

*Welcome,
Ladies and Gentlemen*



OPTIMIST



PESSIMIST



REALIST

Welcome...
Heroes!



OPTIMIST



PESSIMIST

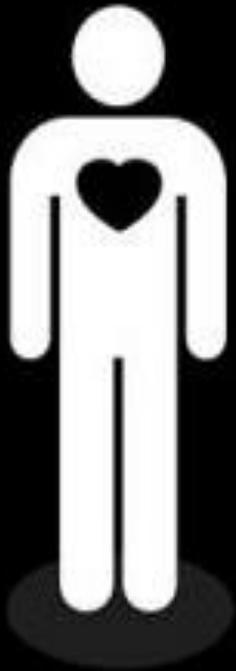


REALIST



YOU

Welcome...
Heroes!



OPTIMIST



PESSIMIST



REALIST



YOU
...why?

*«I think
a **Hero** is
any person
really intent
on making*
this place
a better
place for
all people»*

(Maya Angelou)

****(also) trough digital***



Based on a true story

*...and on (few) pictures
stolen on facebook*

;-)



Oscar Di Montigny

Chief Marketing ,Communication and Innovation Officer at Banca Mediolanum
Founder of Mediolanum Corporate University



Epoch of changes

or...

Change of Epoch?

TO WONDERLAND



15/210

1,4/72



*P*eople

snoili*M*

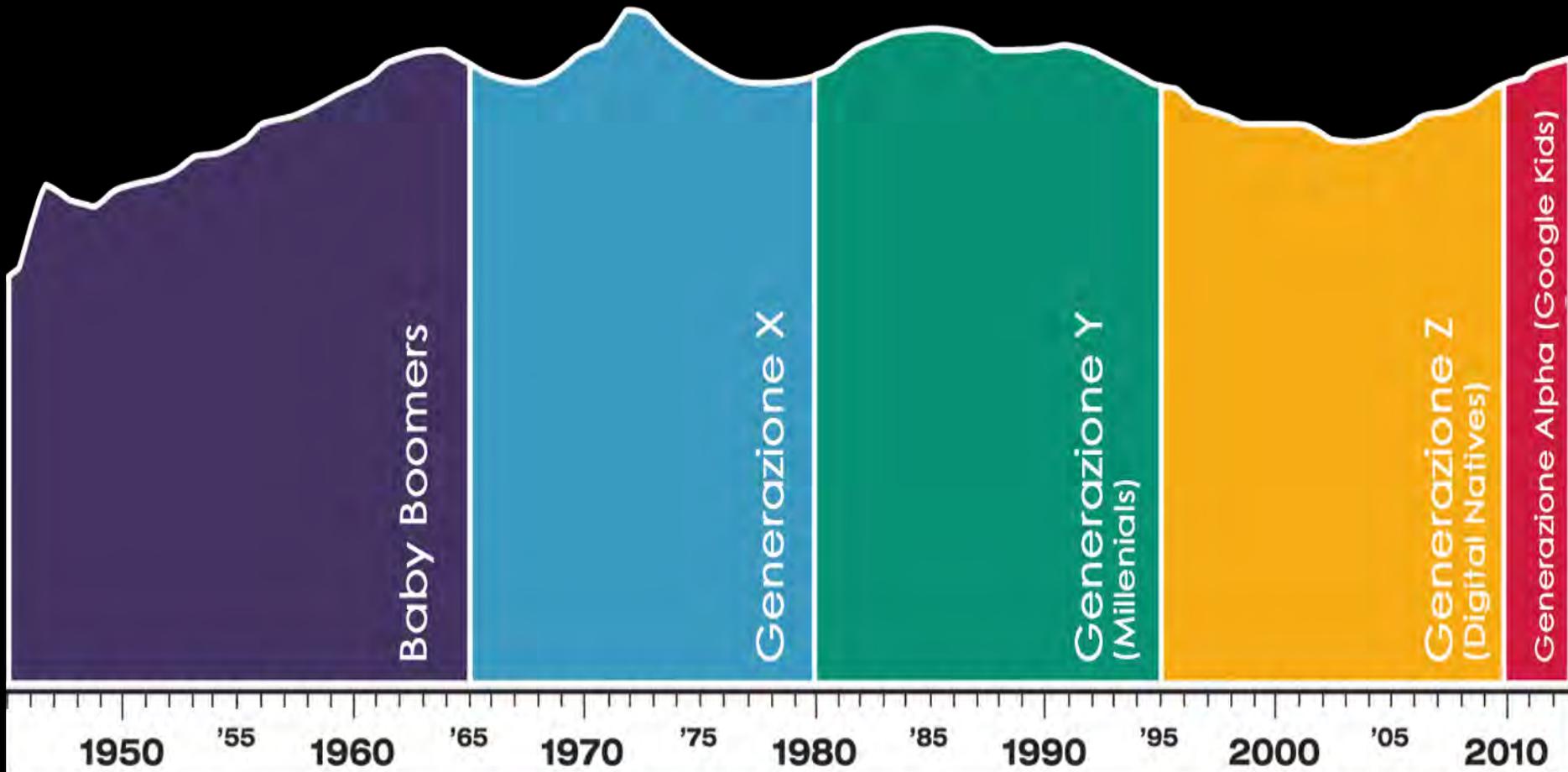


CONTEXT

.

2030





NEW GENERATIONS

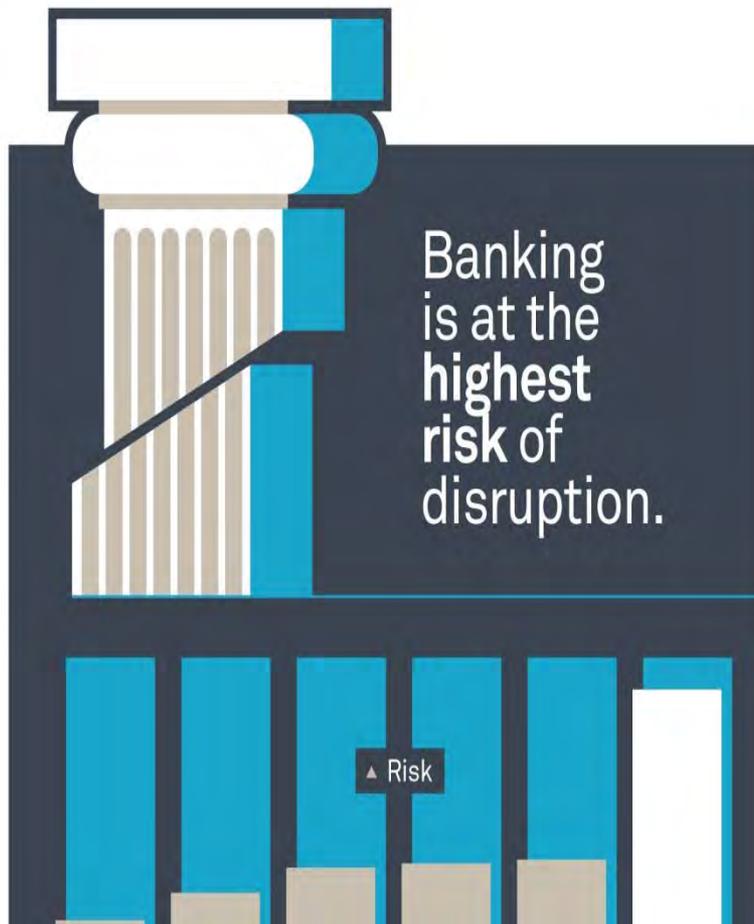
THE MILLENNIAL DISRUPTION INDEX

Identifies the industries most likely to be transformed by Millennials, the largest generation in American history.

3 years

15 categories

200+ interviews



53%

don't think their bank offers anything different than other banks.



71%

would rather go to the dentist than listen to what banks are saying.



1 in 3 are open to switching banks in the next 90 days.

“I don't see the difference between my bank and all the others.”

THE MILLENNIAL DISRUPTION INDEX

Identifies the industries most likely to be transformed by Millennials, the largest generation in American history.

3 years

15 categories

200+ interviews



Banking is at the highest risk of disruption.

▲ Risk



53%

don't think their bank offers anything different than other banks.



71%

would rather go to the dentist than listen to what banks are saying.



1 in 3 are open to switching banks in the next 90 days.

“I don't see the difference between my bank and all the others.”

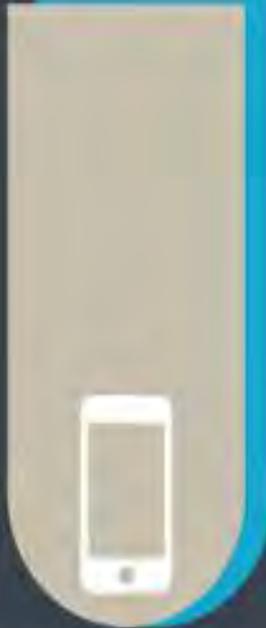
▲ Risk



Online



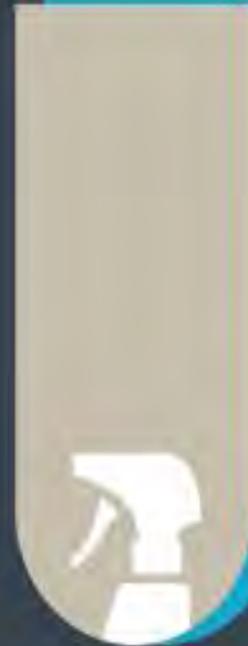
Personal
Computing



Mobile



Discount
retail



Household
Goods



Banking



1980

1995

Online

Personal
Computing

Mobile

Discount
retail

Household
Goods

Banking



Di Montigny



Di Montigny **Davide**
(1995-TODAY)



