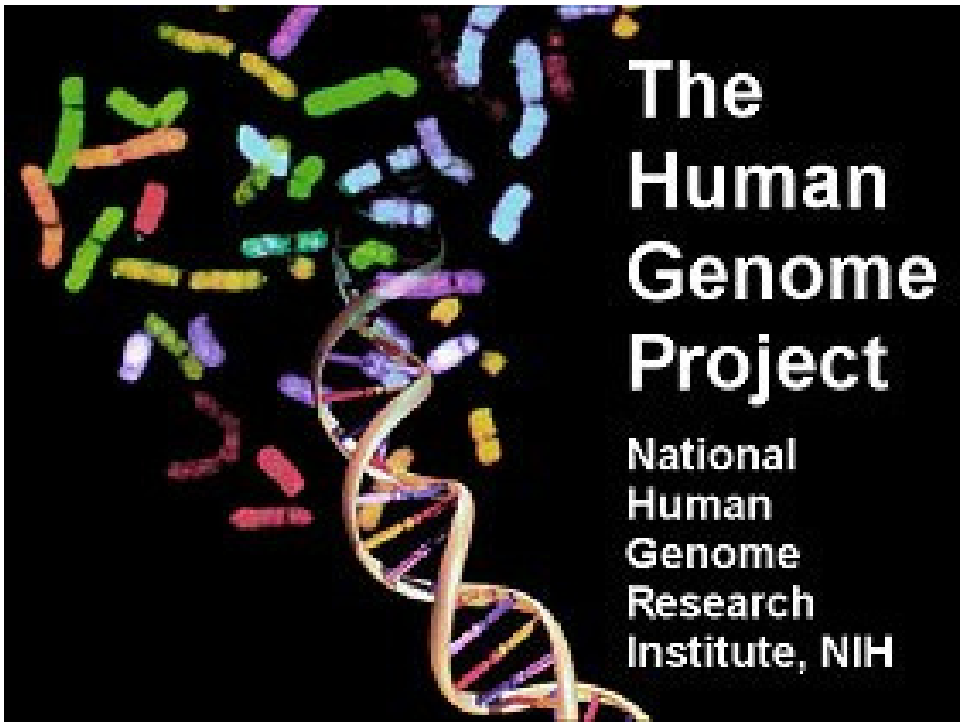
Era de exponencialidades!



