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The road to growth and empowerment is digital



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Pace of life is increasing exponentially



13,8 B YEARS

Big Bang

3,5 B YEARS

First life on Earth

0,9 B YEARS

First animal-like mobile life

220 M YEARS

First mammals (your ancestors)

55 M YEARS

First primates (your ancestors)

13 M YEARS

First hominids (your ancestors)

850 K YEARS

Controlled fire (next big tech breakthrough)

50 K YEARS

Behaviorally modern man colonizing Earth

13 K YEARS

Neolithic revolution, agriculture, domestic animals

3,3 K YEARS

Iron age, 1st population explosion start

800 YEARS

First guns & rockets (in China)

200 YEARS

Industrial revolution, 2nd population explosion starts

50 YEARS

Digital nervous system, WWW, cellphones for all

12 YEARS

Cheap small computers with 1 brain power?

3 YEARS

???

9 MONTH

???

2 MONTH

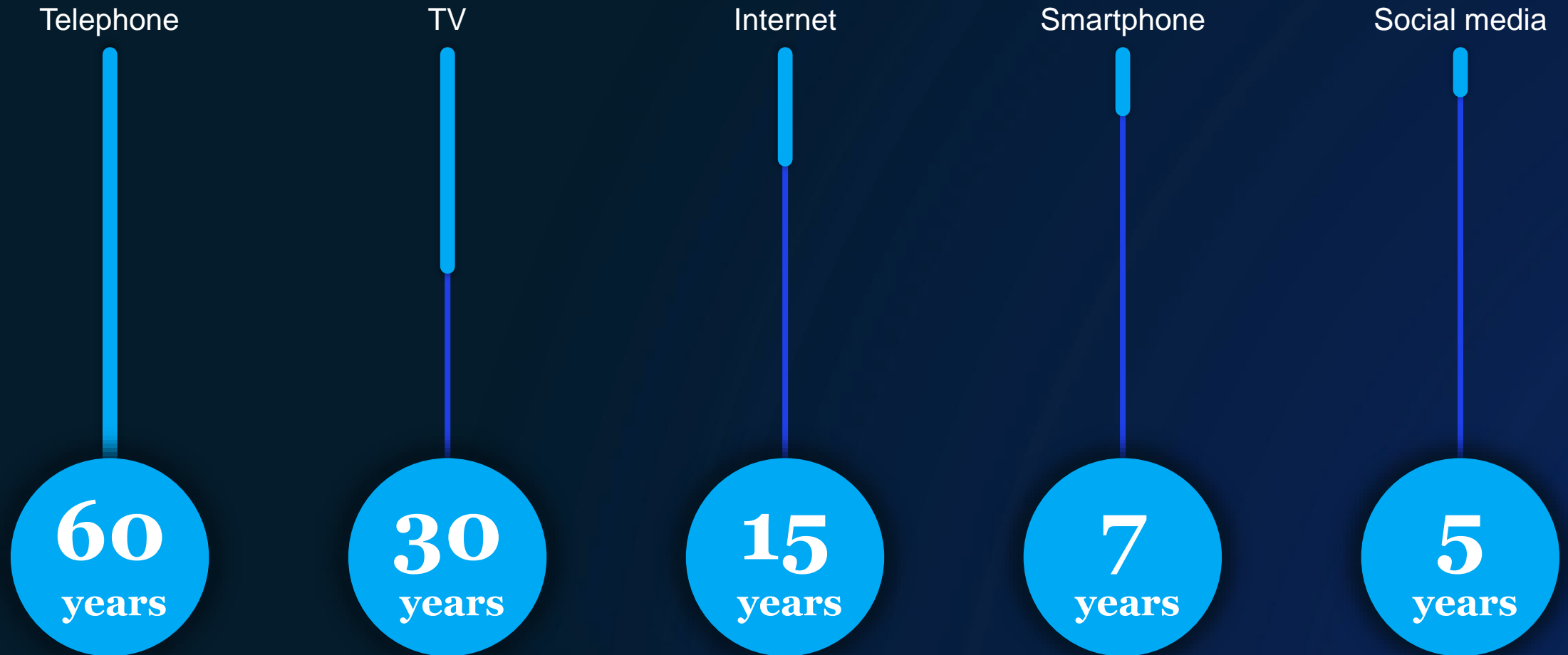
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2 WEEK

???