DEAD MAN WALKING

SLEEP
WALKING



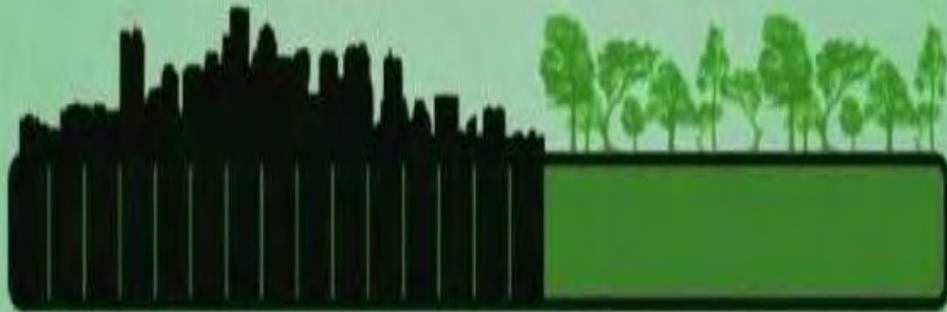


Demographics (1)

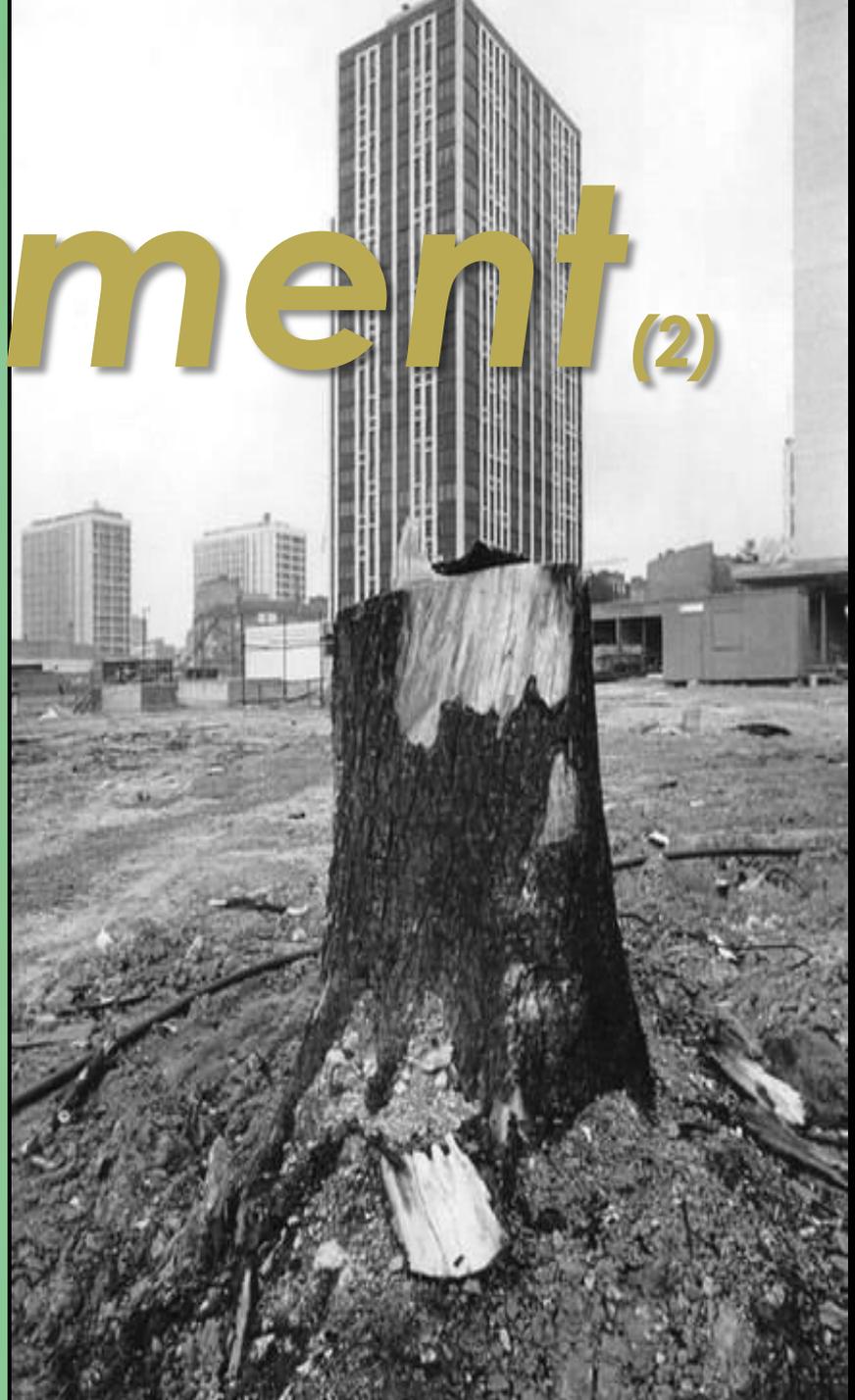


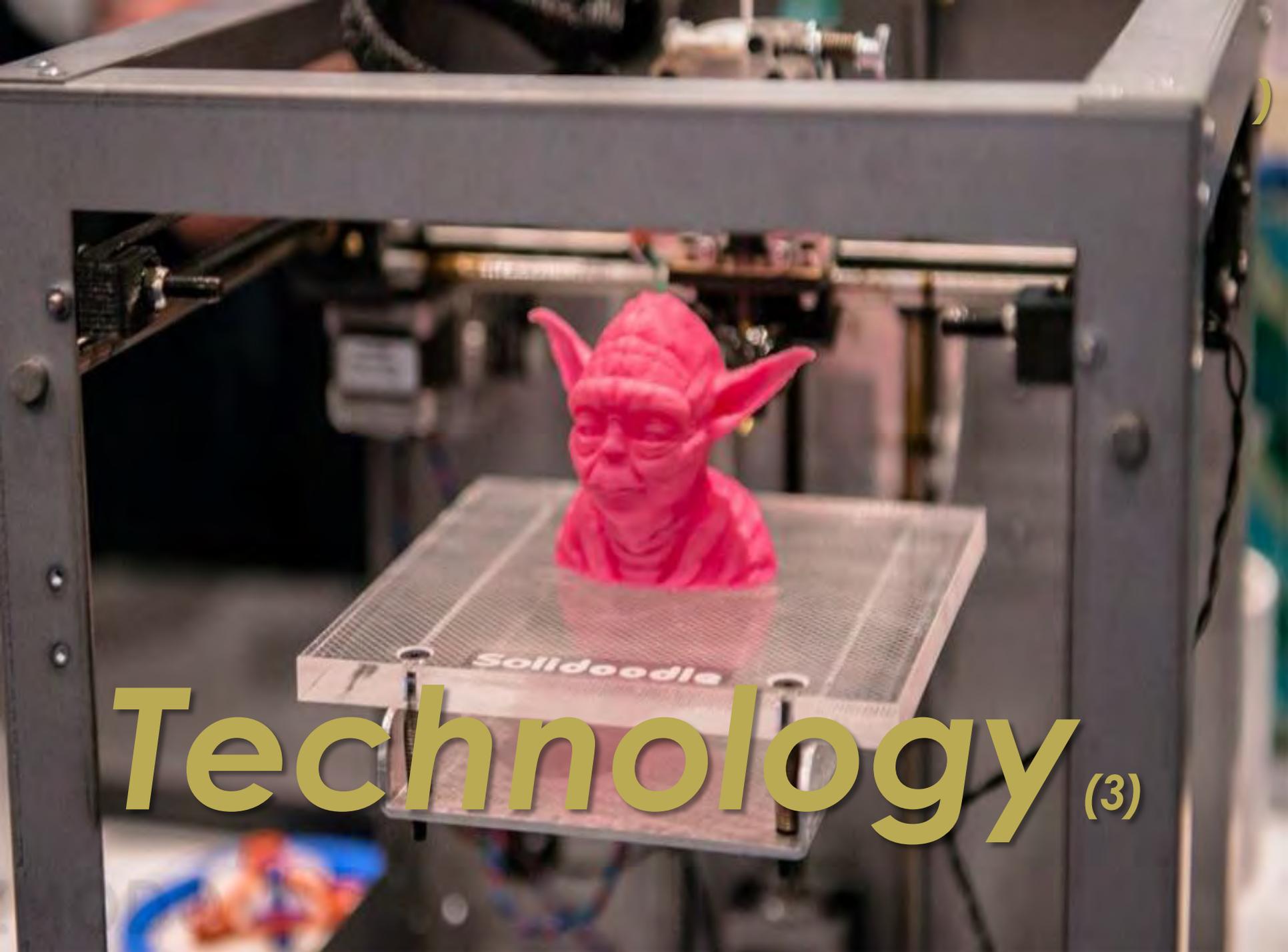
2011 © Artem Zhur

Environment (2)



LOADING
PLEASE WAIT...