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A ECONOMIA DOS APLICATIVOS

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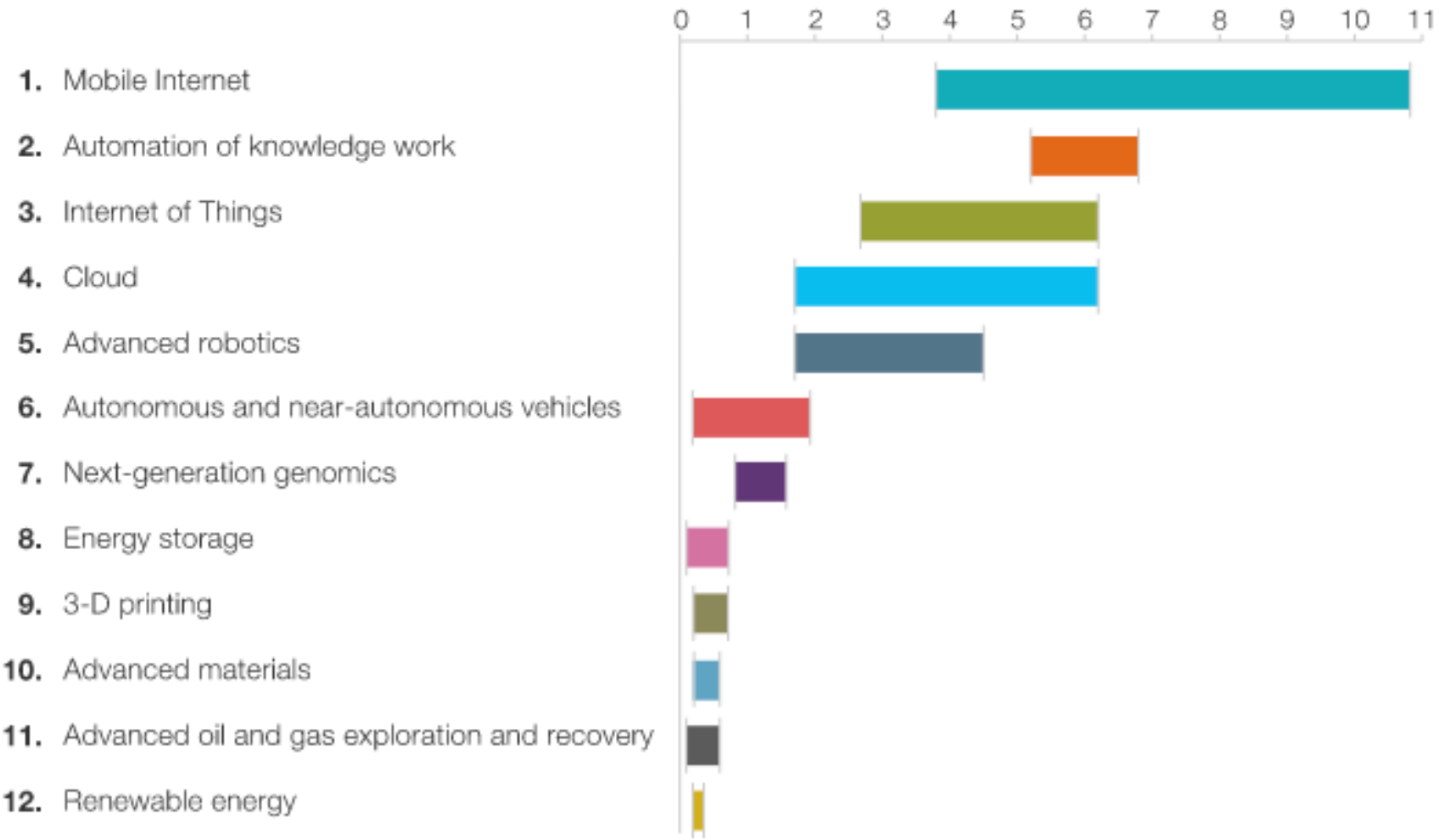
Estimated potential economic impact of technologies across sized applications in 2025, $ trillion, annual



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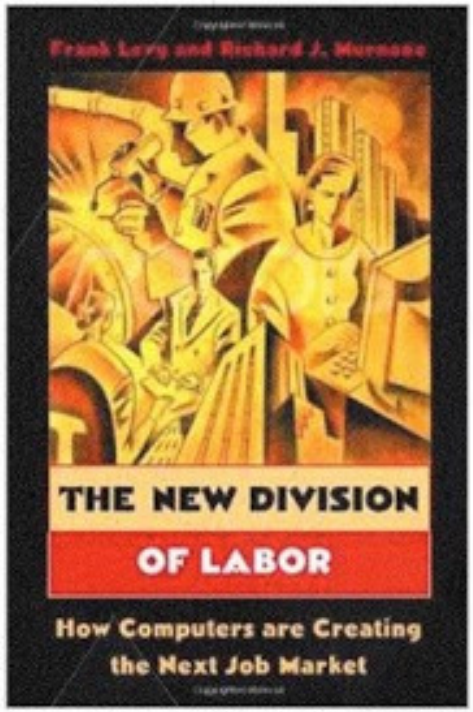
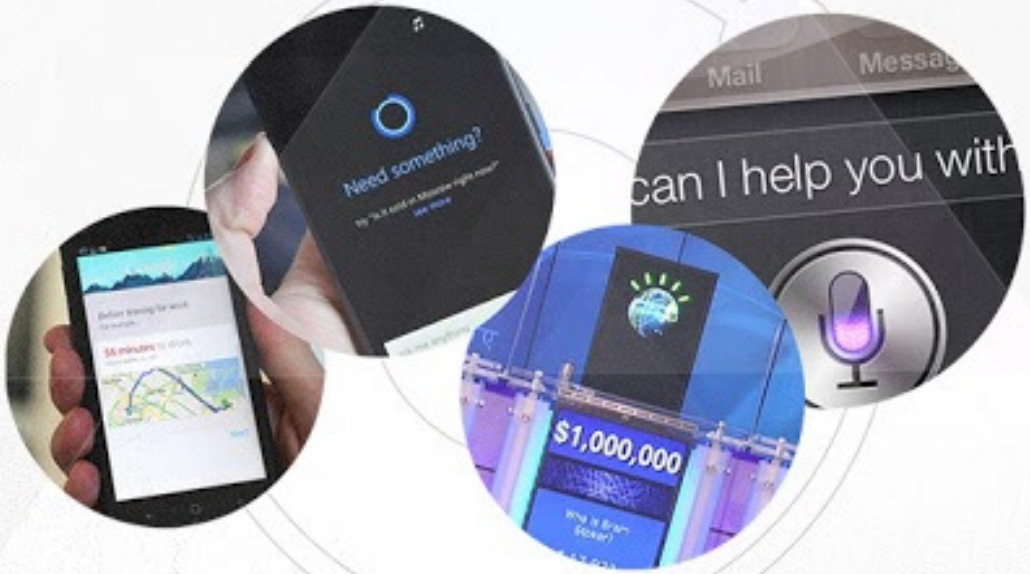


