



1



2

Building Great Business through Customer Choice



3



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Brands are growing more concerned about how they are perceived by ChatGPT

As chatbots and AI-native search increasingly become the arbiters of the web's information, companies may need a new SEO for the AI age.



13



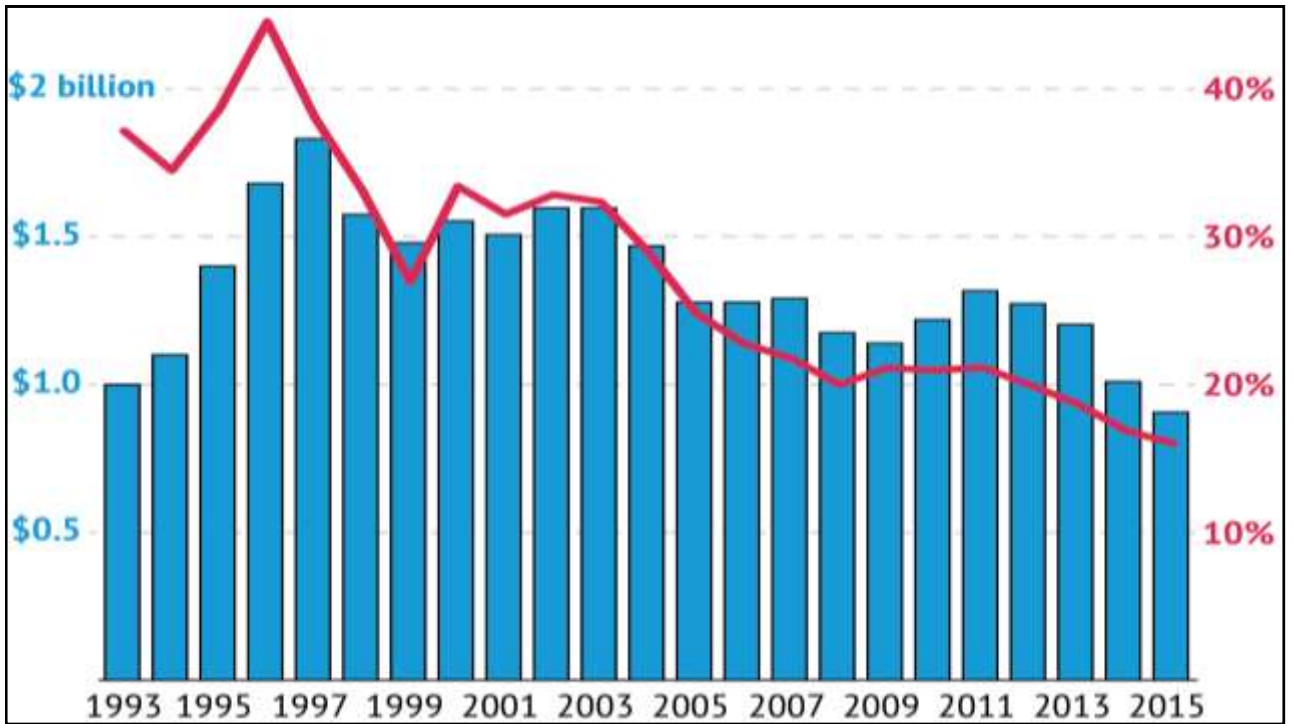
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22



... / SAP Insights / Viewpoints

The Benefits of Hiring Neurodiverse...

The Win-Win Potential of Hiring Neurodiverse Workers

With the right hiring approach and on-the-job supports, people with developmental differences can contribute valuable talents and achieve important payoffs for their organizations.