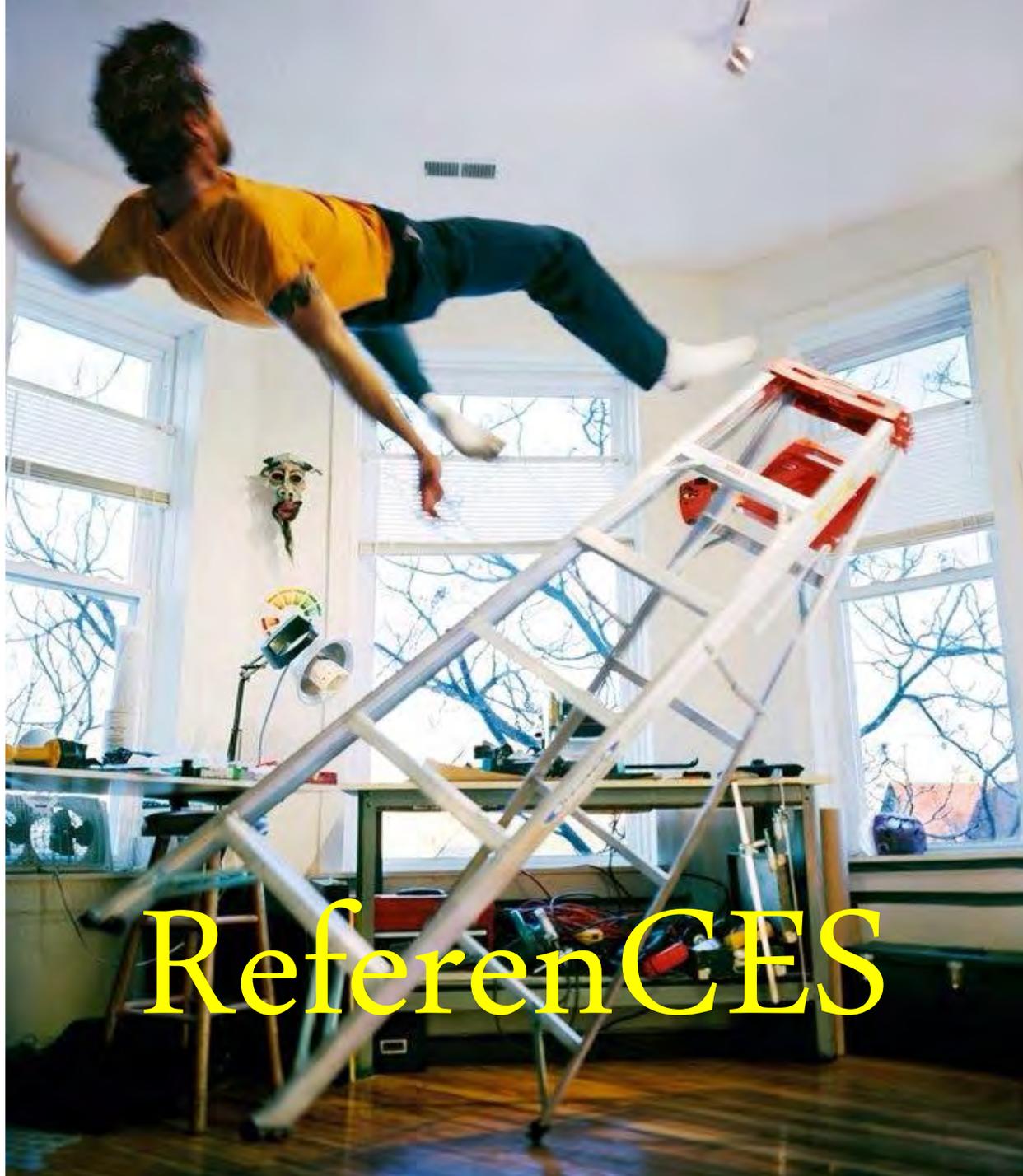




Technology (3)



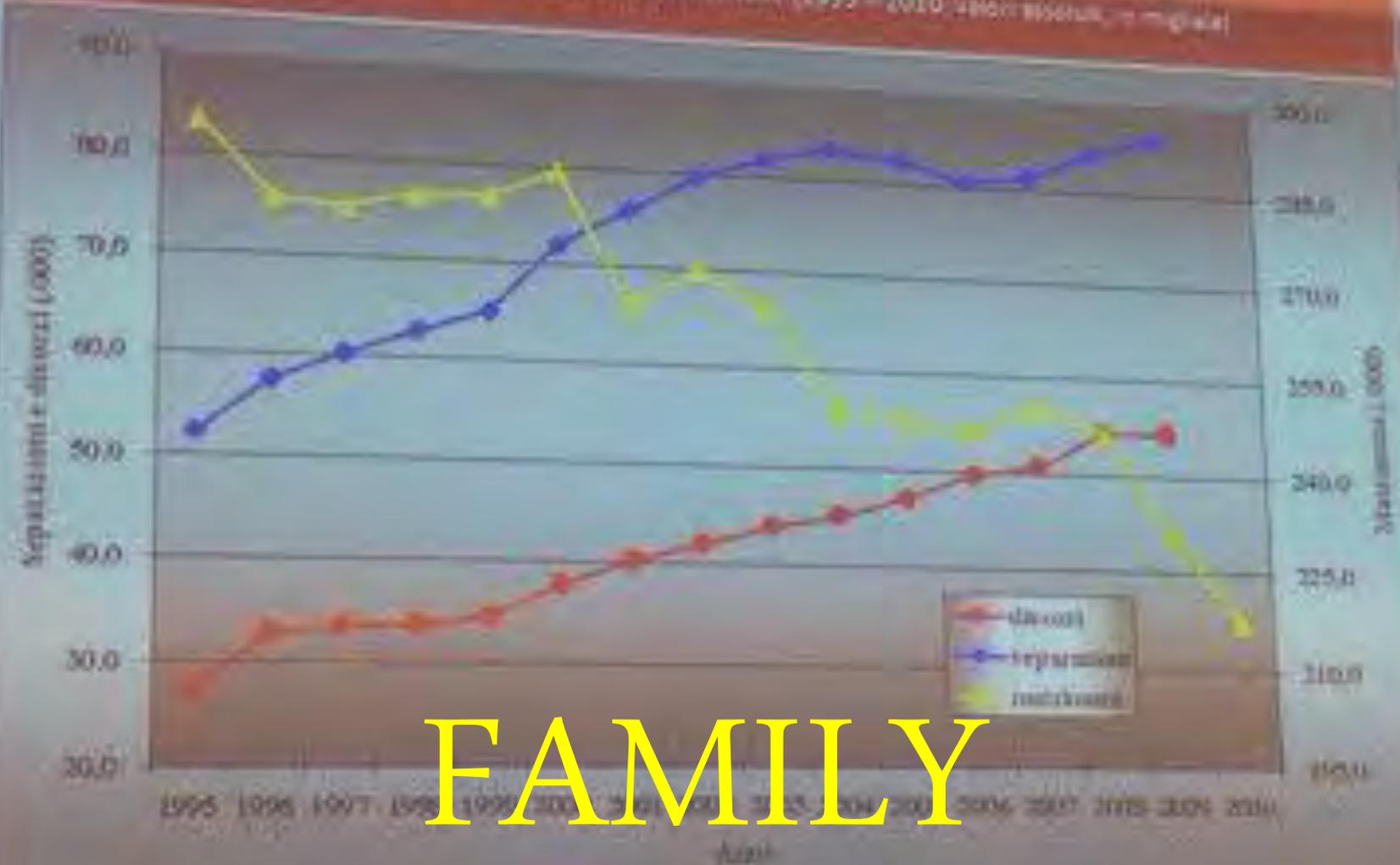
***Ethics
Values
Behaviours₍₄₎***



ReferenCES

L'evoluzione della famiglia: realtà sempre più complessa

MATRIMONI, SEPARAZIONI E DIVORZI IN ITALIA (1995 - 2010: valori assoluti in migliaia)



FAMILY



GOVERNMENT
organizations

GOVERNMENTS



BUDDHA was not a BUDDHIST.
JESUS was not a CHRISTIAN.
MUHAMMAD was not a MUSLIM.

THEY were TEACHERS who taught

LOVE.

LOVE was their RELIGION.

ReLIGION

TIME

THE TRANSGENDER TIPPING POINT

A pivotal week
that will determine
the future of trans rights



GENDER

school



SOCIALIZATION



Not available on the
App Store

PERSONALITY

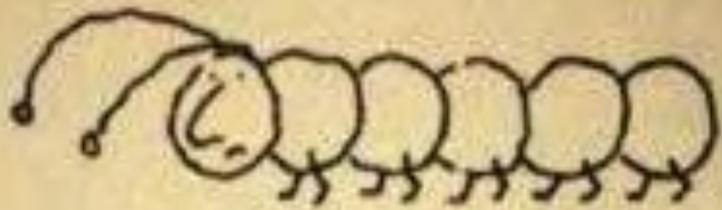




TODAY



TOMORROW



TODAY

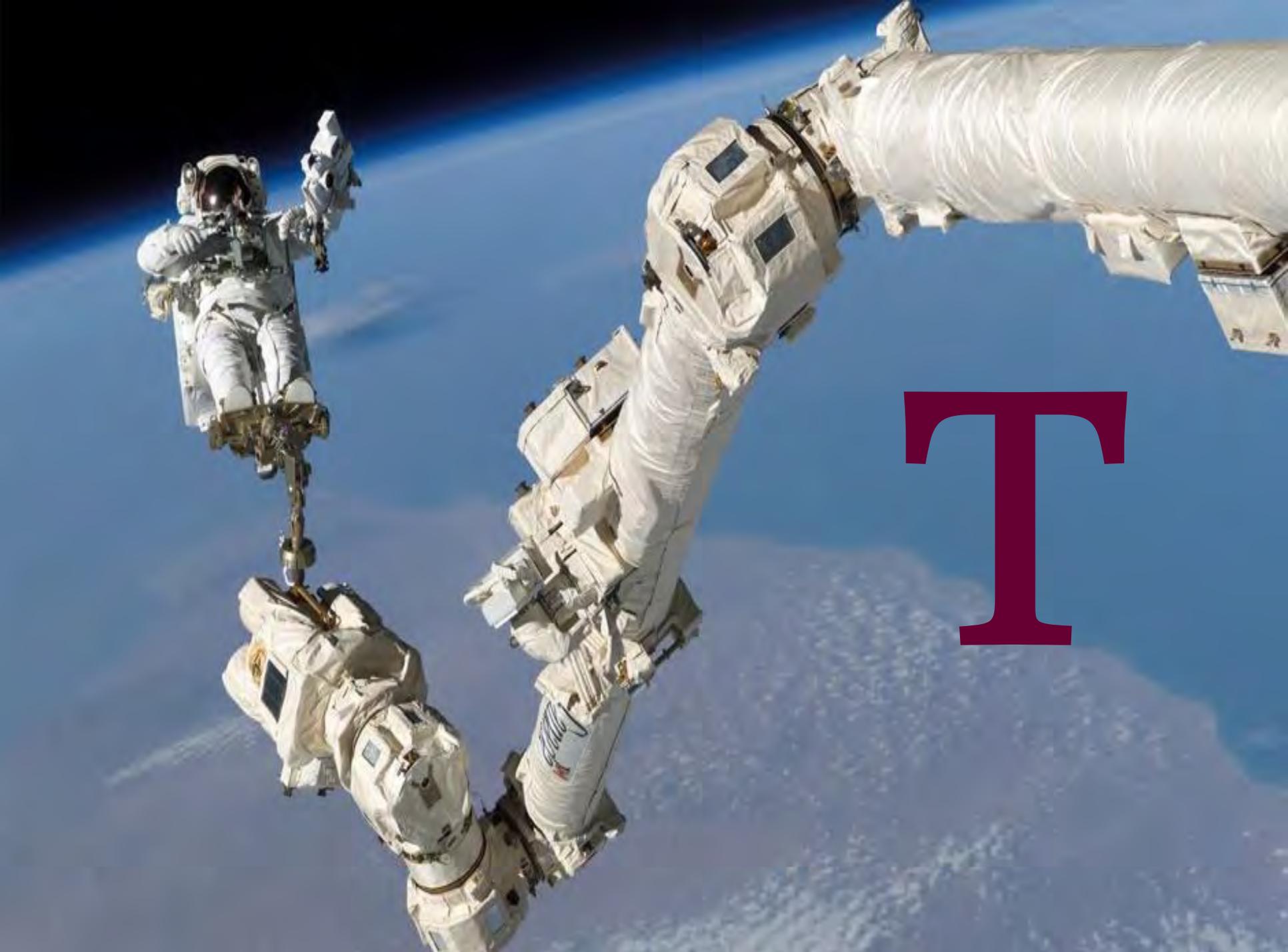


TOMORROW





E



T



What Is it all about?