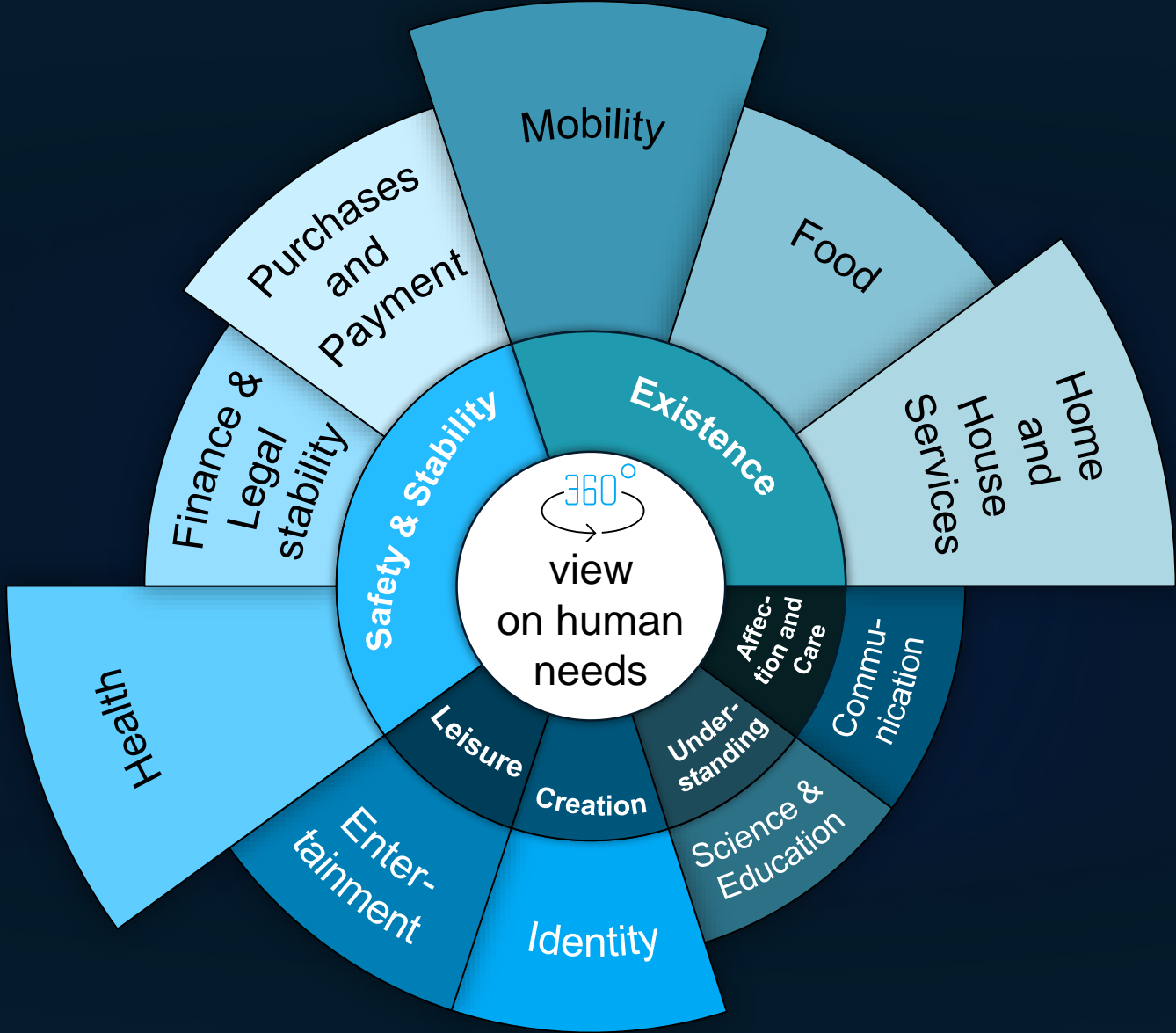
Some of the biggest complexities are speed of technology adoption and changing customer preferences

Approximately time to reach a 50% adoption rate



**Organizations' and
professionals' **metabolic rates**
must significantly increase**

Digital innovations are enabling growth and transformation at the most basic level of human needs

