

The Worst Career Mistake You Can Make... And How To Fix It!



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Digital Transformation Creates a “Digital Tornado”

Digital Tornado (Definition):

The Rapid Career Obsolescence caused by Digital Transformation’s enormous, unpredictable and accelerating disruption.

The pain from the Digital Tornado is:

- Unemployment
- Underemployment
- Missed Promotions
- Having to Start Over
- Constant Worry About Tomorrow

How The Digital Age is Different

The Digital Age differs in fundamental ways from the Industrial Age. The Digital Age is:



Virtual



Interconnected



Autonomous



Collaborative



Disruptive

The New Reality in a Digital Age:

Rapid Digital Transformation is highly disruptive to Careers and Business.

Some Career Challenges in The Digital Tornado



Baby Boomer Seeks New Position:

I have 30 years of experience and some pretty significant accomplishments. I'm well-educated and well-respected. I'm computer literate. However, I'm out-of-work now for almost a year. Maybe I need to start all over.

Does anyone know what is going on?



Mom Returning to the Workforce:

I have great experience, education and accomplishments, but I was out of the workforce for eight years raising my children. Now, I'm not seeing job offers anywhere near my previous levels of comp and responsibility.

Does anyone know what is going on?

Their Most Damaging Career Mistake? Assuming "Digital Literacy" is "Digital Savvy"

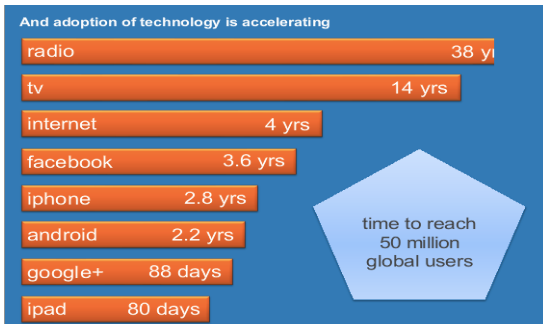
**I Also Made this Mistake!!!
PLEASE Do Not Do The Same!!!**

Digital Literacy is knowing how to use apps like:

Office 365 or Google Docs
Google and Bing Search
Facebook and LinkedIn
Dropbox, iCloud or OneDrive
iPhone and Android Apps

'Digital' Literacy Does NOT Protect You in the Digital Tornado.

Here's Why: Disruption is Rapid inside the Digital Tornado



The pace of digital disruption is accelerating at an unprecedented rate:

It took Radio 38 years and TV 14 years to reach 50 million global users.

It took the Internet 4 years, the iPhone 2.8 years and the iPad 80 days to do the same.

How value is created has changed:

BMW launches in 1926, has 116,000 employees and is incredibly hi-tech.

Uber launches in 2009, has 7,000 employees and operates as a taxi platform.

In June 2017, both BMW and Uber had \$62.5 billion market valuations.



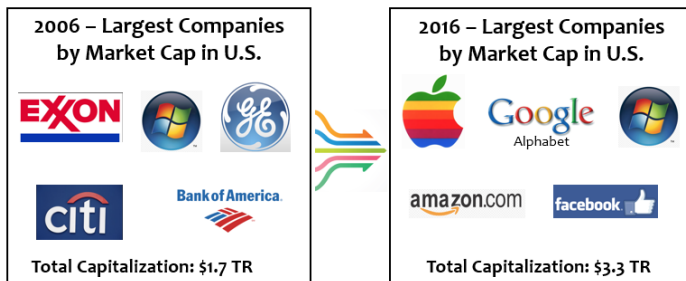
Founded 1916
116,000 employees
\$53B market cap



U B E R

Founded 2009
7,000 employees
\$66B market cap

Largest Companies in the Digital Tornado



No one can escape:

In 2006, the five largest companies in the U.S. by market cap: GE (manufacturer), Microsoft, Citi (bank), Exxon (oil) and Walmart (retail). Combined value is \$1.7 Tr.

Ten years later, the five largest companies in the U.S. by market cap: Apple, Google (Alphabet), Microsoft, Amazon and Facebook – all digital companies with a combined value of \$3.3 Trillion.

Enabling information, not owning assets, is the new key to creating value:

Uber owns no taxis, AirBNB owns no real estate, Skype and WeChat own no telco infrastructure, Facebook owns no content, Apple and Google own no apps and NetFlix owns no theaters.



The Impact of Digital Disruption on Our Careers, Business and Lives



Digital Tornado Accelerates Wealth Destruction:

52% of the Fortune 500 firms since 2000 are gone.



Digital Tornado Accelerates Wealth Creation:

The average age of a company joining the S&P 500 drops from 75 years old in 1957 to 25 years old in 2002 to 10 years old in 2013.

The Employer's Perspective

Employers understand that Digital Transformation is both an existential threat and an amazing opportunity. Thus, they do not hire nor retain the Digital Obsolete (those who do not 'Get Digital').

The result:

Silence is all you hear as you send out hundreds of resumes, or you are told you are 'overqualified' (another way of saying "You are Digital Obsolete"), or, as a Business Executive or Owner, you do not understand why your business is losing traction.