I ————— you.

It's all about

R

| _____ you.

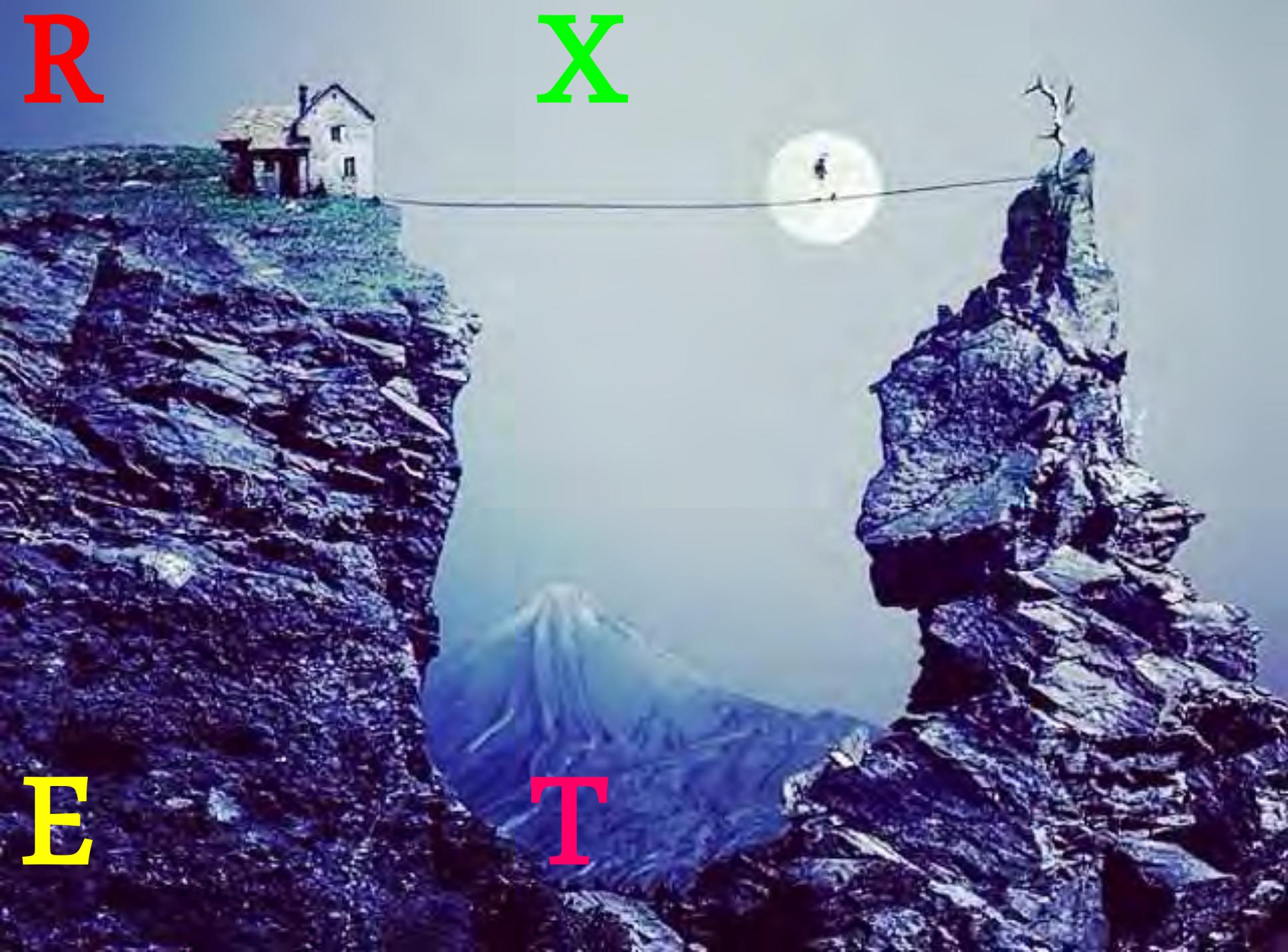
x

R

X

E

T





R







R















© JAGOR

Florian

VENEZIA 1720

S.A.C.R.A. SRL
PIAZZA SAN MARCO 56 VENEZIA
PARTITA IVA 00164400277
WWW.CAFFEFLORIAN.COM

	EURO
4 X 6,00	
SUPPLEMENTO MUSICA	24,00
4 X 6,50	
CAFFE' ESPRESSO	26,00
TOTALE €	50,00
CONTANTE	50,00
RESTO	0,00







R



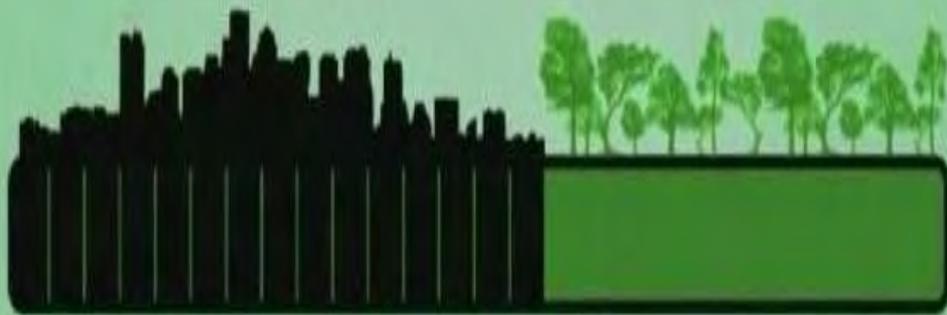


CRUCIAL

&

SUSTAINABLE





LOADING
PLEASE WAIT...











McDonald's



Freshly Ground Coffee
Cappuccino or Latte
€1.69
large add 30p

Fresh organic milk

Serving breakfast from **6am**



CBO CHICKEN BACON ONION

ADDITIONAL SEATING AND TOILETS DOWNSTAIRS

Opening Hours
Monday to Saturday
6.00am - Midnight
Sunday
6.00am - 11.00pm

THANK YOU



THANK YOU



McDonald's



P
5
RÉSERVÉ
2 MIESTA





A large, multi-level stock exchange trading floor. The upper levels are lined with curved electronic tickers displaying market data in various colors (green, red, yellow). In the foreground, a man in a light blue shirt is seated at a desk with multiple computer monitors, looking at the screens. Other traders are visible in the background, some standing and some seated at desks. The overall atmosphere is one of intense financial activity.