23



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ELI5

25



1

POOR

nobody
likes
your
business

26



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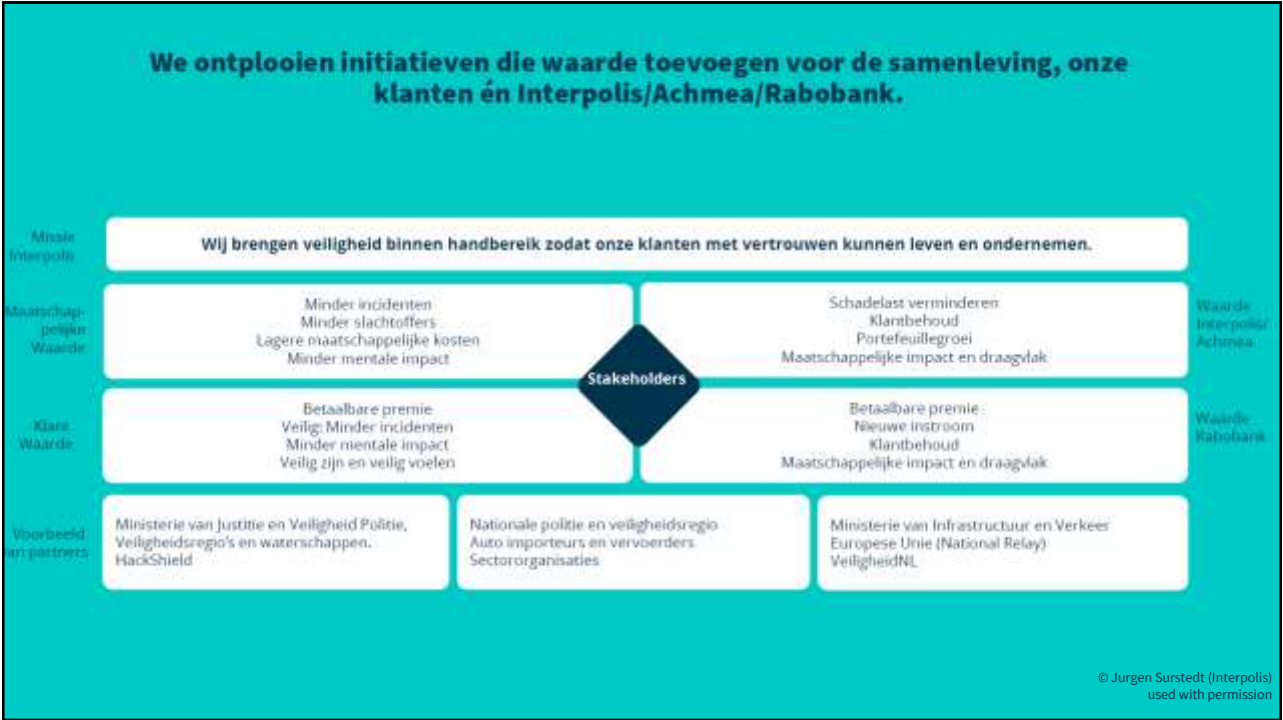
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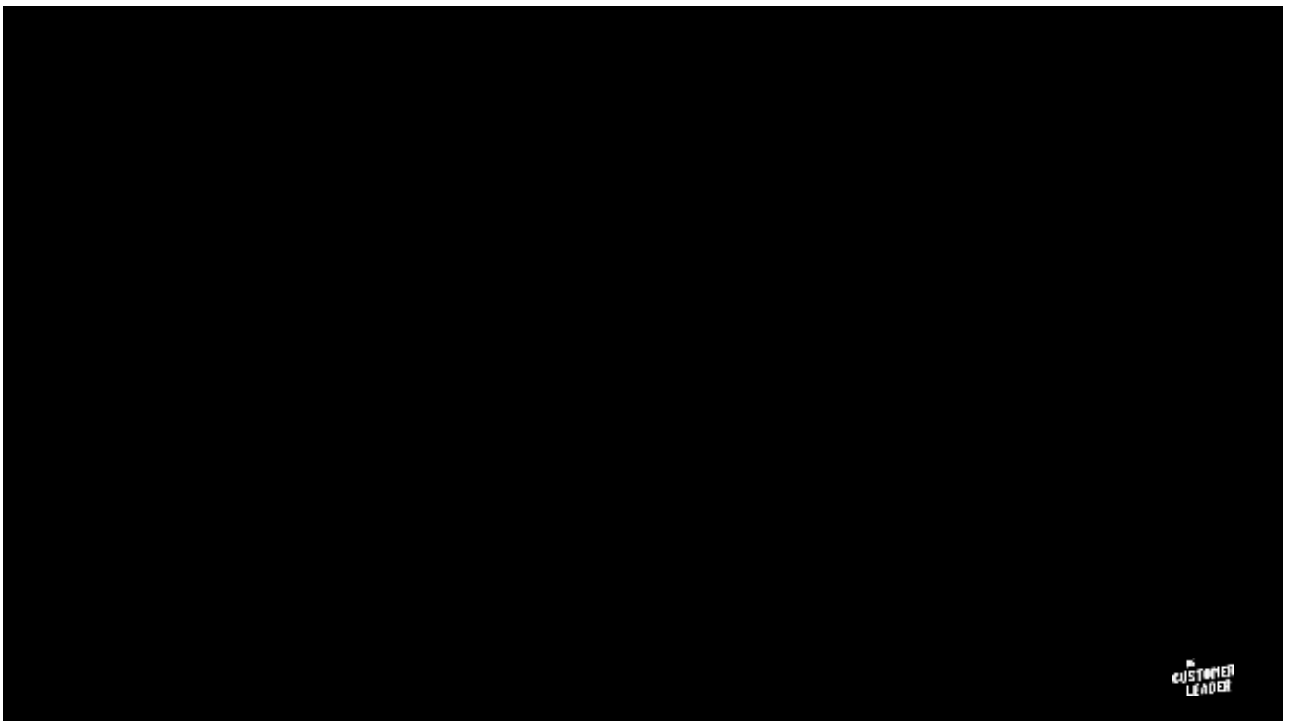


**If you get it right,
a few years after a surprising invention,
the new thing has become normal.
People yawn. And that yawn
is the greatest compliment
an inventor can receive.**

Jeff Bezos in letter to employees (February 02, 2021)