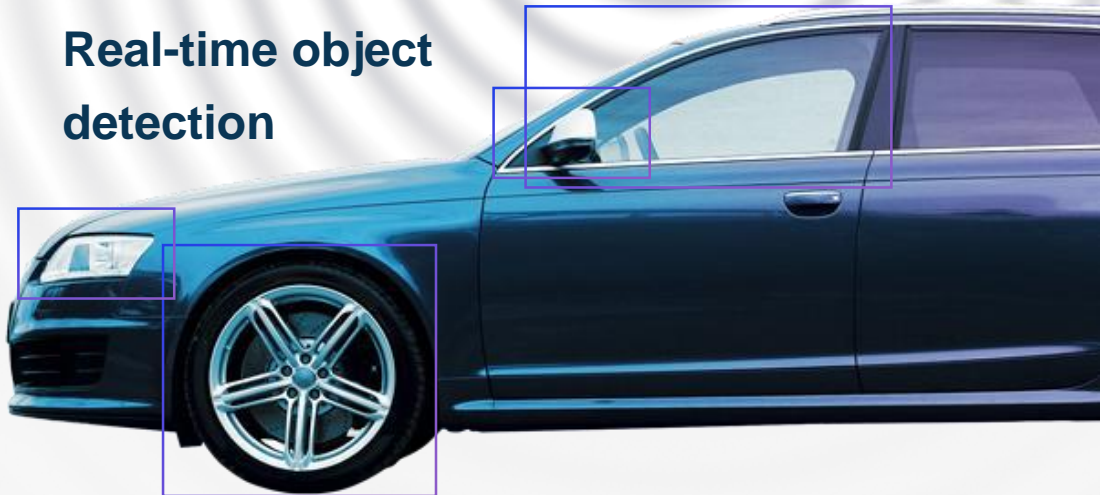


Mobility and personal safety

Vehicle-to-Everything (V2X) technology

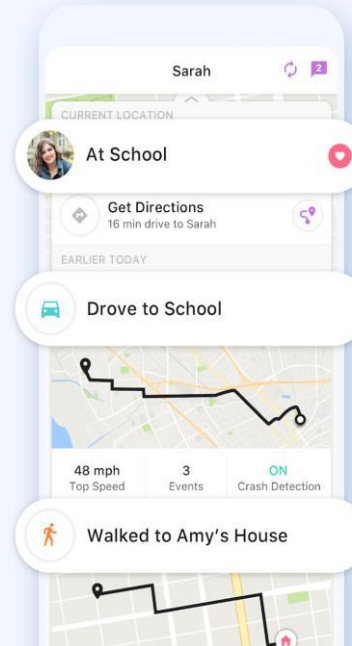


Real-time object detection



Family locator

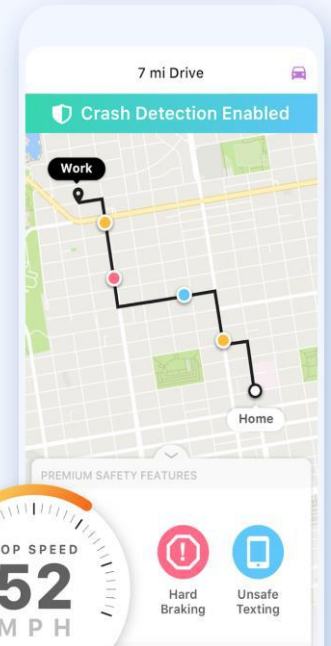
See location history



Life360
Protect and connect your family.