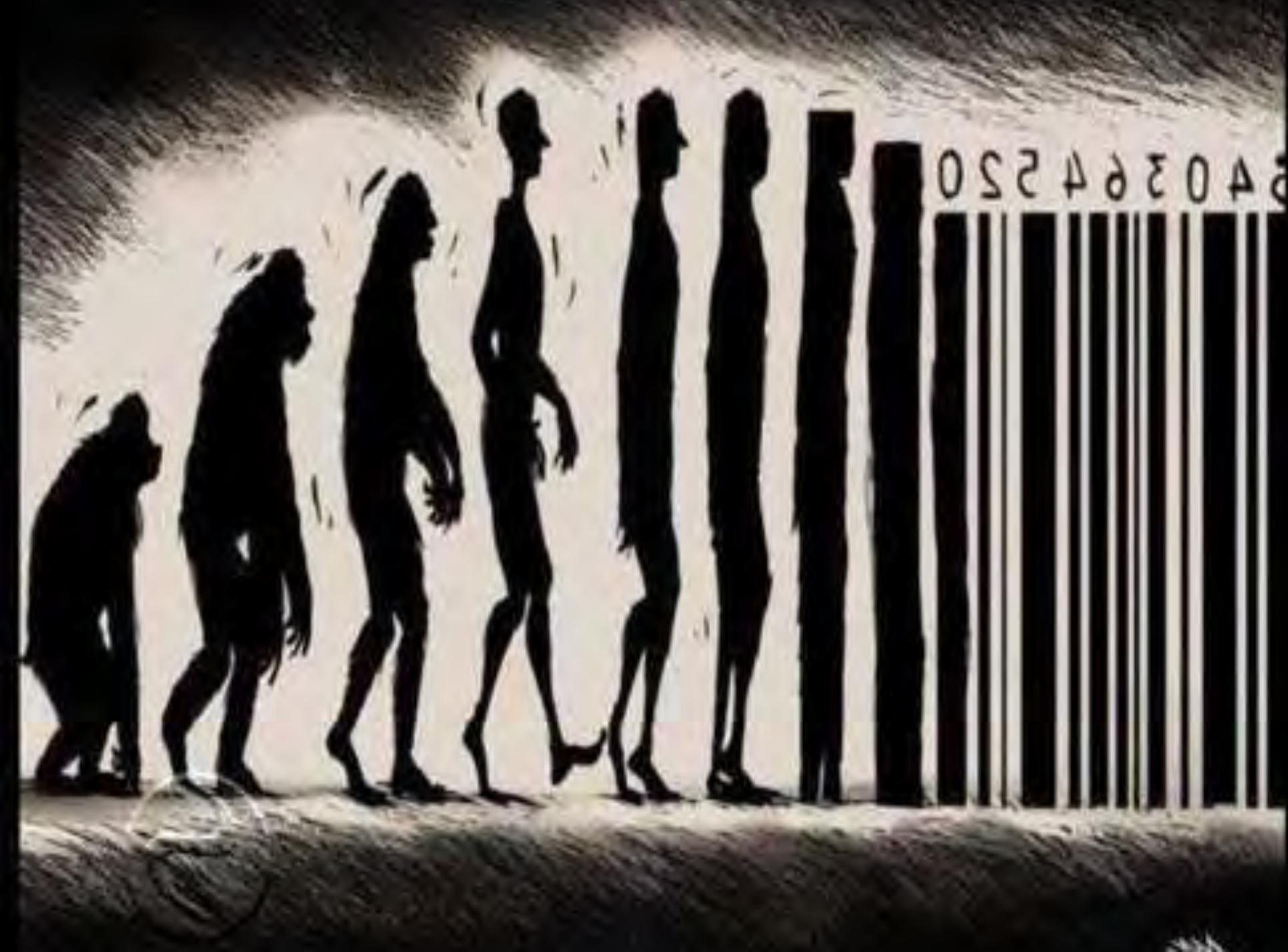
Social impact

investments

UNIQUE

&

UNIVERSAL







Condividi questa Coca-Cola su
Socio

Condividi questa Coca-Cola su

Giorgia

Condividi la tua storia su
[facebook.com/coca-cola](https://www.facebook.com/coca-cola)

Condividi questa Coca-Cola su

Chiaro

Condividi la tua storia su
[facebook.com/coca-cola](https://www.facebook.com/coca-cola)

Condividi questa Coca-Cola su

Roberto

Condividi la tua storia su
[facebook.com/coca-cola](https://www.facebook.com/coca-cola)

Condividi questa Coca-Cola su

il Bombe

Condividi la tua storia su
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Condividi questa Coca-Cola su
Andre

Condividi la tua storia su
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Condividi questa Coca-Cola su
il Prof

Condividi la tua storia su
[facebook.com/coca-cola](https://www.facebook.com/coca-cola)





silviadolphin

FOTO



silviadolphin

4g



12 "Mi piace"

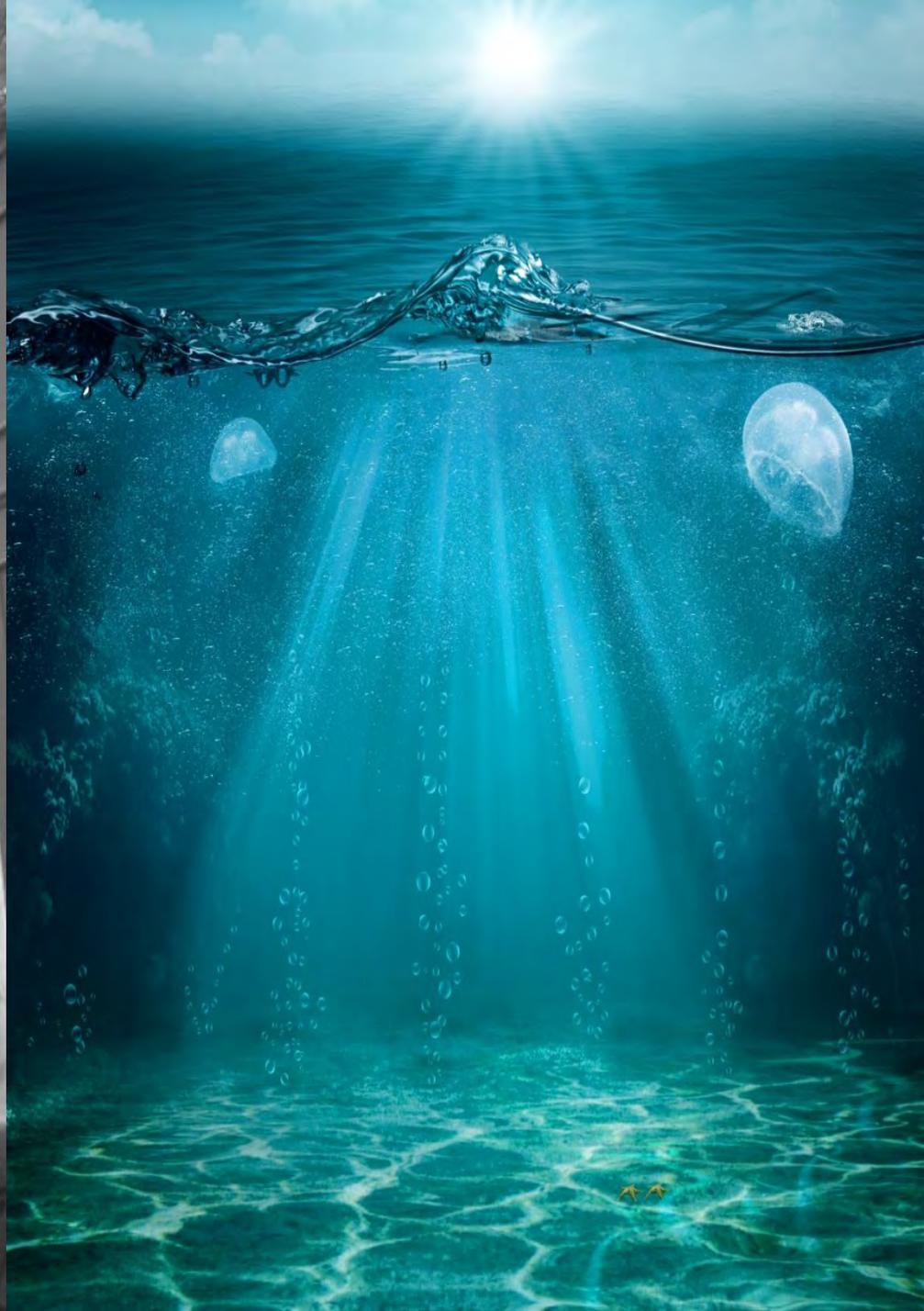


QUICK

&

DEEP

We waited
30 min
NO SERVICE





Big data

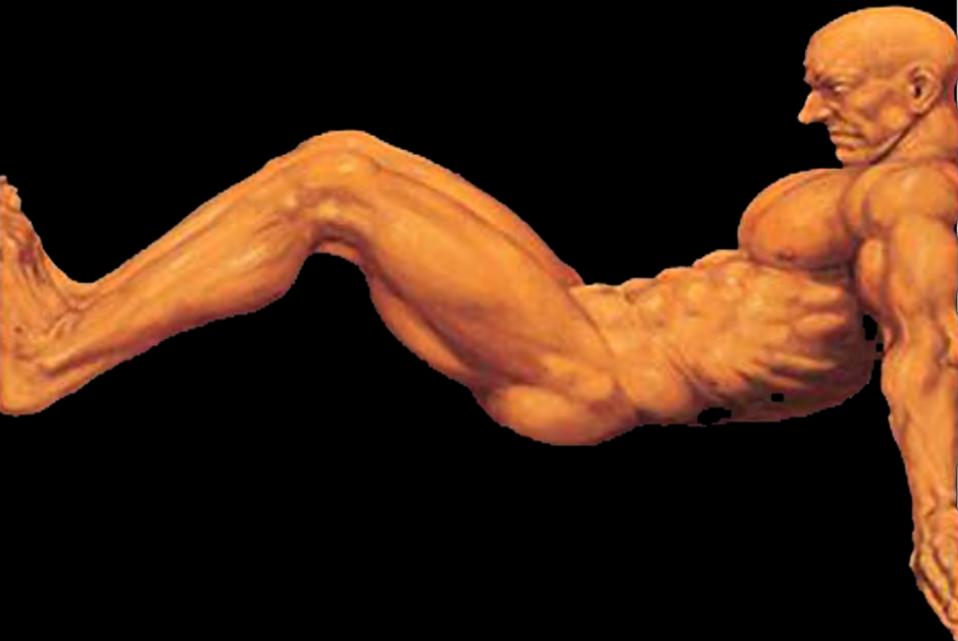
**“Speed doesn’t make the difference
if you go in the wrong direction” (Gandhi)**



TRUST &

SHARING

Bank



Corporation



Politician



99%



Day 37:



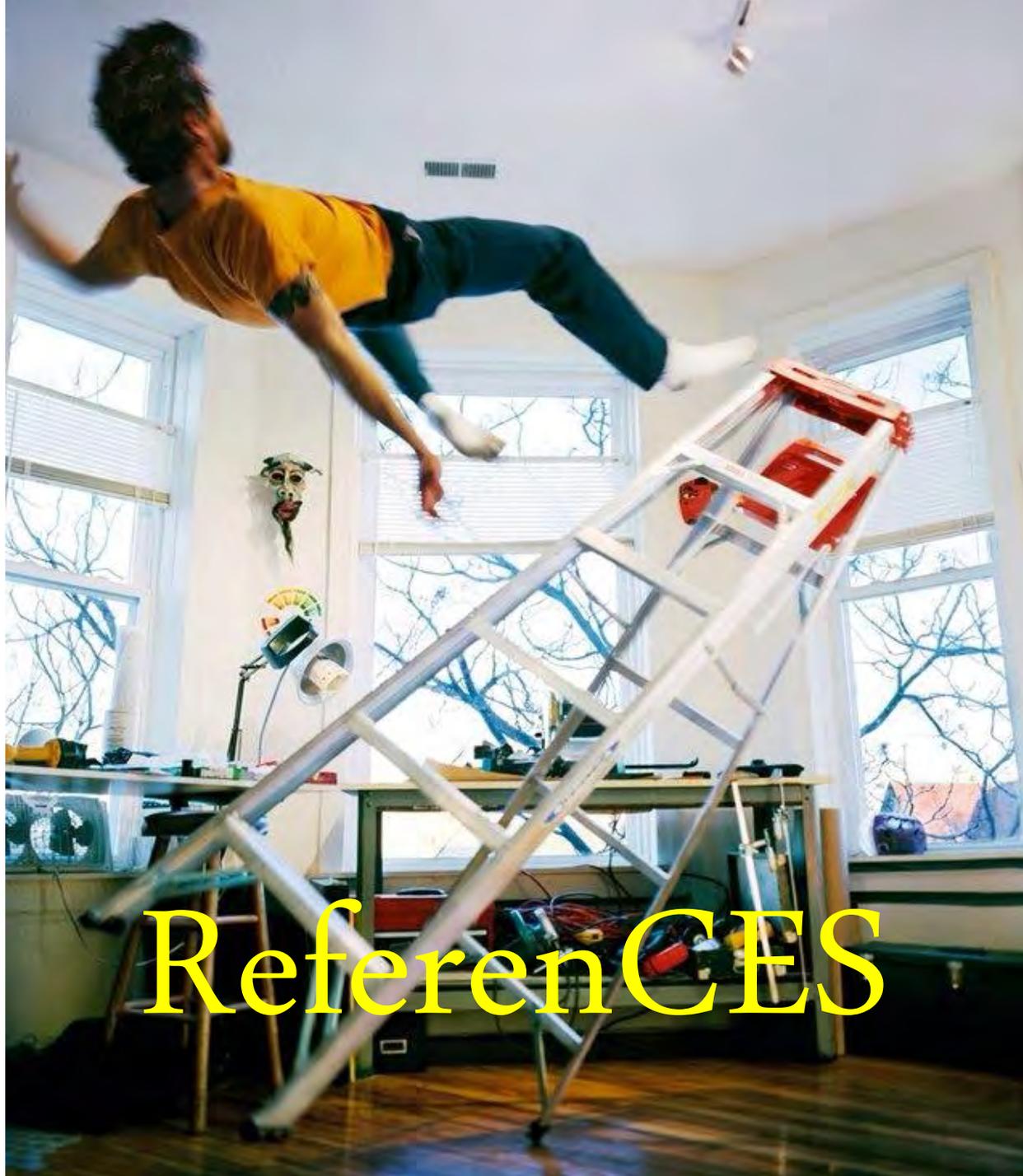
**They still do not suspect
I am a mere cat.**

LEHMAN
BROTHERS





Crack!!!



ReferenCES



New

ReferenCES

BEFORE



AFTER



COLLABORATIVE RELATIONSHIPs

THE NEW SHARING ECONOMY

Forbes

SPECIAL

AMERICA'S
MOST
PROMISING
COMPANIES

THE 50 STARS
OF TOMORROW

REINVENTING
MOBILE

POPCIPS:
THE NEXT SNAPPLE?

AIRBNB'S
BRIAN
CHESKY

HE'S WORTH
\$250 MILLION
TURNING HOMES
INTO HOTELS

WHO WANTS TO BE A BILLIONAIRE

THE PEER-TO-PEER SHARE ECONOMY IS CREATING MILLIONS OF MICRO-ENTREPRENEURS, DISRUPTING MAJOR CORPORATIONS— AND CREATING A HANDFUL OF JACKPOTS.







REPUTATION

It's all about

| trust you.

