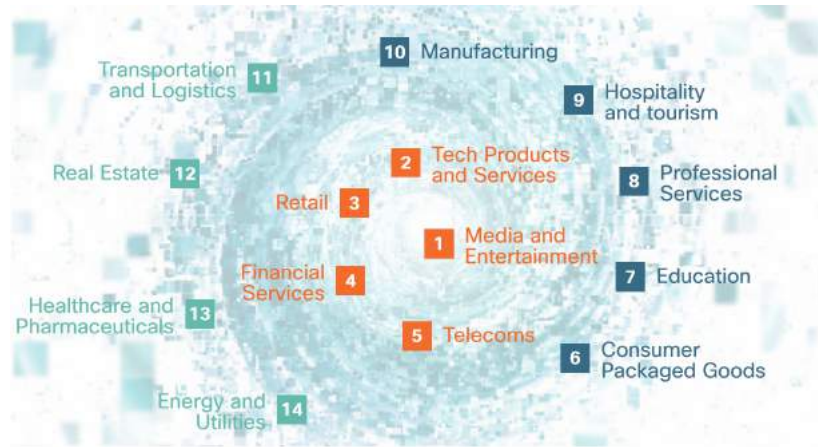




Source: Global Center for Digital Business Transformation, 2017

# The digital Vortex: 2017 update



Source: Global Center for Digital Business Transformation, 2017

February 8th, 2018

3



## Our sense of purpose

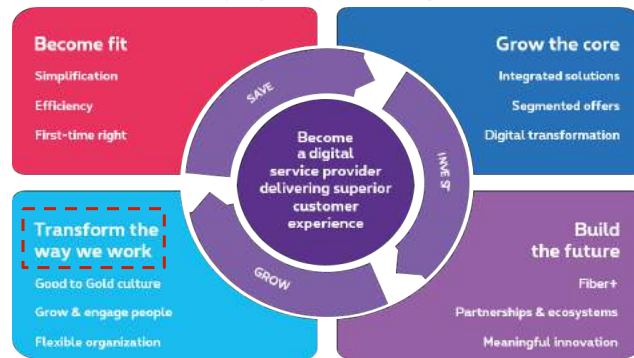
We connect everyone and everything so people live better and work smarter

February 8th, 2018

# Proximus Strategy

## “Transform the way we work”

“We need to become a digital service provider delivering superior customer experience”



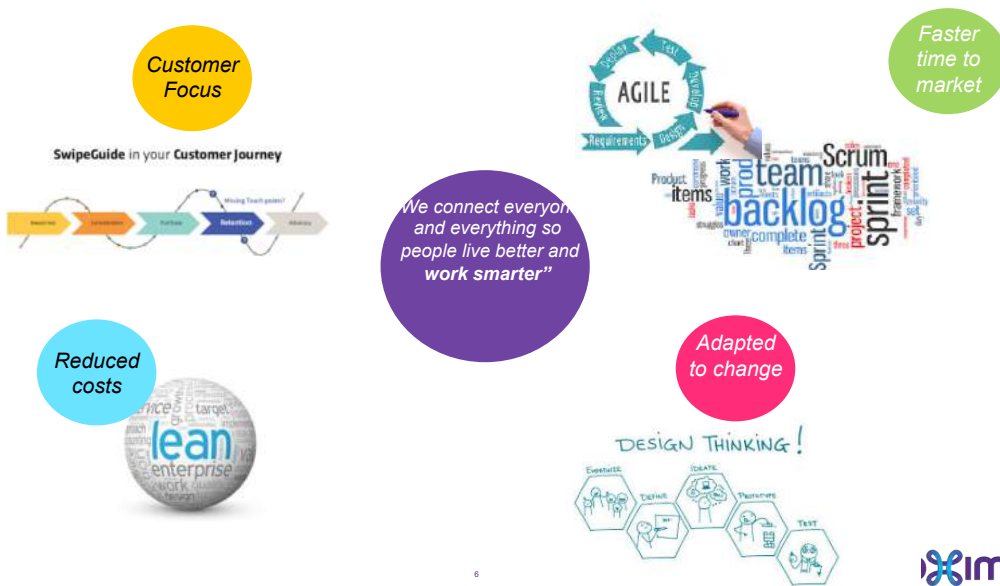
“We connect everyone and everything so people live better and work smarter”

