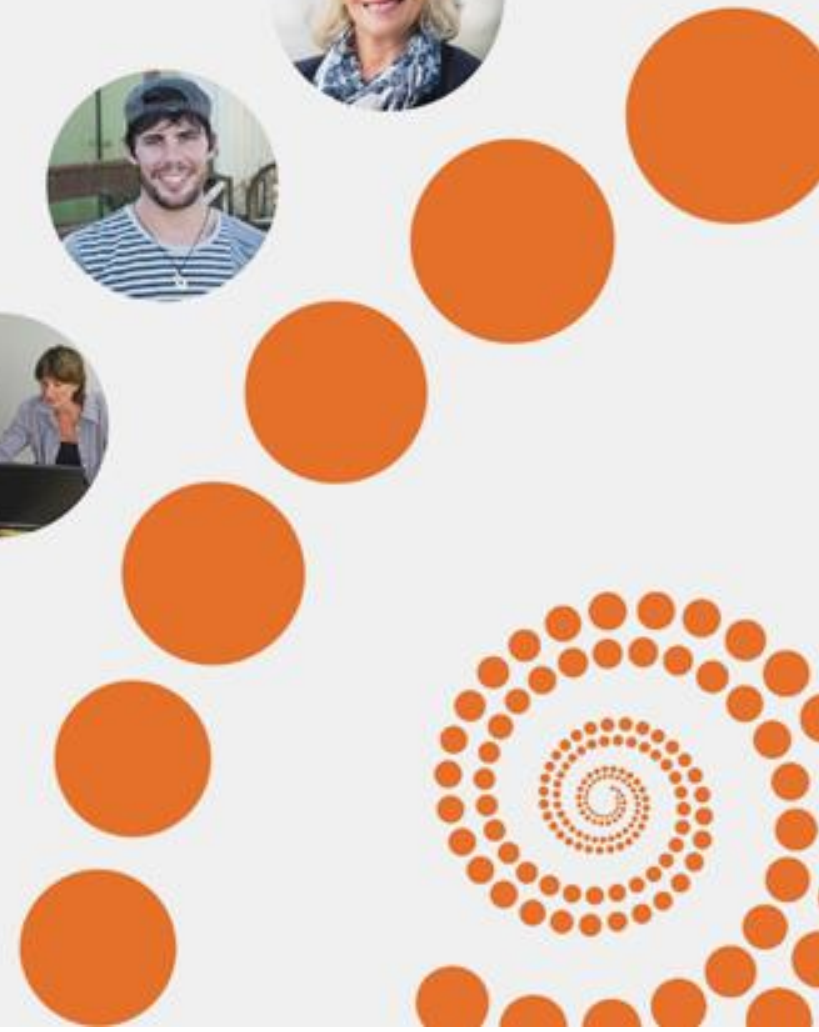


CES 2018: Measuring what matters

Session 2: How to anticipate and react swiftly

Join the conversation at
[slido.com](https://www.slido.com)
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**Falling
response
rates**



Low trust

ENVIRONMENT



**Exponentially changing
disruptive technology**

**Customers want
more detail faster**

**New
kinds of
business**



**\$\$\$
constraints**



Data is everywhere



What are we doing to anticipate & react?

Customer
driven
relevance

Investing in
people
capability

Experimenting

Partnering

Challenges & lessons learnt



Small group Discussion session

- Groups of 7-8 (see the lists)
- Find your group and a space that works
- Take 45 mins to talk about 3 questions

Nominate one of your group to capture 1 or 2 key ideas per question you discuss and enter into [slido.com](https://www.slido.com) #J930

Small group Discussion session

1. How do we get the balance right between staying reliable and pushing the boundaries?
2. What does good partnering look like?
3. How do we build capability for the future?

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