

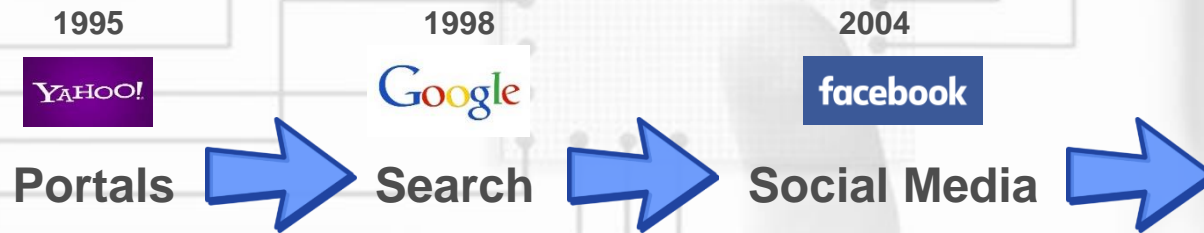


Roadmap To Your Seat At The Table

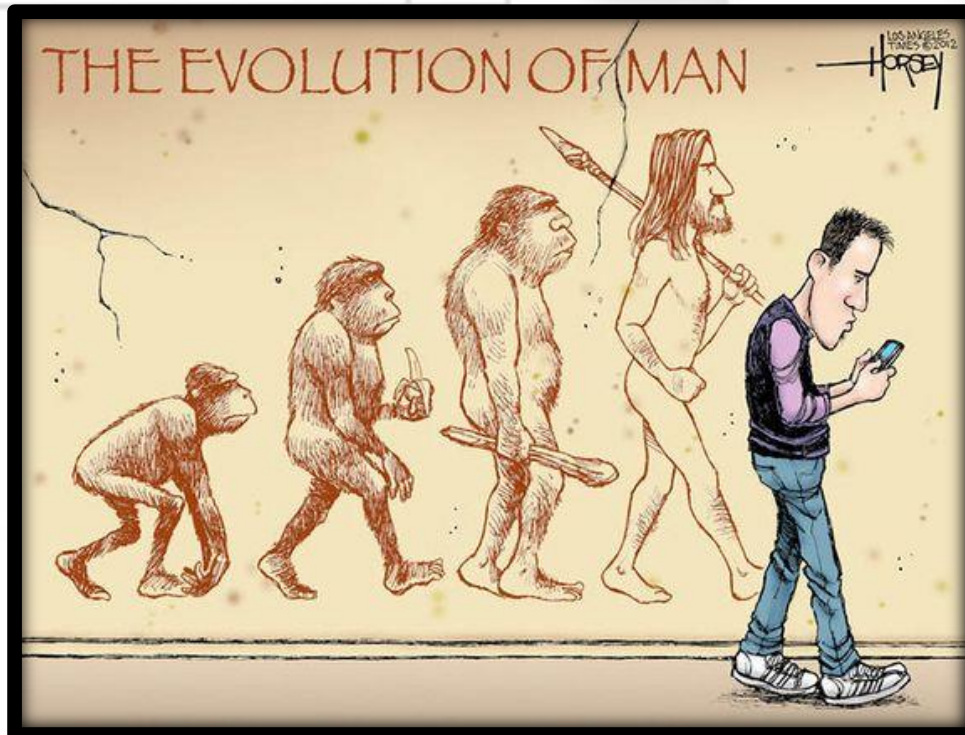
5th Nov 2020



The tech revolution...a lot can change in 25 years and recent events have accelerated the shift to online



Digital explosion amplified by C19 and advances in Artificial Intelligence & Machine Learning



2007

C19 pandemic has fostered a whole new generation of innovation ...

- Messaging, Chat, Email
- Voice and video
- Personal Assistants
- Project management
- Self - employment facilitators
- Remote hiring
- Employee engagement
- Future of work events

THE FUTURE OF WORK, by @pinverrr

The image displays a grid of 16 categories of work-related tools and services, each with a list of company logos. The categories are:

- 1. MESSAGING, CHAT & EMAIL**: FRONT, Mattermost, flock, nuffsaid, SUPERHUMAN, involve, Threads, spike, workvivo, POLYMAIL, twist, VCC, comcast
- 2. VIRTUAL OFFICES / FOCUS ENABLERS**: Spatial, tandem, motion, Focusmate, Pragli, teemly, Remotion
- 3. VOICE & VIDEO**: fuze, CHORUS, loom, StarLeaf, dialpad, Otter.ai, around, OWLLabs, krisp, Whereby, Demodesk, RemoteHQ, grain, happyscribe
- 4. CALENDARS & MEETINGS**: Mixmax, Robin, clockwise, FELLOW, woven, Time is Ltd, zynq, Humble Dot, calendly, ReclaimAI
- 5. SCALING PERSONAL ASSISTANTS**: Qordoba, INVISIBLE, Memory, D, B A S E, Magic
- 6. DATA COLLAB / KNOWLEDGE**: workfront, Airtable, Notion, coda, GURU, TempLafy, Bloomfire, onna, ChartHop, GRID, Slite, clarisights, Sheetgo, actiondesk, Roam
- 7. CONTEXT & SEARCH**: algolia, Forethought, happeo, workona, fyi, slapdash, station, COMMAND E, Qatalog, Veomly, ONLIM
- 8. PROJECT / TASK MANAGEMENT**: monday.com, asana, Maventink, productboard, Hive, unito, Forecast, Any.do, taskade, PARABOL, Linear, sunsama, todoist, Basecamp
- 9. DESIGN**: inVISION, Cuum, Figma, Frame.io, Abstract, Pitch, Framr, miro, PROJEKTOR, S, magiqa
- 10. LOW/ NO CODE & INTERNAL TOOLS**: workato, webflow, pipefy, dropsources, dashdash, glide, thunkable, draftbit, zapier, scapic, Retool, WorkOS
- 11. SCALING BACK-OFFICE / ADMIN**: gusto, carta, Moveworks, pilot, HIRPLING, PayFit, ultimate ai, HYPERSCIENCE, SEEDLEGALS, Factorial, gorgias, pento, Back, Klaus
- 12. REMOTE HRM ENABLERS**: papayglobal, BeyondHQ, Deel, LeCAPPZO, boundless, REMOTE, omnipresent
- 13. SELF-EMPLOYMENT FACILITATORS**: finiator, Catch, Decent, Collective, Coconut, Mansa, Keeper Tax, trezeo, Orchato
- 14. HIRING WITH A TWIST**: TRIPLEBYTE, textio, The Org, Lunchclub, SCOUTIBLE, DRAFTED, HIRESWEEET, alpha, wanted, HOMERUN
- 15. EMPLOYEE ENGAGEMENT / DEV'T**: BetterUp, Peakon, CoachHub, Sharpist, strive, Hone, edemack, Jubiwee, Clear Review, blink, officevibe
- 16. REMOTE TALENT ENGINES**: gigster, Terminal, WorkGenius, comek, Distributed, toptal, Turing, hopin, Run The World, vFAIRS, HeySummit
- 17. THE FUTURE OF WORK EVENTS**: (Logos for various events)

Never let a good crisis go to waste ! – always a silver lining.