DE FÁBRICA
DE AUTOMÓVEIS
PARA EMPRESA
DE MOBILIDADE
PESSOAL



COMPUTAÇÃO COGNITIVA

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This is Uber’s first driverless vehicle–and Uber’s human drivers should be worried

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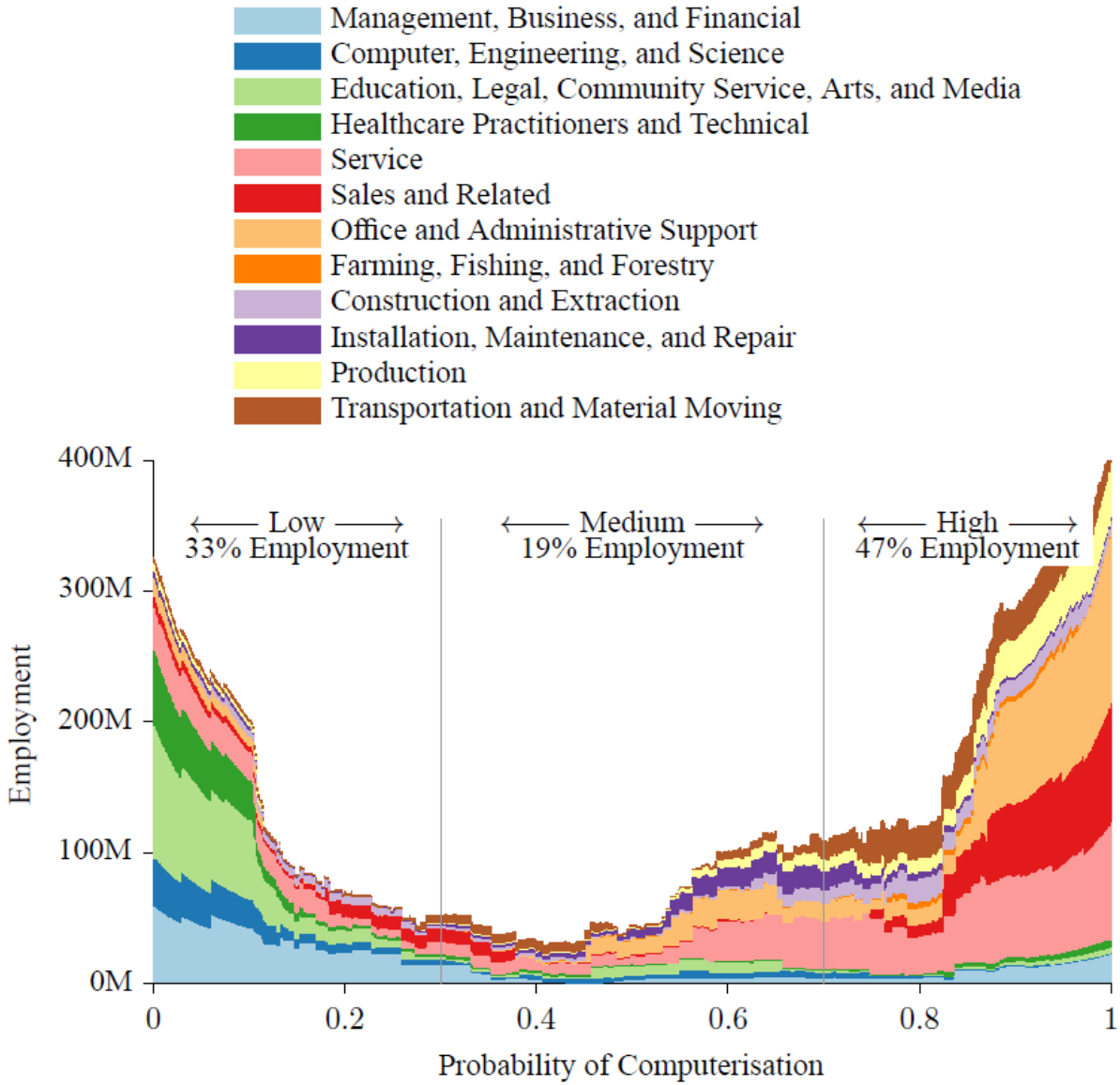
A 4ª Revolução Industrial será rápida e aniquilará postos de trabalho! E sinto dizer, inclusive o seu...



