



# Driving Business Velocity

100 Lessons Jim DuBois Learned  
as CIO of Microsoft

# Industrial Revolution 4.0

## World Economic Forum 2016



Steam, water,  
mechanical  
production  
equipment

1784



Division of labor,  
electricity, mass  
production

1870



Electronics, IT,  
automated  
production

1969



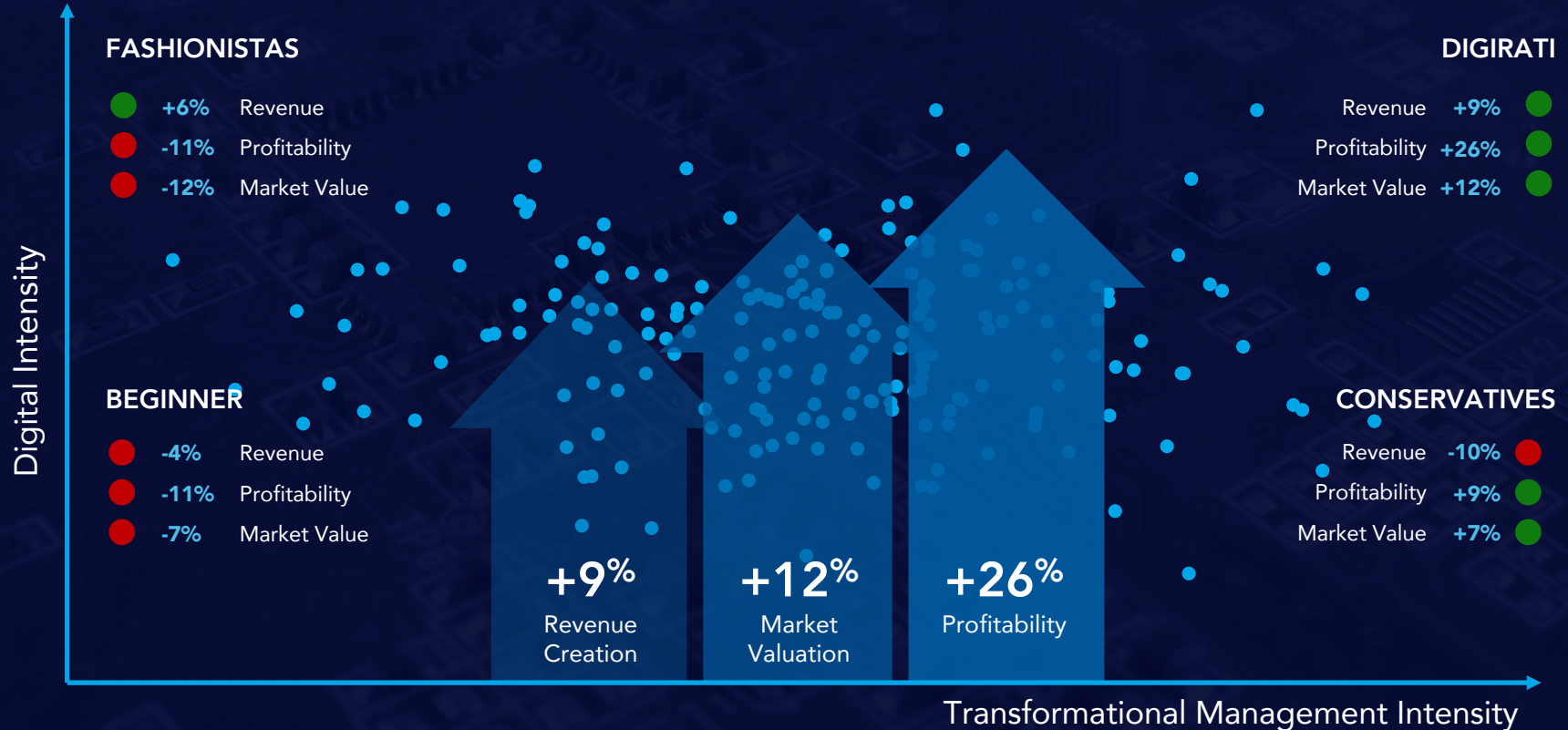
Blurring the physical  
and the digital  
divide

2016





# Digitally Mature Companies Perform Better





---

# WHAT MUST CHANGE?

---

1. Purposefully set culture
2. Redefine success
3. Modernize how we work
4. Remove friction





THANK YOU