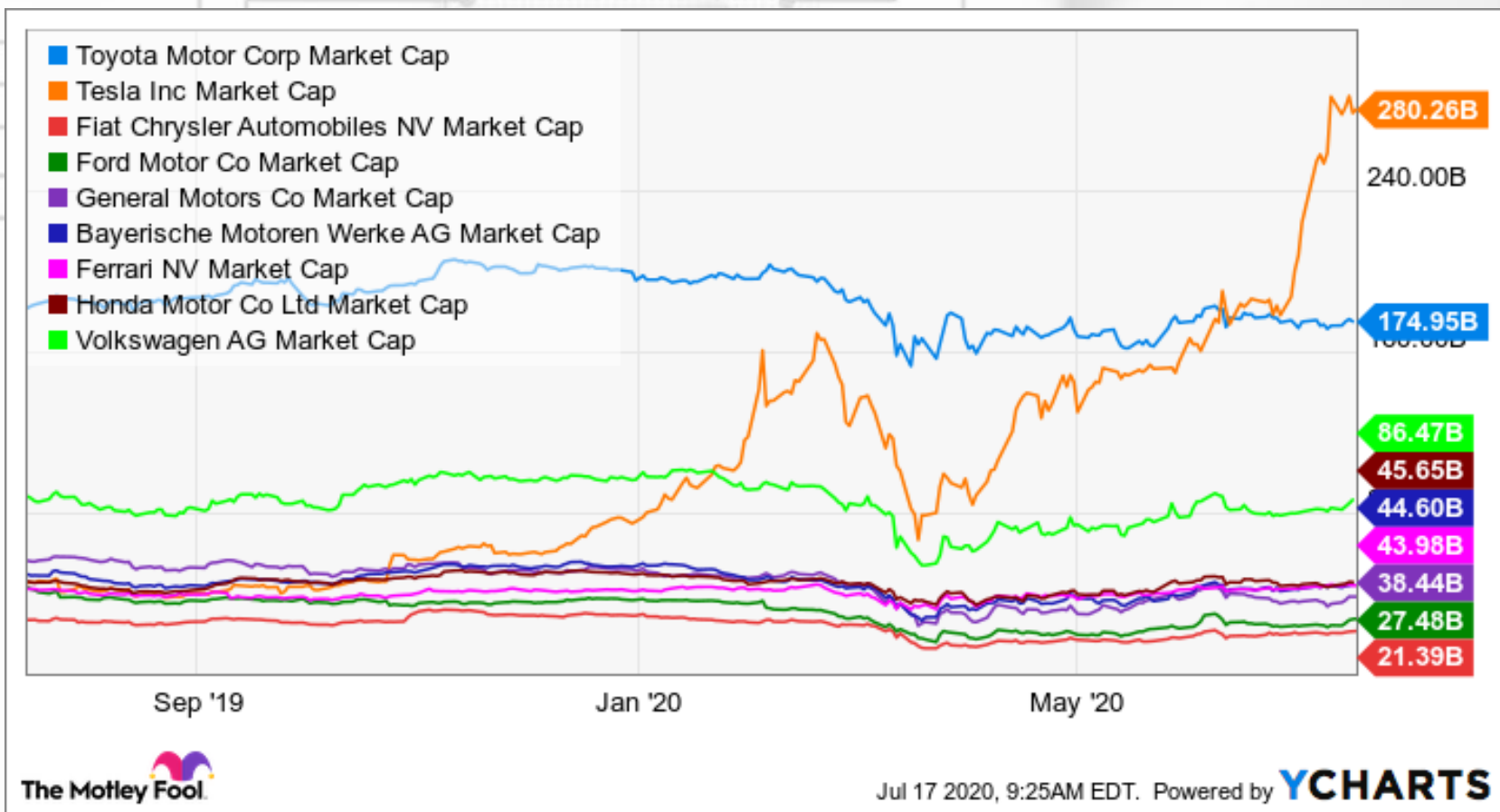
“Data has surpassed oil as the world’s most valuable commodity” (Netflix documentary ‘The Great Hack’, The Cambridge Analytica Scandal)

Largest Global Co’s By Market Cap – 2008 vs 2020

2008						2020 (1 July)					
Rank	Company	Industry	Country	Founded	US\$ (B)	Rank	Company	Industry	Country	Founded	US\$ (B)
1	PetroChina	Oil/Gas	China	1999	728	1	Apple	Tech	USA	1976	1576
2	Exxon	Oil/Gas	USA	1870	492	2	Microsoft	Tech	USA	1975	1551
3	General Electric	Industrial	USA	1892	358	3	Amazon	Tech	USA	1994	1432
4	China Mobile	Telco	China	1997	344	4	Alphabet (Google)	Tech	USA	1998	979
5	ICBC	Banking	China	1984	336	5	Facebook	Tech	USA	2004	675
6	Gazprom	Oil/Gas	Russia	1989	332	6	Tencent	Tech	China	1998	620
7	Microsoft	Tech	USA	1975	313	7	Alibaba	Tech	China	1999	579
8	Royal Dutch Shell	Oil/Gas	UK/Neth	1907	266	8	Berkshire Hathaway	Fin Services	USA	1839	432
9	Sinopec	Oil/Gas	China	2000	257	9	Visa	Fintech	USA	1958	413
10	AT&T	Telco	USA	1885	238	10	Johnson & Johnson	Medical	USA	1886	371

Driven by: Computer power, R&D spend, broadband, smartphones, and of course the Covid pandemic.

Tesla is now the world's most valuable auto manufacturer ! *(yet unit sales are ~30 times less than the big brands)*



Highlights investors shift to rewarding tech focused auto manufacturers that develop electric powered vehicles & focus on software development.

... and the impact has been felt closer to home as well.....

