

Deloitte.

Smartfirm
interactive learning experiences

Getting in the game

The Trendspotters Challenge

Welcome

Your trendspotters 'hosts'

Kathy Klock
Deloitte



Kathy Klock is the TMT (Telecom, Media & Technology) National Industry Talent Development Leader for Deloitte. She develops and delivers a comprehensive industry development curriculum that addresses the entire industry competency model with development solutions that are high-impact and leading-edge and equips our practitioners with the industry insights our clients value.



Andy Hill
Smartfirm

Andy Hill is the founder and CEO of Smartfirm, where he leads a team that designs and builds custom interactive learning solutions. From his base in Canada, Andy works with corporate clients throughout the U.S., Europe, and Asia-Pacific. Prior to launching Smartfirm, Andy spent many years in strategy, finance and IT consulting with a global professional services firm.

TMT industry business case

Flexible Fun Portable Engaging

Deloitte's Technology, Media and Telecom (TMT) industry leaders were looking for an innovative and exciting way to help industry practitioners develop insights into key aspects of five important technology trends:

1. **Big data**
2. **Cloud computing**
3. **Digitization of content**
4. **Mobility**
5. **Social media**

How Trendspotters fits with our learning strategy

Deloitte.
University

Welcome to DU.



\$300M strategic investment
\$300M 107-Acre leadership center

... a rare **Physical Campus** ... in a virtual world

50,000 learners annually onsite
interactive & immersive learning environment

Network Built-out To All Of Our Major Offices

90% of our people **WORLDWIDE** within tele-classroom reach.

#1 private company for growing leadership skills
— CEO Magazine

High Tech/Touch
2nd largest media wall in US

TROPHY OR CEO MAG LOGO - should be a prominent statistic



Thinking Thinking **BIG** Thinking Thinking Different

A space to take clients when:

- They've made it to the top.
- They've hit a wall.
- They need fresh inspiration.
- Business as usual is no longer enough.

Greenhouse **Labs**. DU Press. **Bersin Research**. **Cross-Industry Events**. Senior Leadership Retreats.

50% of all **Fortune 500** companies have visited the DU campus.

A safe, provocative, creative space to explore **BIG IDEAS**

Experts + analytics + interactive + technology + behavioral techniques + creative tools
= extraordinary client experiences.



Leadership Center for **Community Impact:**
Leadership Center for **Community Impact:**

Luminaries, academia, politicians, executives & authors convene on large, intractable topics to **challenge conventional thinking.**

Veterans Commitment to the White House to help veterans transition to new jobs through the **CORE Program.**

600,000+ Meals donated to Stop Hunger Now.

Leadership Development programs for **United Way** CEOs, **United Nations** Humanitarian Coordinators

Courageous Principals
A leadership development program tailored to K-12 public school principals, Intended to reach 1 Million students by 2020

Our mission

- Prioritize massive amounts of intellectual property (whitepapers, briefing books, POVs) on the five trends
- Make highly technical material approachable, fast, light, informative, and fun
- Design a product that can stand on its own, and/or serve as pre-session for live classroom training



Trendspotters learning objectives

1

Provide learners with knowledge of the evolution of TMT trends

2

Help learners understand and identify adoption and implementation uses for these trends

3

Encourage learners to think about how these trends would affect Deloitte's clients

Demo


‘Get your
game on’

Big Data

Big Data is affecting everything from supply chains to corporate strategy. It is forcing executives to rethink how they understand, reach, and even influence their customers. With so much data available, the ability to know the people you sell to, and to monetize that knowledge, has never been greater. But how do you get your head around something so big?

Let's start with the basics

Data, and the analysis of data, is not new. But in the past couple of years, computing, storage, and bandwidth capacity have become so inexpensive that they have altered the scale of what's possible. Companies can now consult, correlate, and extrapolate data to generate new insights, make their businesses more agile, and answer questions that were once beyond reach.




A conversation with David Steiner,
Director, Deloitte Consulting LLP,
San Jose, CA

[Click here](#) to watch the full interview.

Scroll To Next

Why all the buzz about Big Data?

In the short amount of time it's taken you to explore this Web page, businesses and consumers have produced and stored mind-boggling amounts of new data.