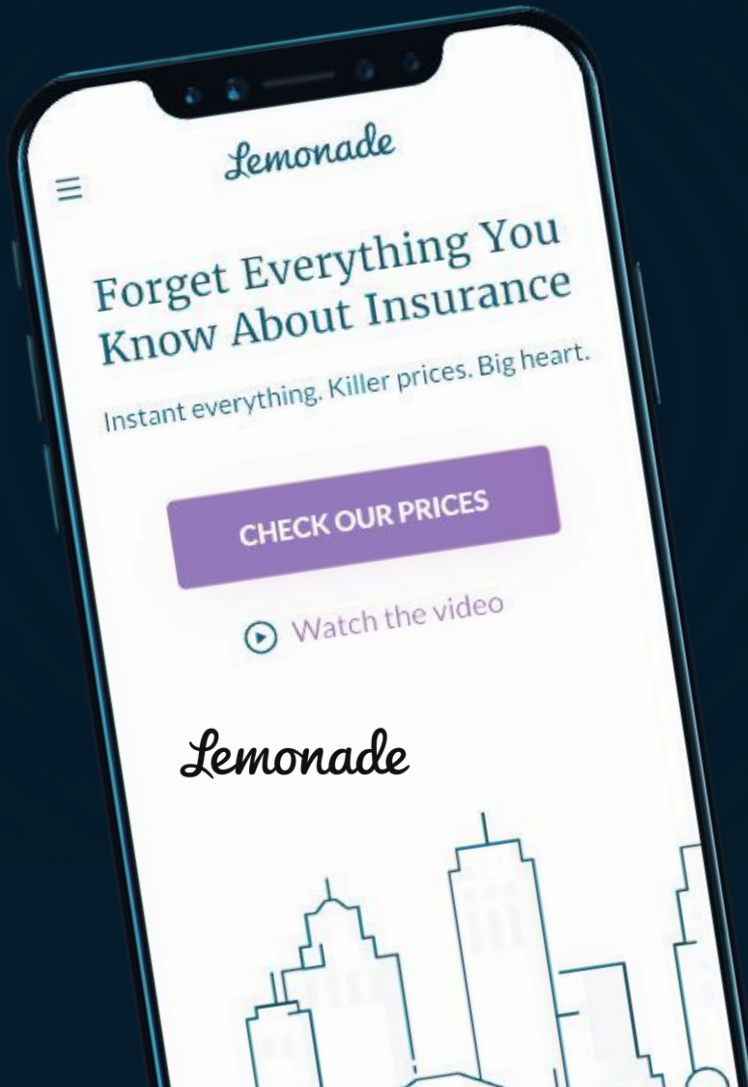


Encourage safer driving

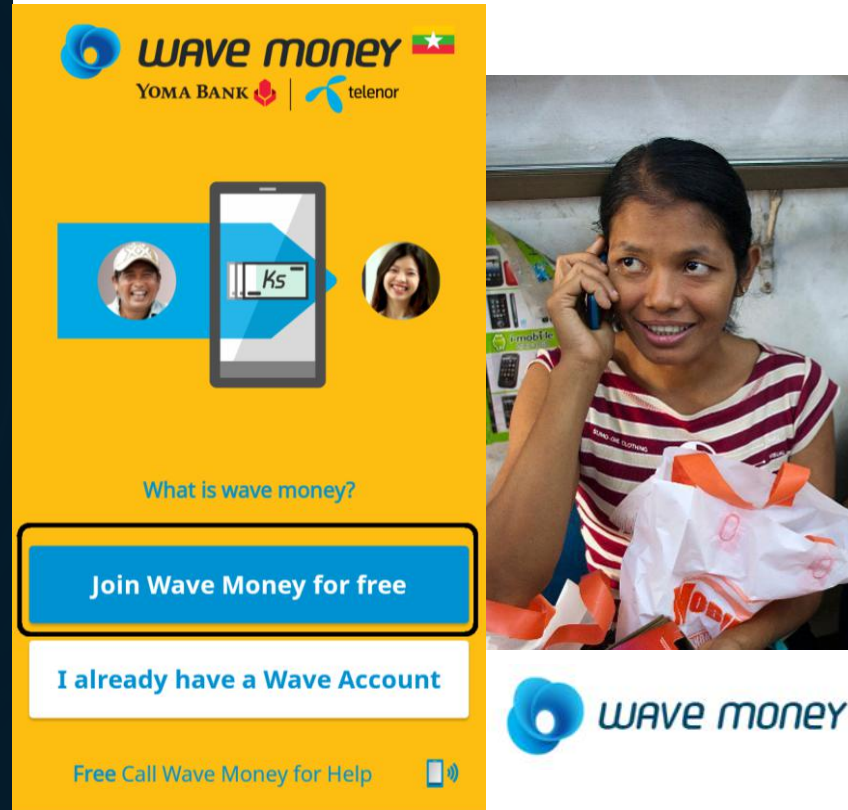


Finance, Insurance

AI Insurance



Financial inclusion targeting women



Sound based payments



Health

AI doctor



Digital birth control



Genetic mapping



**Organizations' and
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metabolic rates
must significantly
increase**

**Digital is a
great enabler
for men and
women alike**

**What does this mean
for women...**

**What does this mean
for women...**

... as consumers?