afterpay 

BUY NOW • PAY LATER

*ASX:APT (2014) Market cap
+150 X that of Myer (1889)*

 Atlassian

*Twice the market
cap of Telstra !*

 appen™

WiseTech
GLOBAL

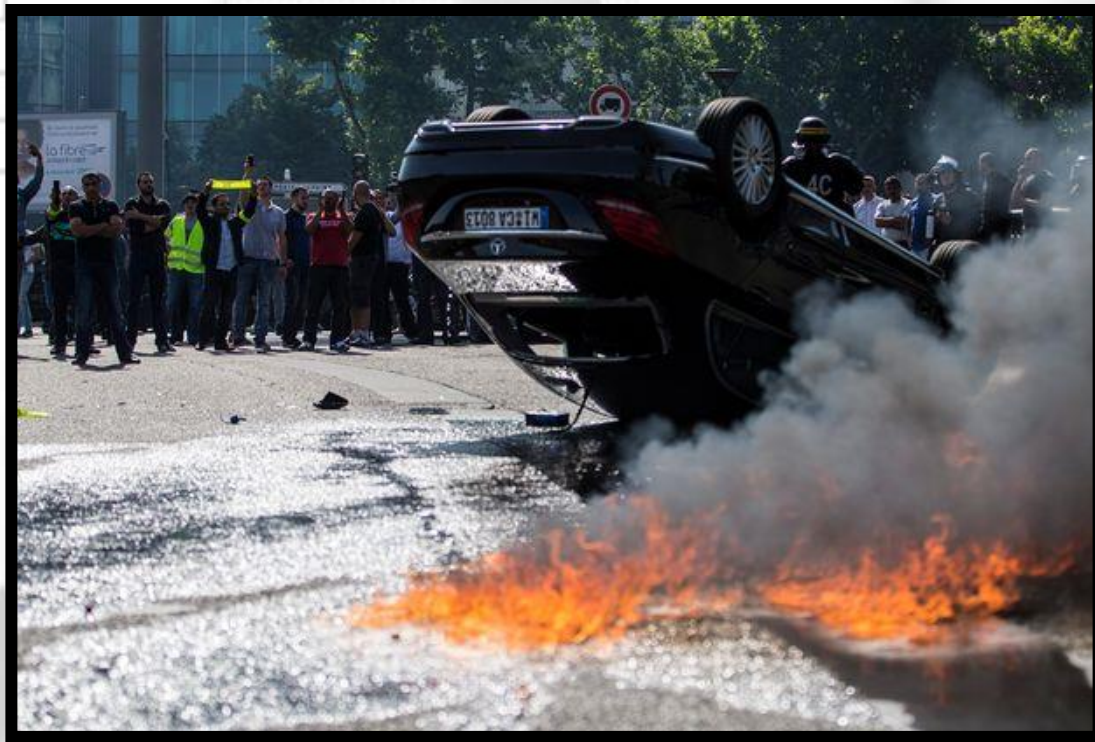



nearmap
current : clear : change


technology
one

Causing massive disruption to traditional industries...

Uber vehicle overturned by French taxi drivers (2015)

