



Elena Ritchie
Head of Retail, Google

Preparing Your Team to Embrace Digital Transformation



**In the future of
retail, we're never
not shopping.**

A low-angle shot of a bronze statue of a man, likely a monarch, holding a crown above his head with both hands. The statue is dark and highly detailed, set against a light, hazy background. The text is overlaid in the center of the image.

**The age
of customer centricity:
customers are
curious, demanding
and impatient**

A person's hands are shown holding a dark-colored smartphone. The person is wearing a plaid shirt. A large white circle is centered over the phone, containing text. The background is a soft-focus outdoor scene.

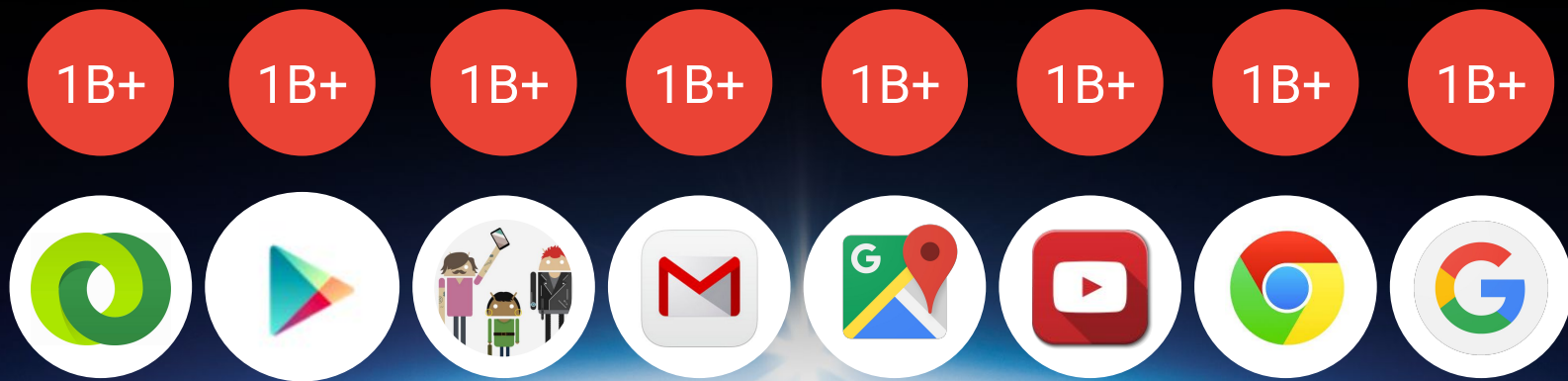
**The age of
omnichannel:**
convergence of
online and offline




**The age of data &
Machine Learning:**
7 x more data created
daily than 2010

The age of platforms:

1B+ users on eight Google products globally





'75% of leaders state
that the biggest
challenge for
digitalization, is within
their organization...'

' 54%
of these internal
challenges are related
to company culture...'



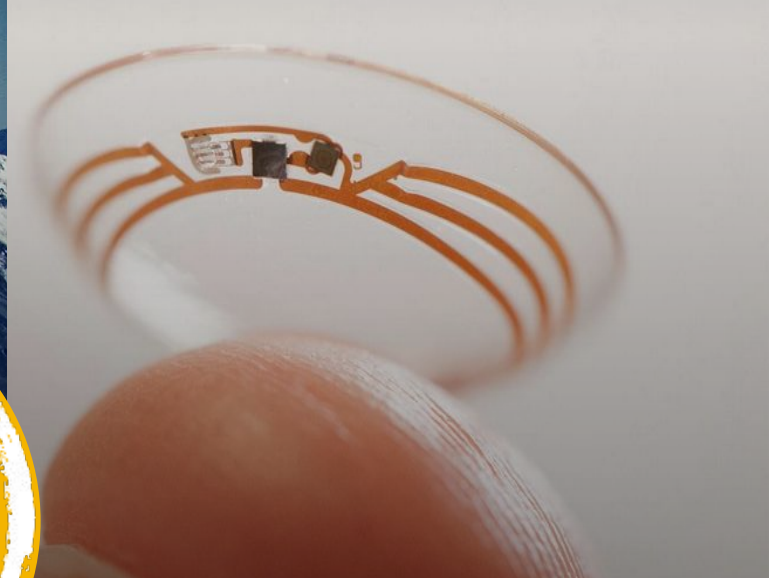
tgif

Mission,
Transparency
& Voice drive
our culture.





Think 10X
(not 10%)



Don't be afraid to fail



A photograph of a Google building with a large glass facade. The word "Google" is visible on the building. In the foreground, there are several colorful bicycles (red, yellow, green) parked in a rack. To the right, there is a large green Android robot statue holding a white rectangular object. The text "Share everything you can" is overlaid in white. In the bottom left corner, there is a small vertical stack of four colored dots (green, yellow, red, blue). In the bottom right corner, the word "Google" is written in white.