reputation



VALUES



VALUES

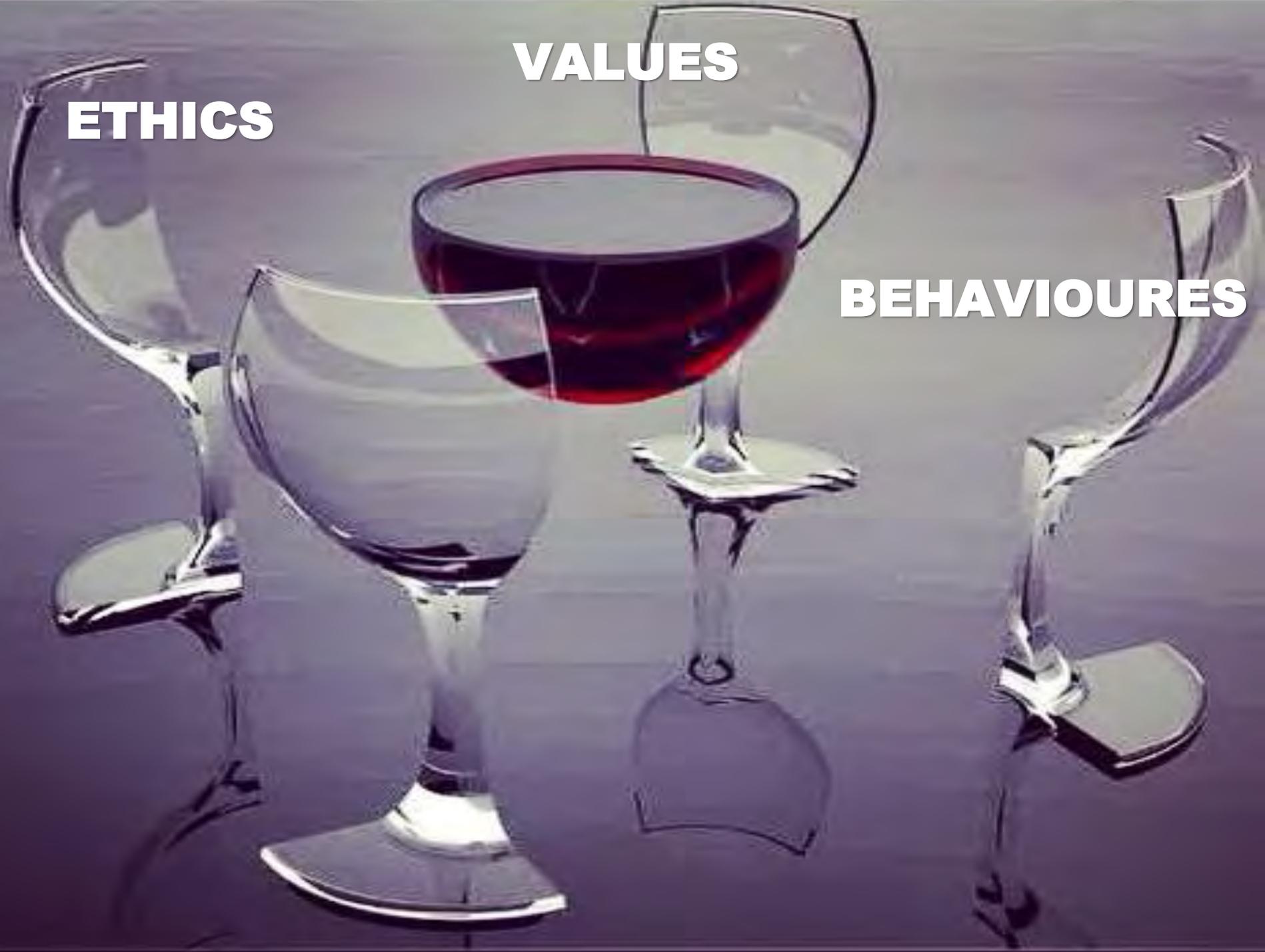
ETHICS

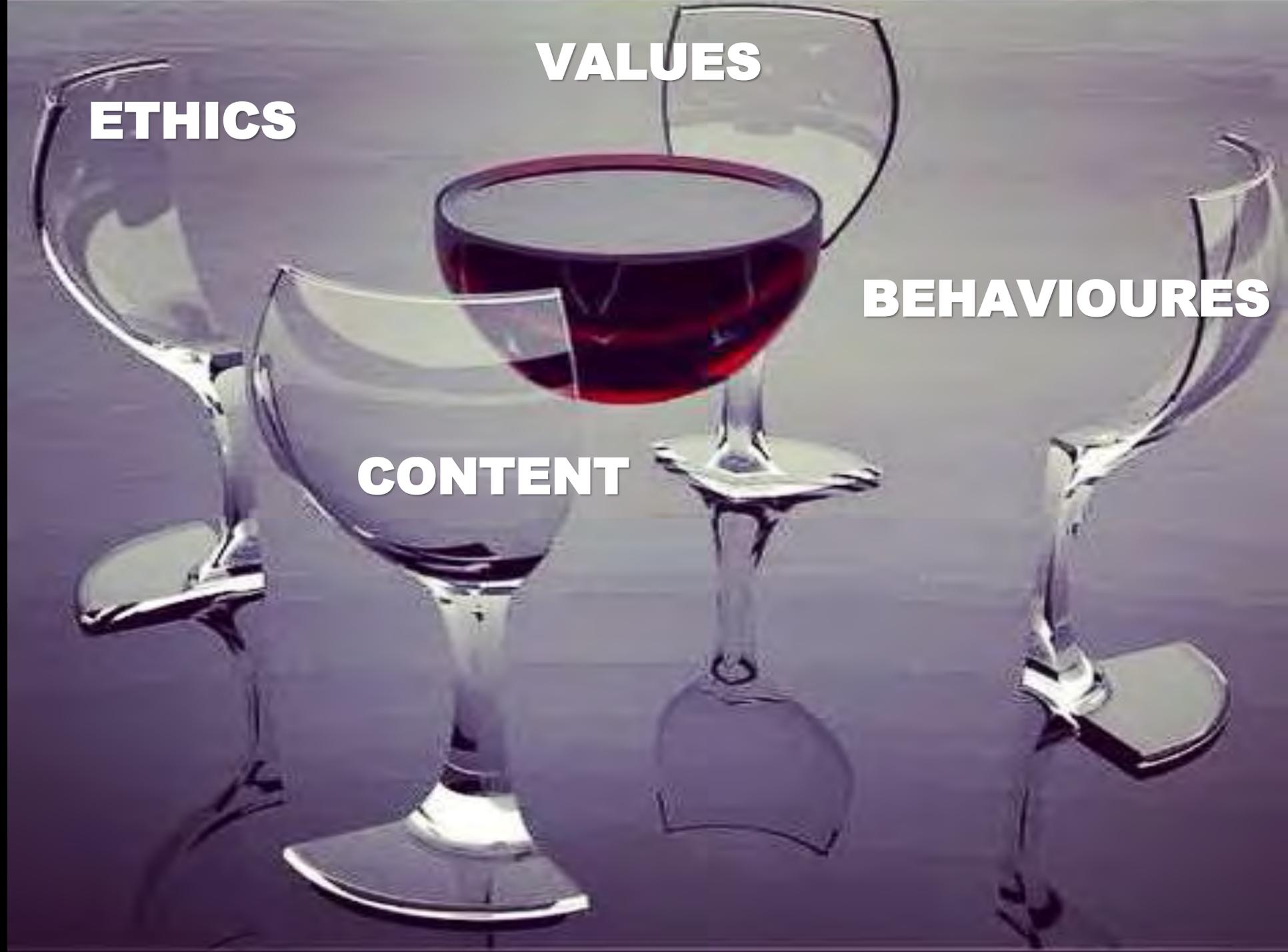


VALUES

ETHICS

BEHAVIOURES



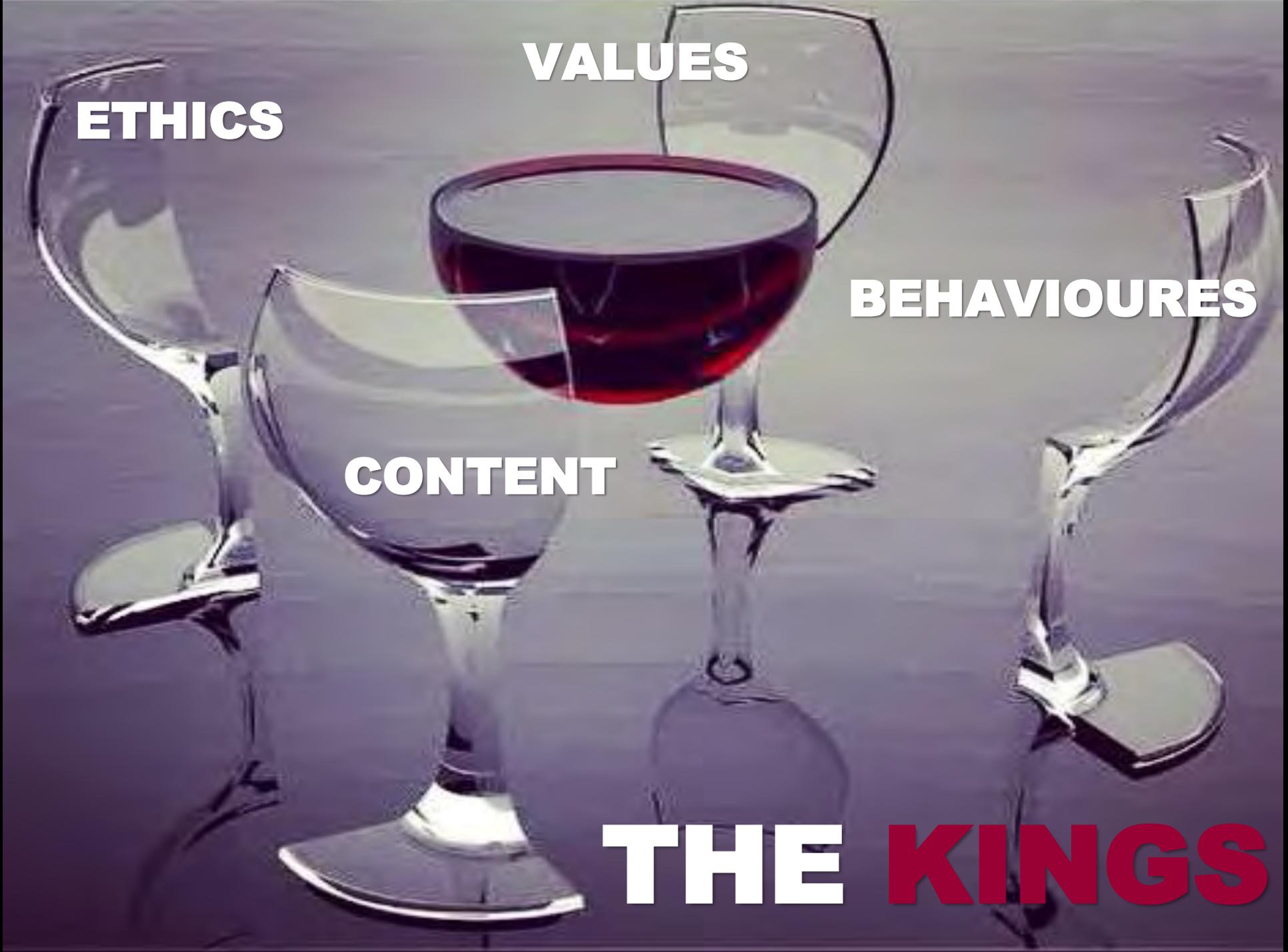
The image features three wine glasses of different shapes and sizes arranged on a dark, reflective surface. The central glass is a snifter, partially filled with red wine. To its left is a larger, more rounded glass, and to its right is a tall, slender flute glass. The background is a soft, out-of-focus purple and blue gradient. The text 'VALUES' is positioned at the top center, 'ETHICS' at the top left, 'BEHAVIOURES' at the top right, and 'CONTENT' in the lower center, all in white, bold, sans-serif font.

VALUES

ETHICS

BEHAVIOURES

CONTENT

The image features three wine glasses of different shapes and sizes arranged on a dark, reflective surface. The central glass is a snifter glass, partially filled with red wine. To its left is a larger, more rounded glass, and to its right is a tall, slender glass. The background is a soft, out-of-focus gradient. The text is overlaid on the image in a bold, sans-serif font.

ETHICS

VALUES

BEHAVIOURES

CONTENT

THE KINGS



iDeas



OUT
OF
IDEAS





TRAPPED IN A BOX

THINK OUTSIDE THE BOX

X	O	X
O	O	X
O	X	O

Before you *go digital...*

T H I N K !

T - is it true?

h - is it helpful?

i - is it inspiring?

n - is it necessary?

k - is it kind?

DIGITAL IS JUST AN ENVIRONMENT.

**DIGITAL IS JUST AN ENVIRONMENT.
TECHNOLOGY IS JUST A TOOL.**

**DIGITAL IS JUST AN ENVIRONMENT.
TECHNOLOGY IS JUST A TOOL.**

**The real
revolution
is the **e**volution
of consciousness.**



OPTIMIST



PESSIMIST



REALIST

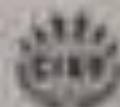


YOU,
Your Company
is your message
to the World

**IF YOU THINK YOU'RE TOO SMALL
TO HAVE AN IMPACT,
TRY GOING TO BED
WITH A MOSQUITO IN THE ROOM.**



British Council
Centres for Excellence



Sweden
Swedish International Development Cooperation Agency

**«Education is
the most powerful weapon
to change the World»
(Nelson Mandela)**





2009

28M

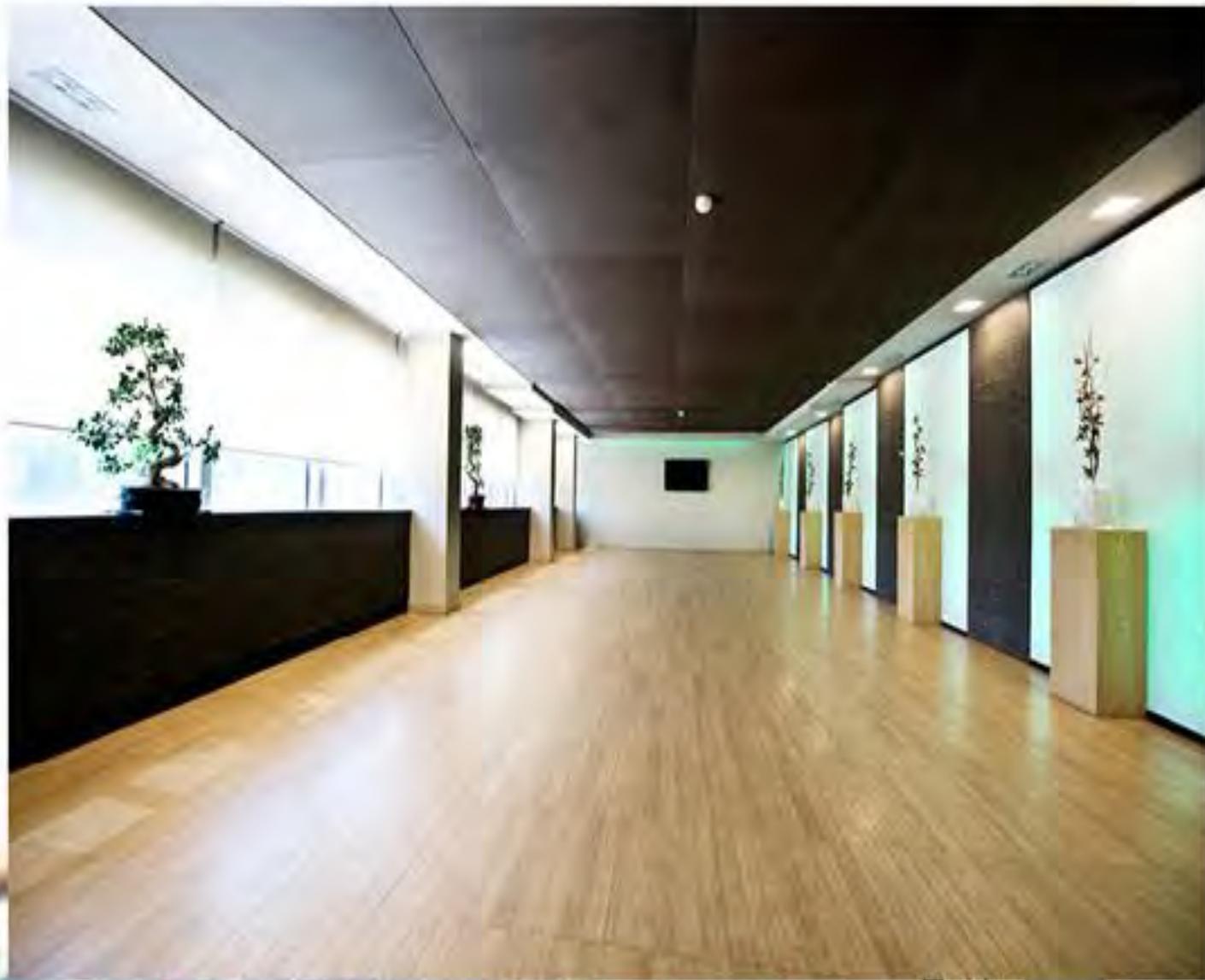


ALEA IACTA EST





FREEDOM











MUSEUM

*"La conoscenza fluttua nelle relazioni, attraversa
le persone e si incorpora negli oggetti."*

(Comitato Scientifico di MCU - ottobre 2007)



LE RADICI DI UN UOMO.