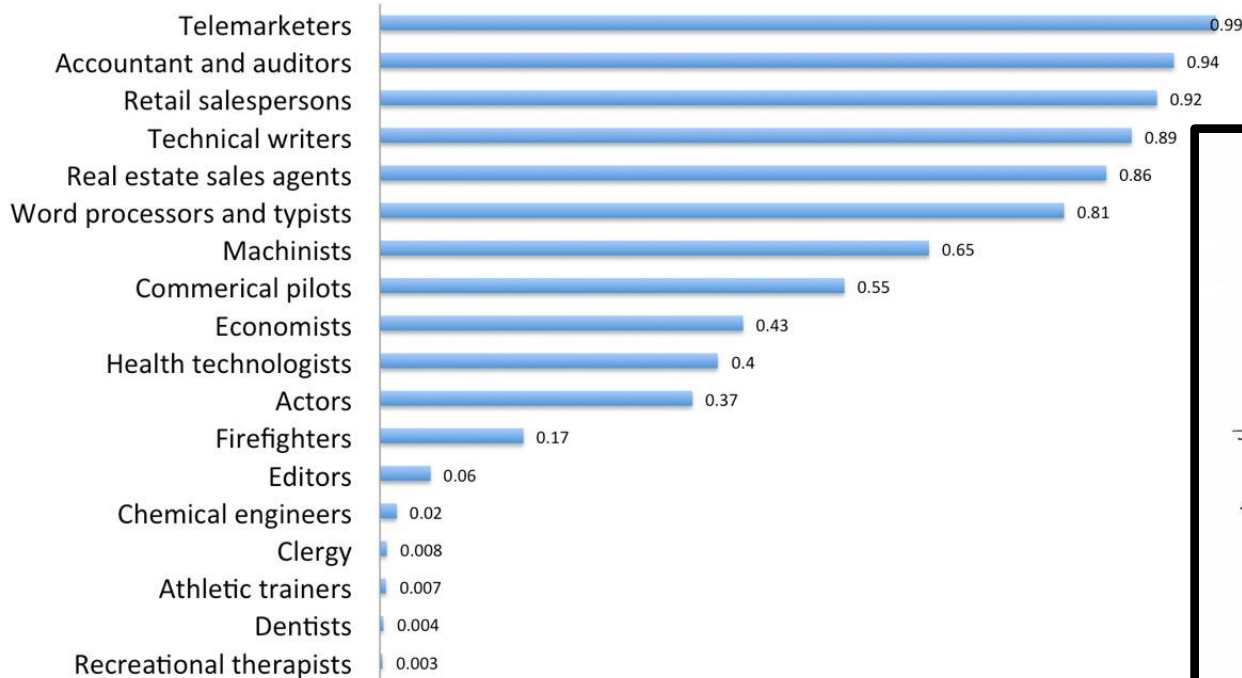


The corporate landscape is littered with co's that did not adapt quickly enough – Kodak, Polaroid, Blackberry, Blockbuster, Yahoo!

Technology is massively impacting the workforce as we know it ...

Tech  Chart of the Day

Probability Robots Will Take Your Job In Next 20 Years, 1=Certain



BUSINESS INSIDER

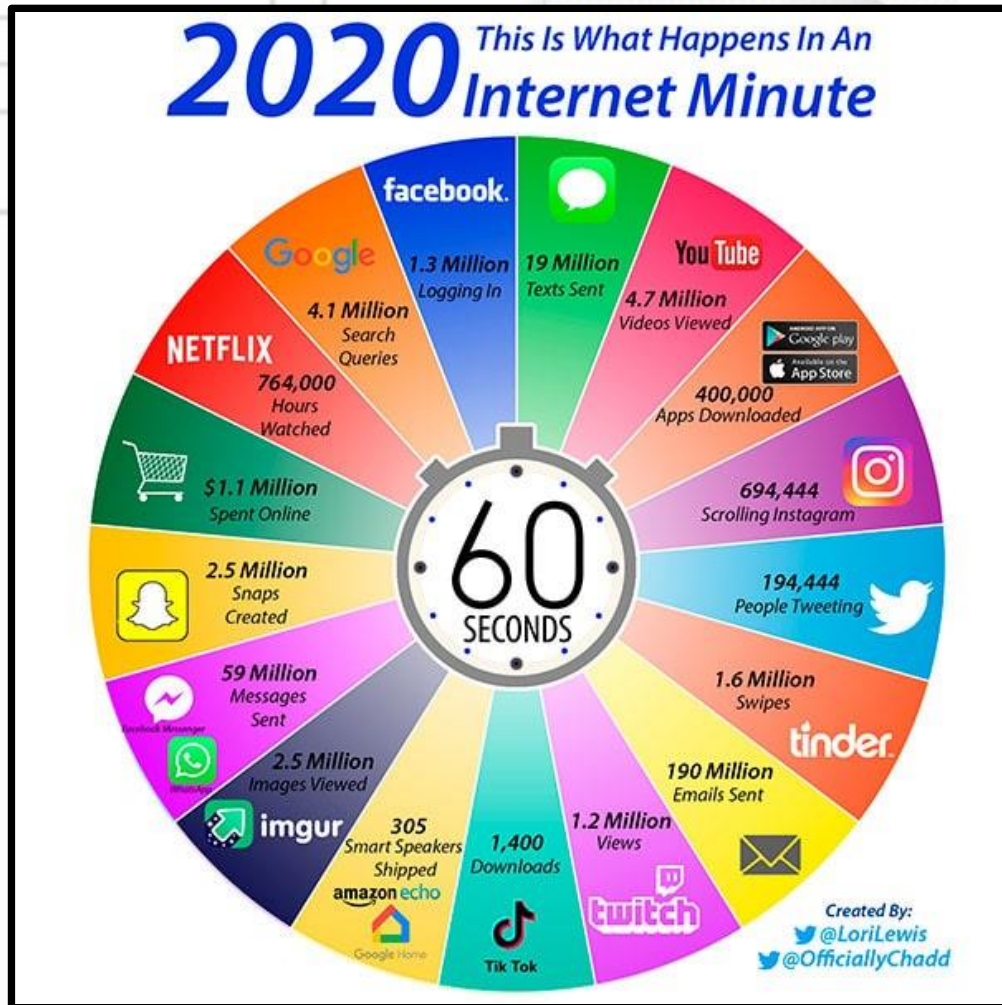
Source: The Economist
The Future of Employment: How susceptible are jobs to computerisation



"My job was replaced by an app. What's more humiliating, it was a free app."

Anything we do that is repetitive will be replaced ... and the boundaries are constantly shifting.

Technology creates massive opportunity but also significant risks ...