The Solution: Become 'Digital Savvy'

What is 'Digital-Savvy'?

The Ability to Understand, Evaluate and Anticipate Digital Transformation.

Digital Savvy Protects Your Career and Business!

Once Digital Savvy, Digital Transformation works for you, not against you.

**OK, I Get it, BUT
I Am Already Super Busy,**

So How Do I Become Digital Savvy?

We got you covered... Here's where to begin:

**Take DigitalEd's FREE
"Progress to Digital Savvy" Quiz**
at
www.getdigitaled.com

DigitalEd's Quiz provides you Three Important Benefits:

BENEFIT #1: *You have a Digital Savvy starting point
(which, honestly, may not be very good).*

*But, don't worry, you have taken a huge first step:
Identifying and measuring the problem.*

BENEFIT #2: *You can take the test over and again to measure
your progress to Digital Savvy over time.*

Yes, you will get better (and quickly, too!)

BENEFIT #3: *You can join our DigitalEd Founder's Club and receive
a step-by-step, easy-to-follow Path to Digital Savvy.*

*You learn using CBSLSM (Continuous Bite-Size Learning), as
most people have about 5 minutes a day to devote to learning.*

Once You Are Digital Savvy

You hedge career risk and create career upside.

You gain career confidence and stay relevant.

You enjoy peace of mind.

Everyone Deserves a Chance to Succeed

Be confident. Believe in yourself.

I already believe in you...

Because I was Digital Obsolete and went through the same journey.

I could not find a solution, so I created my own. So, I know this path works.

Now, My Path to Digital Savvy is Your Path to Digital Savvy.

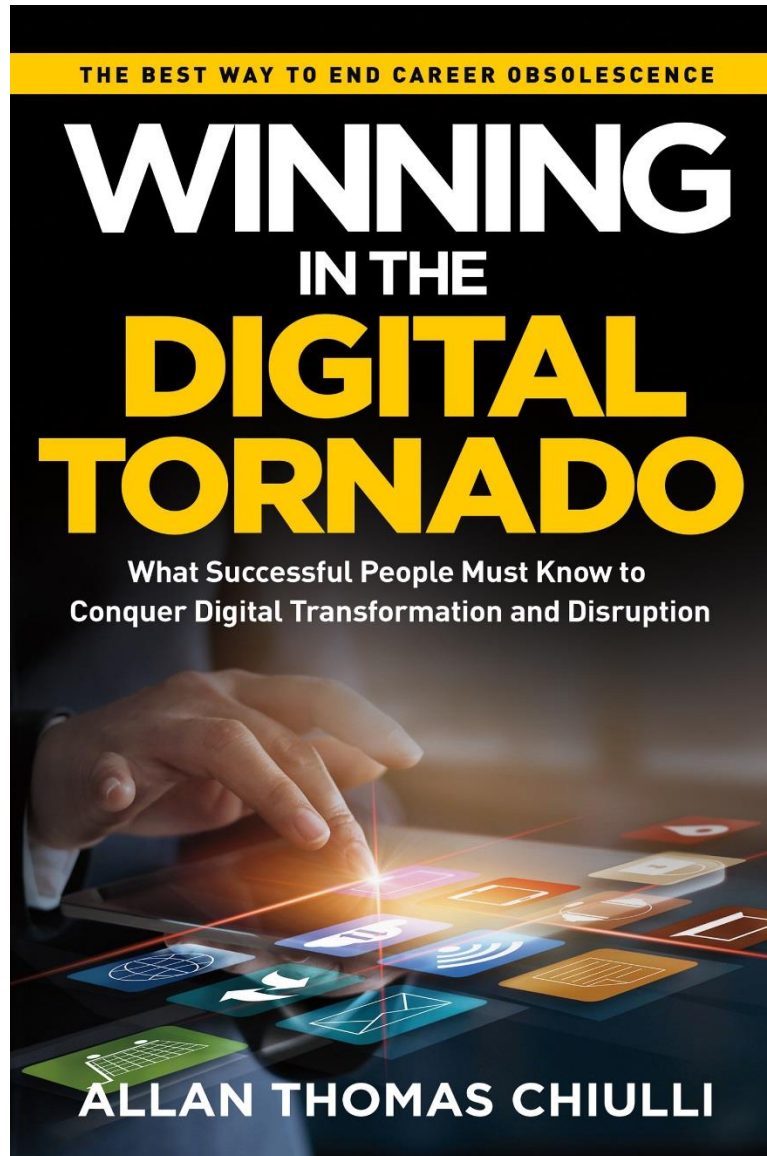
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*DigitalEd is a free and membership Digital Education
Continuous Bite-Sized Learning experience co-founded by Allan Thomas Chiulli
that is dedicated to creating Digital Savvy people of all ages.*

Please visit us at www.getdignaled.com



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***“The greatest failure of all is
the failure to imagine”***

- Allan Thomas Chiulli (I think)