We encourage companies to review the (female) customer's daily needs



Today, a (female) customer chooses from multiple providers who compete in each category of needs



udemy
\$

HARVARD
Extension School
\$

MEM
RISE
\$

Lingualeo
\$

Yale
\$

coursera
\$

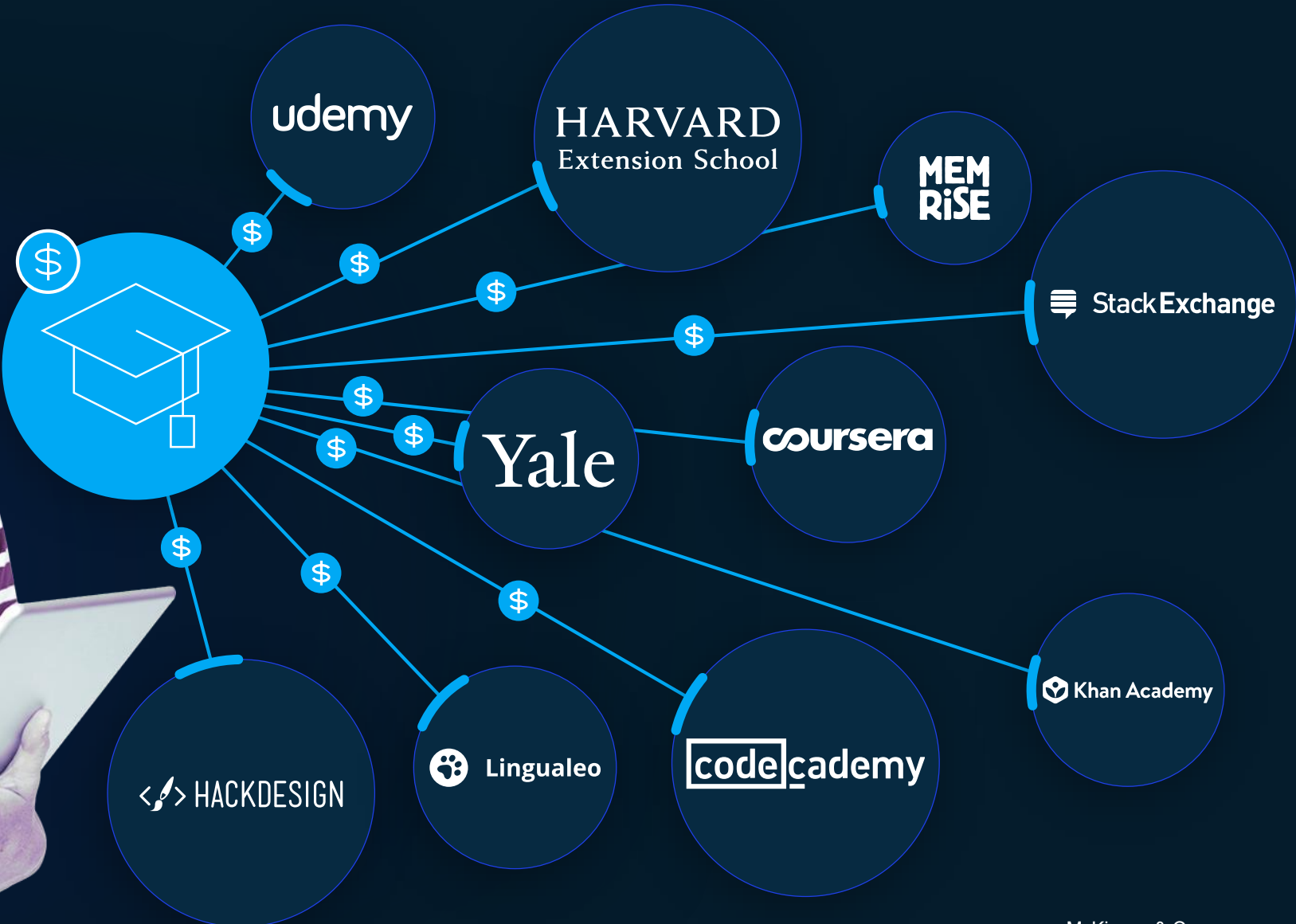
StackExchange
\$

HACKDESIGN
\$

codecademy
\$

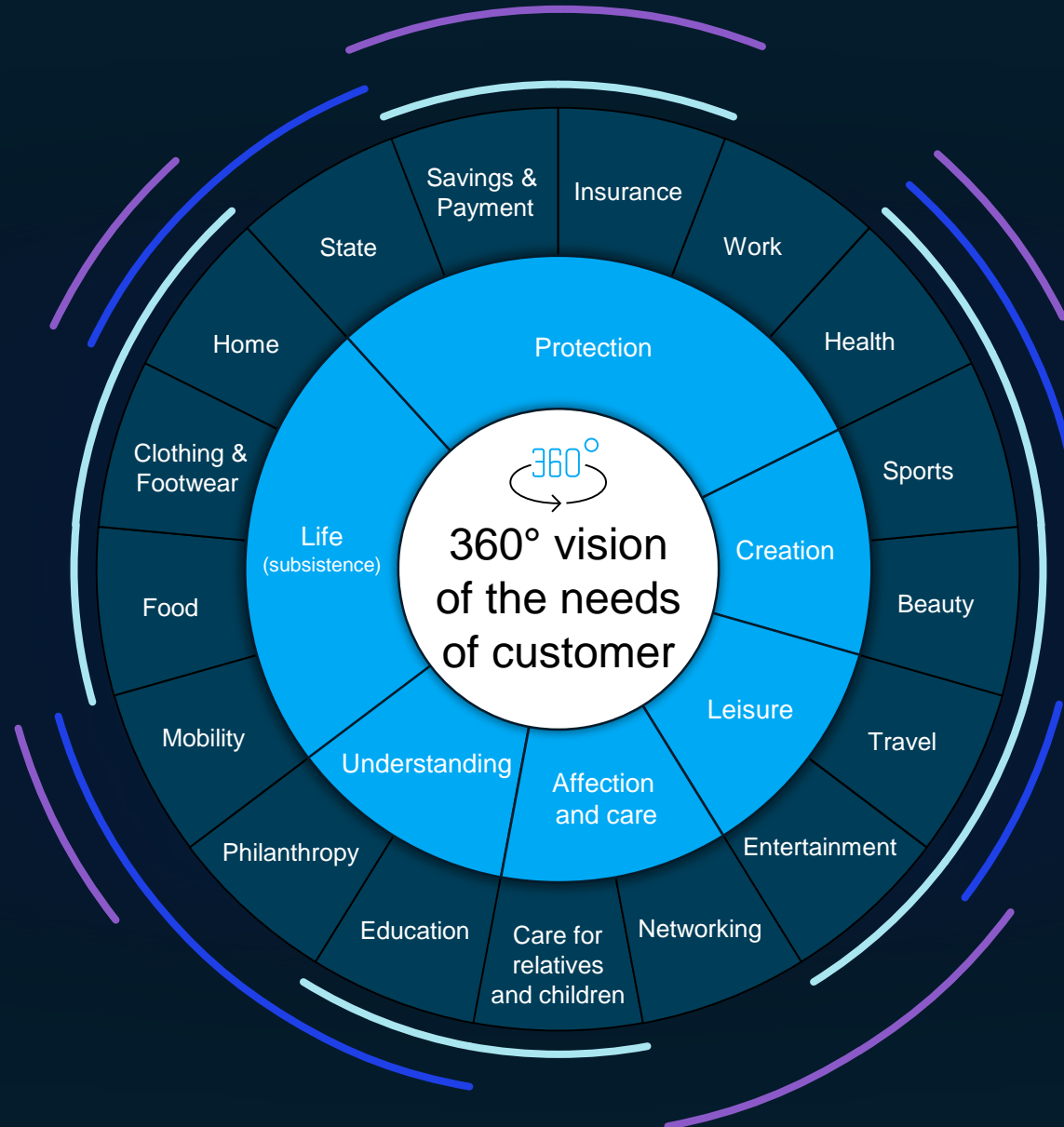
Khan Academy
\$

In the future, all key needs will be consolidated through a single portal



In some regions we already see this picture – Example is China

中国平安
PINGAN



Alibaba Group
阿里巴巴集团

Tencent

Organizations' and professionals' metabolic rates must significantly increase

Digital is a great enabler for men and women alike

Every company will fight to own the relationship with the (female) customer

**What does this mean
for women...**

... as employees?