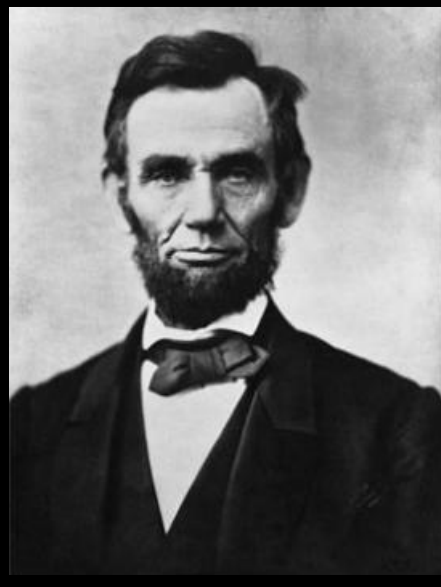
Good:

- Education
- Research
- Travel
- Navigation
- Reading
- E-commerce
- healthcare
- Sharing
- Relationships

Bad:

- Cyber Security
- Identity theft
- Dark web
- Misinformation
- Web and phone addiction
- Cyber bullying
- Privacy

And trust, especially of news, reviews and social media is a major issue ...



“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

—Abraham Lincoln



100% Genuine Snake Oil

By: Scammer's Warehouse

★★★★★ 42 customer reviews

Price: \$89.70 Prime

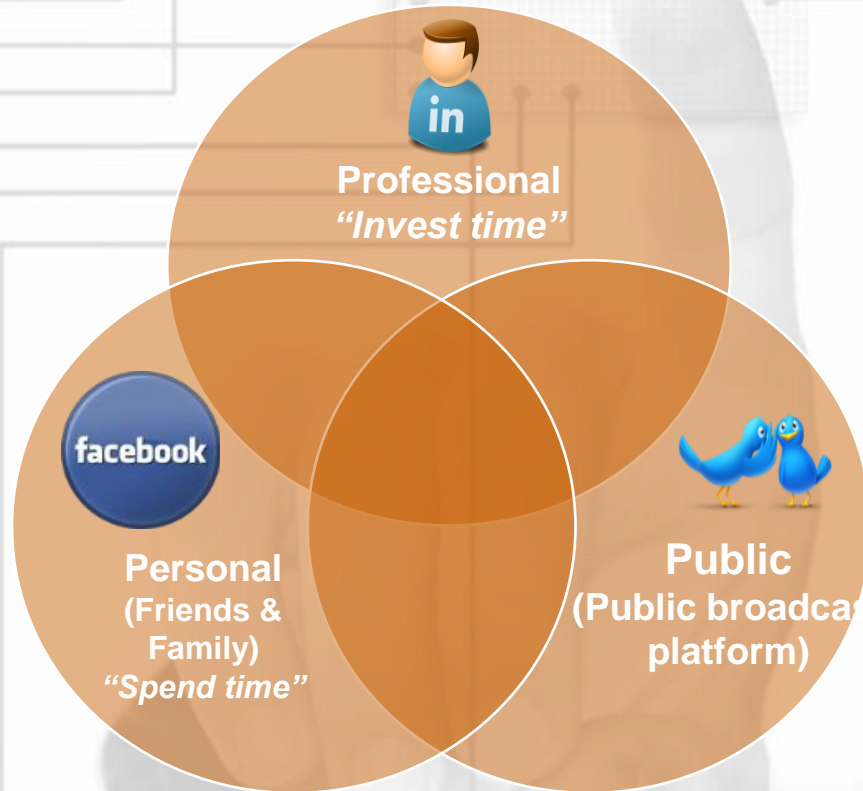
★★★★★ **AMAZING** healing qualities

By: Fake Jim on June 19, 2017

Item: Snake oil, 4 oz.

Very good product. I can't prove this for certain, but I think it cured my cancer. I feel like I'm 17 again.

Whilst on the subject of social media – *CONTEXT really matters !*



Plus....

- Whatsapp
- Youtube
- Snapchat
- WeChat (China)
- TikTok
- Instagram
- Line (Japan)
- And the list goes on and on....

...Understand pros and cons of each ... all have a time and place...