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How Google Is Using People Analytics To Completely Reinvent HR

Leadership characteristics and the role of managers

The PiLab: People & Innovation Lab

A retention algorithm

Predictive modeling

Improving diversity

An effective hiring algorithm

Calculating the value of top performers

Workplace design drives collaboration

Increasing discovery and learning

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March 8, 2016

Software Eats The Back Office: HR Tech Startups See Over 60% Funding Growth In 2015

Deals also leapt in the year. Rounds to Zenefits, OneSource Virtual, and FXiaoKe accounted for a big chunk of funding. a16z and 500 Startups are the most active investors in HR tech.

HR tech is a hot category, with both funding and deal activity leaping to new highs in
2015. However, when taking a closer look, $100M+ mega-rounds to Zenefits, OneSource Virtual, and FXiaoKe took a large portion of total funding in the year, making up roughly
30% of investment in HR tech in 2015.
Funding growth aside, deal volume also increased significantly in 2015 reaching close to 400 deals, when 2014 had ended at under 300 deals.

Using CB Insights data and analytics, we dig into funding trends, most well-funded companies, and active VC investors in HR tech (aka human capital management), which includes tech-enabled management of human resources, staffing, recruiting, and employee benefits.

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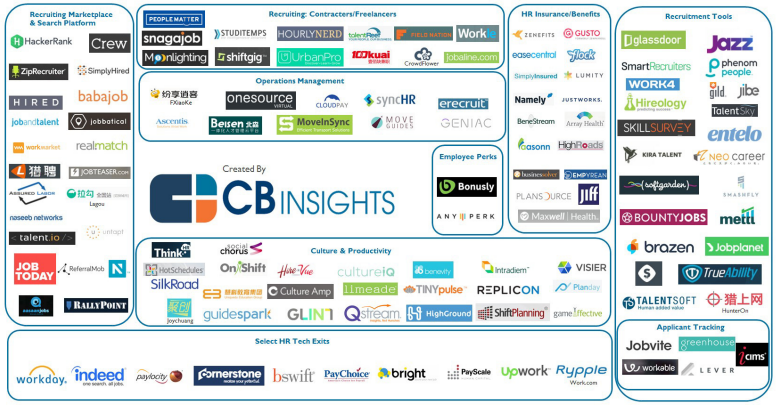
The HR Tech Market Map



The breakdown is as follows:

- Recruiting Tools: This was the largest category in the market map. It includes company-information service GlassDoor as well as Hireology. This section includes Applicant Tracking as a sub category and counts Greenhouse Software in the section, among several others.
- Recruiting Marketplaces & Job Search Platform: Companies in this category include short-term job matching marketplace Jobbatical and job search engine Simply Hired. These startups are making it easier to find, post, and search for employment, among other things.
- Recruiting: Contractors/Freelancers: Startups in this category are addressing on demand workers and part-time freelancers. Examples include HourlyNerd, which connects small- and mid-sized businesses to part-time consultants as well as HR software company, PeopleMatter.
- Operations Management: HR outsourcing software OneSource Virtual is one of the more well-funded companies in the category, having raised $165M in funding to date. Companies here are addressing payroll, benefits, and other services.

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What VUCA Really Means for You ?

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É PRECISO AGIR RÁPIDO! O FUTURO SE TORNA PASSADO RAPIDAMENTE

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