Share everything you can



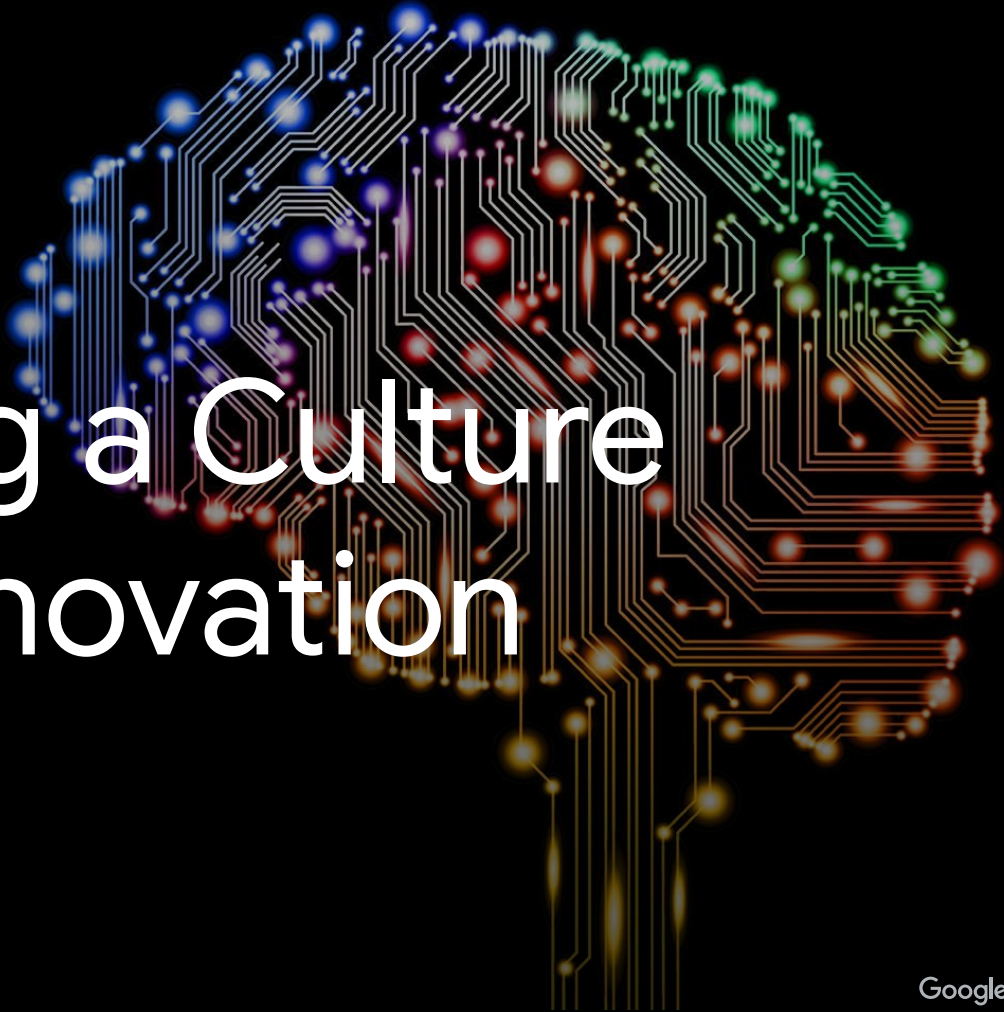
What if every Googler had
an awesome manager?



What makes a great manager?

1. Is a good coach
2. Empowers the team and does not micromanage
3. Expresses interest/concern for team members' success and personal well-being
4. Is productive and result oriented
5. Is a good communicator
6. Helps with career development
7. Has a clear vision/strategy for the team
8. Has important technical skills that help him/her advise the team

Building a Culture of Innovation



Themes for Building a Culture of Innovation

Curiosity

Shared
Mission

Psychological
Safety

Ideas and
Prototyping

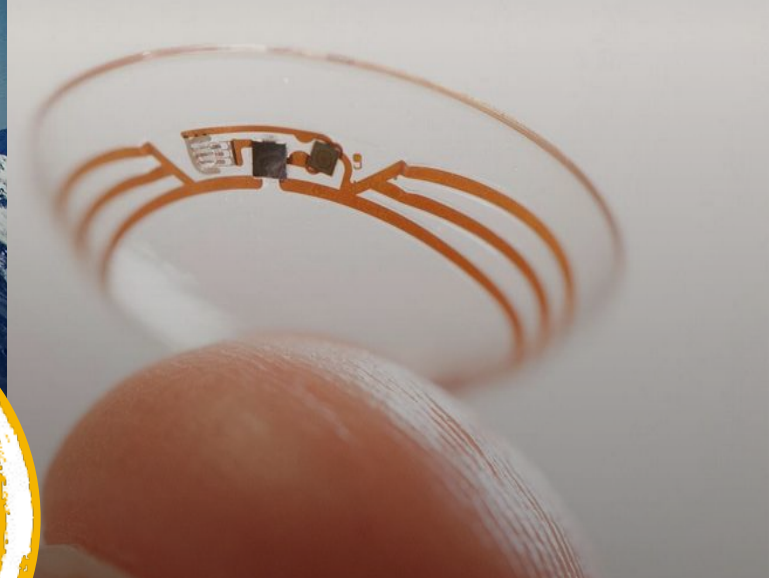
Psychological Safety for Team Effectiveness

- ☐ Inclusion
- ☐ Acceptance
- ☐ Listening
- ☐ Recognition
- ☐ Showing vulnerability and admitting mistakes
- ☐ Making room for conflict





Looking
for more?
g.co/rework



Google



Elena Ritchie
Head of Retail, Google

Thank you!