The legal profession is not immune to the impact of technology – *how to embrace as a competitive advantage ?*



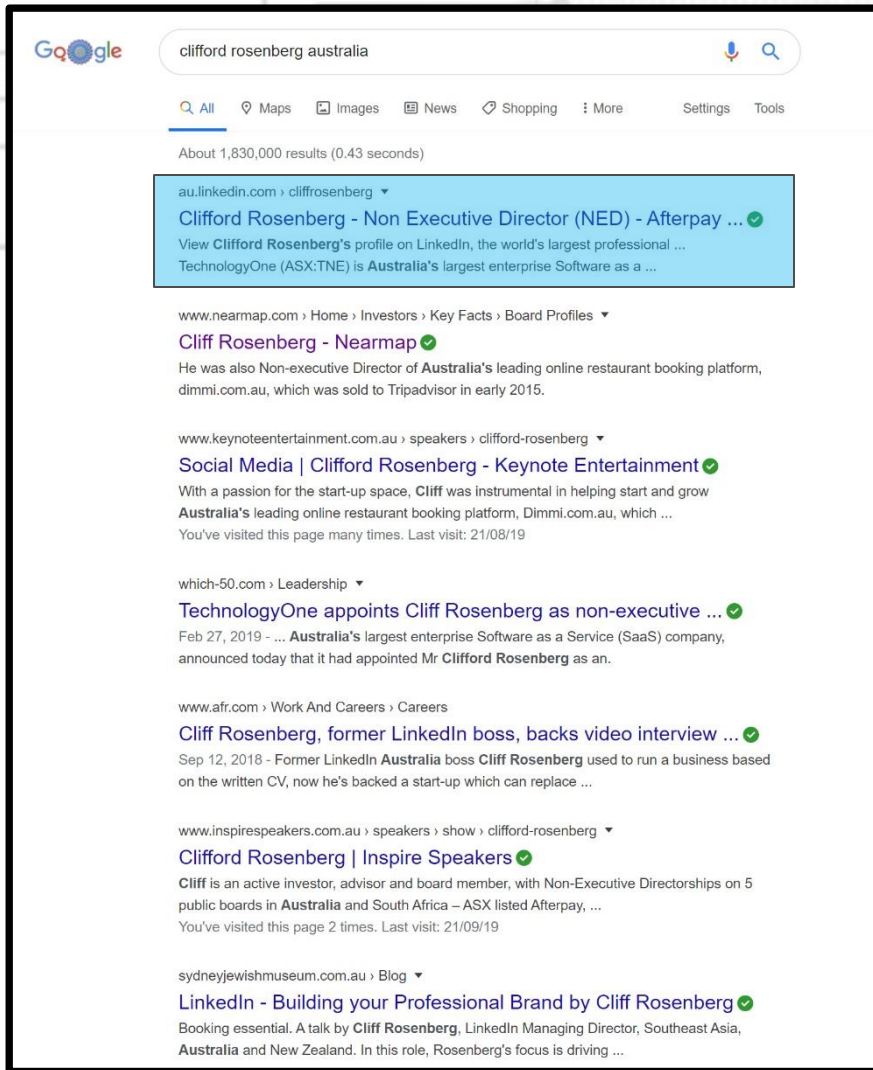
... with thousands of co's locally and globally in the legaltech space designed to make you more effective and efficient.....



... and in some cases designed to replicate, enhance, or even potentially eradicate, much of what you do ! ... perhaps time to look and reinvent ?

* <http://www.legalexecutiveinstitute.com/legal-tech-startups/>

Switching gears ... make Google your friend ...



The screenshot shows a Google search for "clifford rosenberg australia". The search bar is at the top, and the results are listed below. The first result is highlighted in a blue box:

[au.linkedin.com](#) › cliffrosenberg ▾
Clifford Rosenberg - Non Executive Director (NED) - Afterpay ... ✓
View **Clifford Rosenberg's** profile on LinkedIn, the world's largest professional ...
TechnologyOne (ASX:TNE) is **Australia's** largest enterprise Software as a ...

Other results include:

- [www.nearmap.com](#) › Home › Investors › Key Facts › Board Profiles ▾
Cliff Rosenberg - Nearmap ✓
He was also Non-executive Director of **Australia's** leading online restaurant booking platform, **dimmi.com.au**, which was sold to Tripadvisor in early 2015.
- [www.keynoteentertainment.com.au](#) › speakers › clifford-rosenberg ▾
Social Media | Clifford Rosenberg - Keynote Entertainment ✓
With a passion for the start-up space, **Cliff** was instrumental in helping start and grow **Australia's** leading online restaurant booking platform, **Dimmi.com.au**, which ...
You've visited this page many times. Last visit: 21/08/19
- [which-50.com](#) › Leadership ▾
TechnologyOne appoints Cliff Rosenberg as non-executive ... ✓
Feb 27, 2019 - ... **Australia's** largest enterprise Software as a Service (SaaS) company, announced today that it had appointed Mr **Clifford Rosenberg** as an.
- [www.afr.com](#) › Work And Careers › Careers
Cliff Rosenberg, former LinkedIn boss, backs video interview ... ✓
Sep 12, 2018 - Former LinkedIn **Australia** boss **Cliff Rosenberg** used to run a business based on the written CV, now he's backed a start-up which can replace ...
- [www.inspirespeakers.com.au](#) › speakers › show › clifford-rosenberg ▾
Clifford Rosenberg | Inspire Speakers ✓
Cliff is an active investor, advisor and board member, with Non-Executive Directorships on 5 public boards in **Australia** and South Africa – ASX listed Afterpay, ...
You've visited this page 2 times. Last visit: 21/09/19
- [sydneyjewishmuseum.com.au](#) › Blog ▾
LinkedIn - Building your Professional Brand by Cliff Rosenberg ✓
Booking essential. A talk by **Cliff Rosenberg**, LinkedIn Managing Director, Southeast Asia, **Australia** and New Zealand. In this role, Rosenberg's focus is driving ...