Source	Volume
Twitter	72 million tweets per hour
Facebook	3.5 billion photos uploaded
YouTube	3,650 hours of video uploaded
LinkedIn	1 million new profiles created
Google	100 million searches per second
Amazon	1 million items sold per hour
Netflix	1 billion hours of video watched
Facebook	1 billion photos uploaded
Twitter	1 billion tweets sent
LinkedIn	1 billion profiles created
Google	1 billion searches per second
Amazon	1 billion items sold
Netflix	1 billion hours of video watched


Many organizations are amassing data sets so large and complex that the amount of information overwhelms traditional data management strategies.

Dealing with data on a super scale requires new units of measurement. Have you learned how to think beyond the gigabyte!

Scroll To Next

Where does Big Data come from?

Big Data comes from sources as diverse as enterprise applications, online sales transactions, RFID (radio-frequency identification) tags, Web searches, and weather satellites. Much of this Big Data is generated by customers and employees through e-mail, instant messaging, cell phone conversations, and various kinds of social media.



What makes it different? Key elements

Nano

learning with rich content — short video interviews with Deloitte leaders, links to current articles, pop — ups with facts and figures

New

trend each week, 5 trends = 5 weeks

Short

each trend takes about 15 — 20 minutes to complete

‘Public’ recognition

top 3 scores posted on a leader board

CPE credit

2 CPE credits for taking 5 short quizzes and final assessment

Prizes

Amazon Gift Cards and Roku

Example leaderboard and tweets

Position	Name	Entered on	Points
1	CHRISTIAN KEIL	2014/04/24 3:22 PM	45
2	BURHANUDDIN ASGERALI RAJBHOY	2014/04/28 4:14 PM	43
3	JOSEPH ANDREW BIZEK	2014/04/24 2:21 PM	40

Results for #tmtspot2014
Top / All Save

Jonathan Ross @JonRossStat · 20 hrs
Interesting article on the growing importance of big data.
dupress.com/articles/too-b... #tmtspot2014
Expand

Andrew Luedke @aluedke · Apr 28
What concerns do you have about Big Data? #tmtspot2014
Expand

mpilin @mpilin · Apr 28
New opportunities created via #social software & #bigdata #tmtspot2014
bit.ly/1nAYXF7
Expand

Burhan Rajbhoy @BManRaj · Apr 28
Im excited about the potential of Geospatial visualization #tmtspot2014
Expand

aSonal Sood @sonalsood · Apr 28
Use Big data to understand how supply chains are being affected due to vendor/manufacturing/distribution delays #tmtspot2014
Expand

aSonal Sood @sonalsood · Apr 26
Idea.. stop crime in school through bigdata #tmtspot2014
Expand

The top three scores and your own score appear on the leaderboard

Participants can earn 5 bonus points for tweeting

Tweet support the TMT initiative to adopt social media

Communications and recognition



Round Four is all about Mobile.
Did you know that...

Of the world's more than six billion mobile subscribers, nearly five billion live in developing countries...a global trend indeed!

Catch up and you can still win a prize and get credit. Just register below and review the Big Data, Cloud Computing, Digitization and Mobile trends.

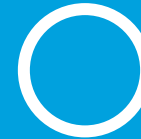


We are in the 'final stretch' of the West Region's Trendspotters Challenge!


The last trend, Social Media is waiting for you to review. Learn more about moving from social media to social business.

Discover why the key to social business success is "engagement".


If you didn't complete the previous trends, visit each trend that you missed to learn more and get credit.




Thoughts from the Players



“The **bang for your buck** with these shorter form trainings is off the charts, and the ability to get up to speed so quickly on so many topics is something I’d definitely recommend.”



“The idea of cloud computing had always mystified me before, and I had always just avoided the topic... After this challenge, I feel like I have a solid understanding of it, and I can use it in my client work.”



“These challenges were interactive, interesting, useful, and quick.”

“ These challenges were interactive, interesting, useful, and quick. It can be difficult to research information about such expansive topics on one’s own. I would recommend that my colleagues take advantage of the materials and information synthesis that Deloitte has provided.”

What questions
do you have?



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