February 8th, 2018

5



# Why do we need to work differently?



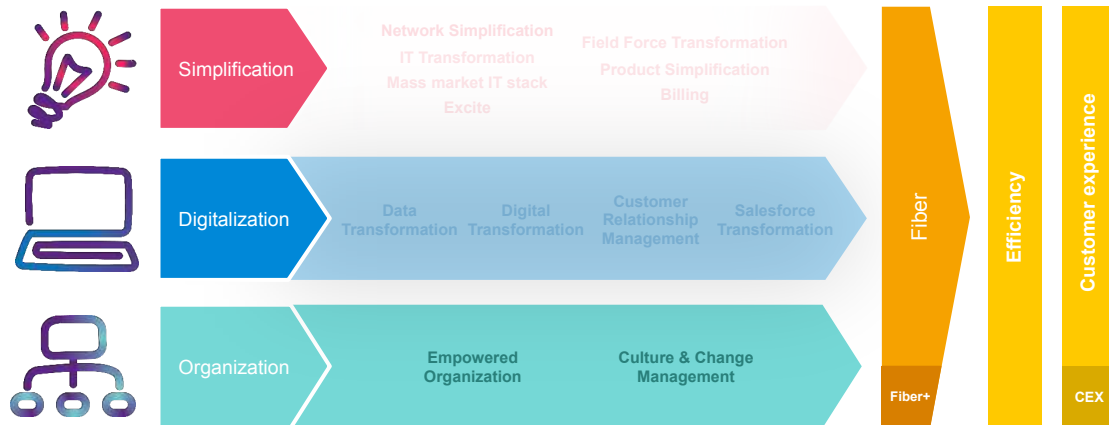
February 8th, 2018

6





## Supported by 15 transformation programs



February 8th, 2018

10

## Transform the way we work



February 8th, 2018

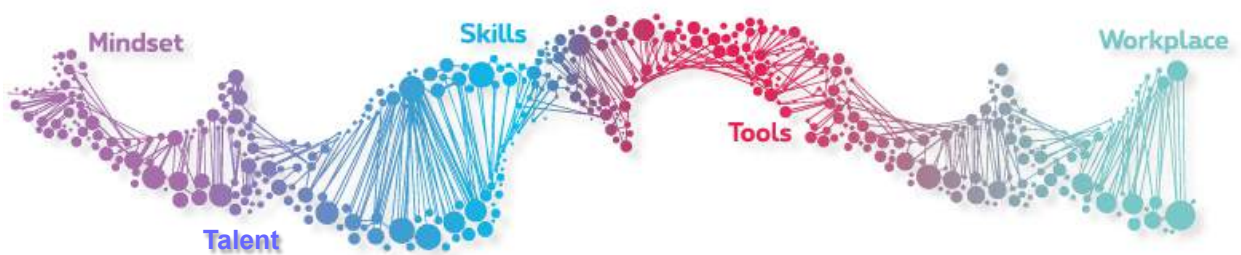
6

## Transform the way we work



February 8th, 2018

## Digital DNA components



February 8th, 2018

10

proximus



The diagram illustrates a transformation process. On the left, an image of a butterfly emerging from a chrysalis is labeled "Change Management". In the center, a circular process diagram features four quadrants: "Become Fit" (top-left), "Grow the core" (top-right), "Build the future" (bottom-right), and "Transform the company" (bottom-left). The center of the circle contains the text "Become a digital service provider" and "Deliver superior customer experience". The cycle is labeled with "LIVE", "LEARN", and "GROW". On the right, an image of a small green plant growing from a crack in the ground is labeled "Resilience".

Change Management

Resilience

February 8th, 2018

11

proximus

## Working smarter | Synergy of multiple transformation journeys



A central image shows several pairs of hands of diverse people cupping a small green plant growing in soil, symbolizing collaboration and growth.

Growth mindset	Self Leadership
Behaviors in practice	Leadership model
Resilience	Digital First
Change capabilities	Empowered ways of working
Digital Workplace	Flexible sourcing

February 8th, 2018

12

proximus