- You will be found by:
 1. *References*
 2. *Google - ~95% market share in ANZ*
- What appears when people search on you or your company name ?
- Set up Google alerts on your own name, important people in your network and relevant co names

Your LinkedIn profile is a great opportunity to manage your online professional identity...

Clifford Rosenberg
Non Executive Director (NED)
Sydney, Australia
Computer Software
15 people have recommended

Summary
Leader, entrepreneur and investor in online media. Passionate about potential.

Clifford Rosenberg's Articles
See all 18 articles

Conflict To Resolve
Late one afternoon I was at my company's range - it was an irate customer who had gone to great lengths to get hold of my contact details to complain about a specific function.
March 6, 2017 · 839 views

Non Executive Director (NED)
Afterpay Touch
Apr 2016 – Present · 3 yrs 2 mos
Sydney, Australia
Afterpay Touch Group is a publicly listed company on the ASX (ASX: APT). The company facilitates online commerce between retail merchants and end-customers. The platform allows end-customers to 'buy now and pay later' without taking out a traditional loan or paying upfront fees or interest.
Afterpay has over 3m customers and is featured on over 20,000 leading retailer websites, including Myer, Optus and Jetstar. In May 2018 Afterpay launched in the USA.

Non Executive Director (NED)
TechnologyOne
Feb 2019 – Present · 4 mos
Brisbane, Australia
TechnologyOne (ASX:TNE) is Australia's largest enterprise Software as a Service (SaaS) company and one of Australia's top 200 ASX-listed companies, with offices across six countries. The enterprise SaaS solution transforms business and makes life simple for customers by providing powerful, deeply integrated enterprise software that is incredibly easy to use. Over 1,200 leading c... See more

Non Executive Director (NED)
Nearmap
Jun 2011 – Present · 8 yrs
Sydney, Australia
Joined Nearmap as an Advisory board member in June 2011, and appointed to the Board as Non Executive Director (NED) in June 2012. Nearmap is a publicly listed company on the ASX (ASX: NEA). Built around Australian innovation the company has developed a breakthrough technology solution which allows very high resolution PhotoMaps to be captured and published online. The ... See more

Non Executive Director (NED)
A2B Australia Limited
Sep 2017 – Present · 1 yr 9 mos
Sydney, Australia
A2B is a publicly listed company on the Australian stock exchange (ASX: A2B). The company is a key player in the digital payment market, developing Australia's first Electronic Funds Transfer solution for taxis in 2008. Cabcharge has the largest affiliated taxi fleet of 8,500 vehicles in Australia, including premium Silver Service cabs; and also supports taxi operators with vehicle leas... See more

Best Practice:

- Professional profile picture
- Strong headline and summary
- Relevant contact details eg: URL, email, etc
- Recommendations
- Publications / articles – show thought leadership
- Expand your network: personalize your invitations to connect
- Plus a great source of news and to keep track of what your colleagues are up to

Some thoughts on taking the leap from a great legal professional to being a trusted member of the executive team ...

CEO's are looking for execs who are world class at what they do PLUS:

1. Take a **macro view** on key issues
2. Enter into **debate** on broader business issues (Not just a “yes sir” person)
3. A sensitivity to the impact on **corporate culture**
4. A can do attitude to deal making – **evolve from gatekeeper to deal maker**
5. Adopt a **partnership approach** with other execs
6. There is always a better way of doing things – **Leverage technology**

...deliver value far in excess of having a great legal mind !

**THANK
YOU!**



Closing thoughts ... continuous learning and sharing ...

- Reading: *Flipboard, Medium, LinkedIn, Google, Facebook*
- Audio: *Podcasts (Reid Hoffman, Mark Cuban, Economist Briefings, Fortune – Leadership Next)*

“I never lose, I either win or learn” — Nelson
Mandela