Future work will benefit but also disadvantage women

Impact of automation on jobs by 2030, % change (Advanced economy example)





A big 'missed opportunity' is women in technology roles

We still a low representation of women in the tech space

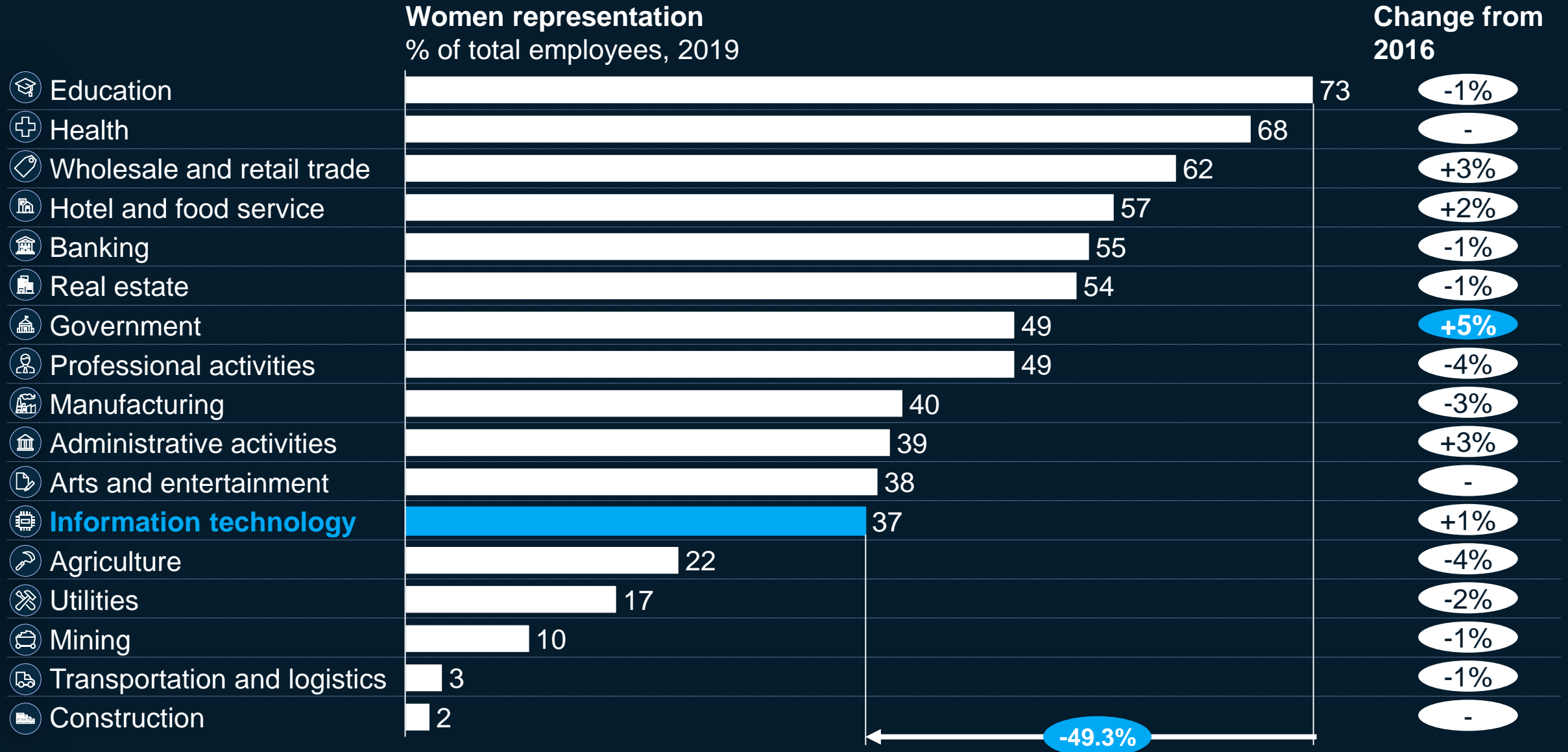
Women hold only 25% of computing jobs worldwide

Women hold only 11% of executive positions in the Silicon Valley companies and only 7% are partners at top 100 venture firms

Women own only 5% tech start ups

In the high tech industry, the quit rate is more than twice as high for women (41%) than it is for men (17%)

The same trend is true in the Philippines



We need to start building future-ready skills... today!



Cognitive capabilities

Natural language processing

Social and emotional capabilities



Physical capabilities

Sensory perception



Organizations' and professionals' metabolic rates must significantly increase

Digital is a great enabler for men and women alike

Every company will fight to own the relationship with the (female) customer

Women must prepare for the future of work

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THANK YOU



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