LA FAMIGLIA È UN COLLEGAMENTO
TRA IL PASSATO E UN PONTE VERSO IL NOSTRO FUTURO

La famiglia è un collegamento
tra il passato e un ponte verso il nostro futuro





Si
Si ALL
Si AI C
Si ALL

IMISMO
AMORE
DITORIA
INDIVIS
L SUCC



TEMPORALE
DICIOTTE FRA
TITOLI
RICAZIONE
OGRAFICA
IONE PER
CRESITA
IONE PER

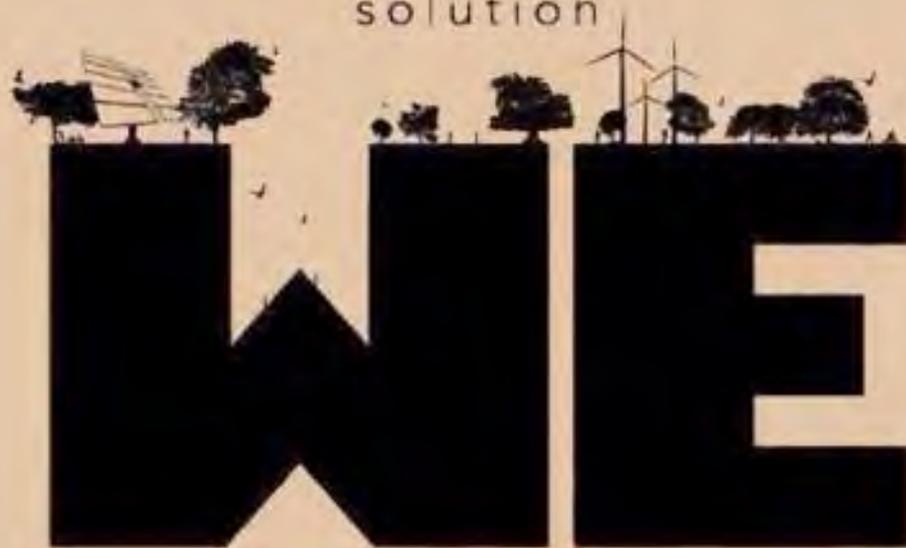
GENEMBRE 1995.
NASCE
IGLIANUM S.P.A.
LE HOLDING DI
TE LE ATTIVITA
DEL SETTORE.
TRA LE PRIME
STUZIONI IN
ONA FORNIRSI
DI ACCESSO
INTERNET.

Farete grandi co
Manda

problem



solution























CENTODIECI

Il Magazine di Mediolanum Corporate University

IDEE E STRUMENTI
PER INNOVARE CON LODE

CHI SIAMO
MANIFESTO
AUTORI



■ ISPIRAZIONE ■ INNOVAZIONE ■ FORMAZIONE ■ TECNOLOGIA ■ CREATIVITÀ

EVENTI



Benvenuti in Centodieci, il nuovo magazine online di Mediolanum Corporate University



ENNIO DORIS
Presidente di Banca Mediolanum e autore del libro *C'è anche domani*

07
09
2014

Ispirazione sulle punte: Simona Atzori in tour con Centodieci

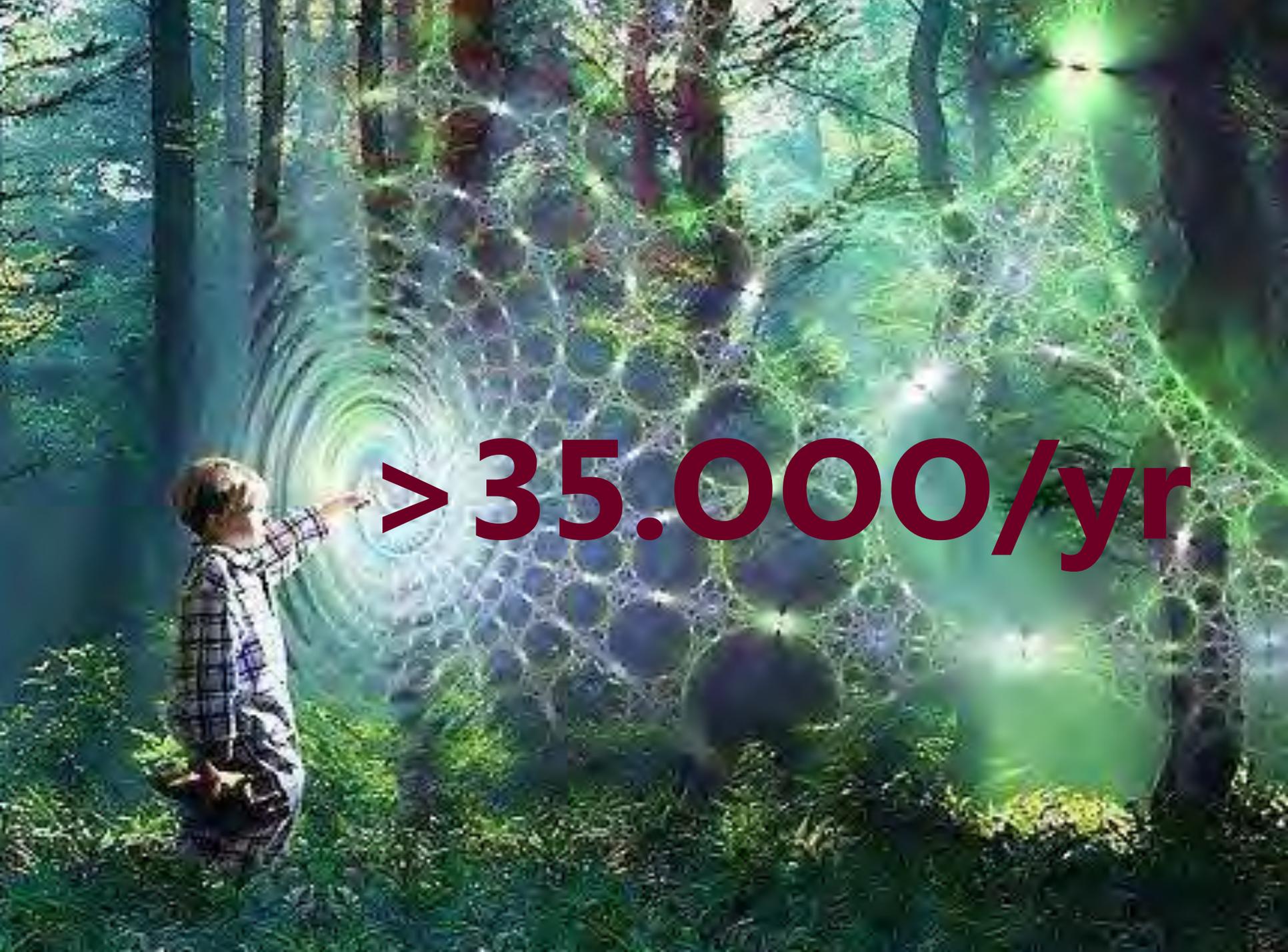
PARTECIPA

Newsletter



FRANCO BOLELLI
Scrittore e filosofo

SCOPRI IL CALENDARIO
EVENTI DI CENTODIECI

A young child in a plaid shirt stands in a sun-dappled forest, looking up at a glowing, circular pattern on the ground. The pattern consists of concentric, shimmering rings of light, with a bright green and blue center. The forest floor is covered in green grass and moss, and the trees are tall and thin, with sunlight filtering through the leaves. The overall atmosphere is magical and ethereal.

$\geq 35.000/\text{yr}$



+ AQUISITION

+ RETENTION

+ CROSS SELLING

+ REPUTATION

+ REVENUES





MEDIOLANUM CORPORATE UNIVERSITY

**TRA I LEADER MONDIALI
NELL'ISPIRAZIONE DEI VALORI
E DELLA CULTURA AZIENDALE.**

**UNICA REALTÀ ITALIANA PREMIATA CON
LA MEDAGLIA D'ARGENTO AL "GCCU AWARDS 2013".**

Il "Global Council of Corporate University Awards" è il prestigioso premio internazionale dedicato alle migliori Corporate University. All'edizione 2013 hanno partecipato moltissime realtà da ogni parte del mondo. Tra queste Banca Mediolanum, unica azienda italiana a figurare tra i 15 finalisti e ad aggiudicarsi un premio. A Mediolanum Corporate University è stato infatti assegnato il trofeo d'argento nella categoria **"Best corporate university embodying the identity, the culture and the brand of organisation in its stakeholders"**. È un riconoscimento che premia il nostro lavoro e che ci rende orgogliosi perché unica realtà a rappresentare, in un contesto così importante, l'impresa italiana nel mondo. Da sempre l'eccellenza è il fondamento della Vision e della Miss di MCU, in piena coerenza con i valori di Banca Mediolanum.

**BANCA
MEDIOLANUM**



Global Council
of Corporate Universities
GlobalCCU
Awards

INSPIRING
THE FUTURE OF
PEOPLE, BUSINESS
AND SOCIETY

RELATIONSHIPS FOR EXCELLENCE

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ECONOMIA 0.0