THE CUSTOMER LEADER

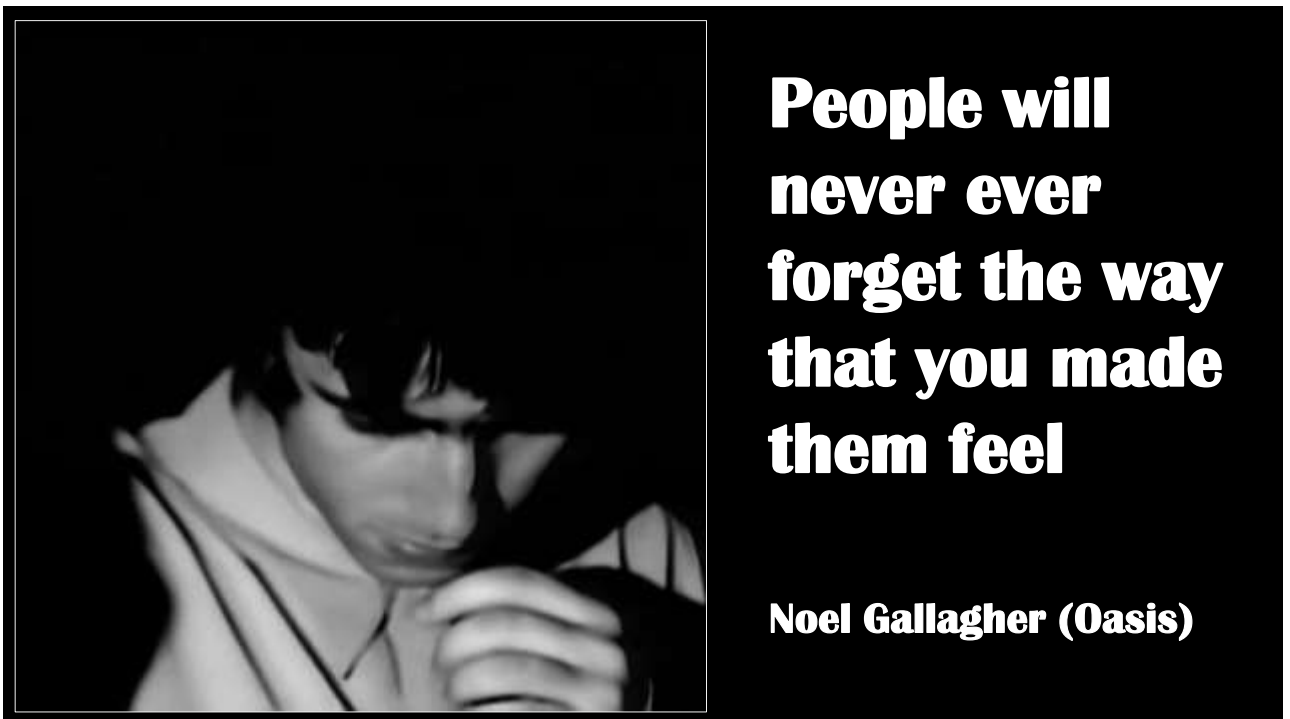
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empathy & surprise

CUSTOMER
LEADER

41



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45



46

Deel I. 's-Hertogenbosch - Augsburg



818 kilometer

Deel II. Augsburg - Bologna



775 kilometer

Deel III. Bologna - Roma



550 kilometer

© Dorkas Koenen
"Bergen Liegen Niet"
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47

Remote workers using 'mouse-mover' technology are getting caught



/ Last month, Wells Fargo reportedly fired over a dozen employees for using tools that fake productivity at work.

By Andrew Liszewski

Jun 14, 2024

Simple devices can simulate the movements of a computer mouse, but employers are starting to catch on. Photo by Anelis Holowaty Krales / The Verge

IN
CUSTOMER
LEADER

48



Vaydeer Ultra Slim Mouse Mover, Air 3 Mouse Jiggler with Adjustable Interval Timer, Undetectable & Noiseless, Simulates Realistic Mouse Movement, Driver-Free for Keeping The PC Active and Secure

★★★★★ - 2,557

10K+ bought in past month

\$18⁶⁹ Typical: \$21.49

Delivery Wed, Jul 3

Ships to Belgium

1 sustainability feature

[Add to cart](#)

More Buying Choices

\$18.50 (5 used & new offers)



Vaydeer Undetectable Mouse Mover, M4 Mouse Jiggler Device with ON/OFF Switch, Driver-Free Shaker Wiggler Mouse Movement Simulation for Computer Awakening, Gift Ideal for Men/Women

★★★★★ - 5,681

5K+ bought in past month

\$19⁹⁹ List: \$24.99

Delivery Wed, Jul 3

Ships to Belgium

1 sustainability feature

[Add to cart](#)

More Buying Choices

\$19.19 (15 used & new offers)



AUEDROT Undetectable Metal USB Mouse Mover with Switch Button, Automatic Mouse Shaker with 2 Jiggle Modes, Mouse Simulator, Driver-Free, Plug & Play, Keep Computer/Laptop Awake, Black

★★★★★ - 5,568

6K+ bought in past month

\$8⁹⁸ Typical: \$9.99

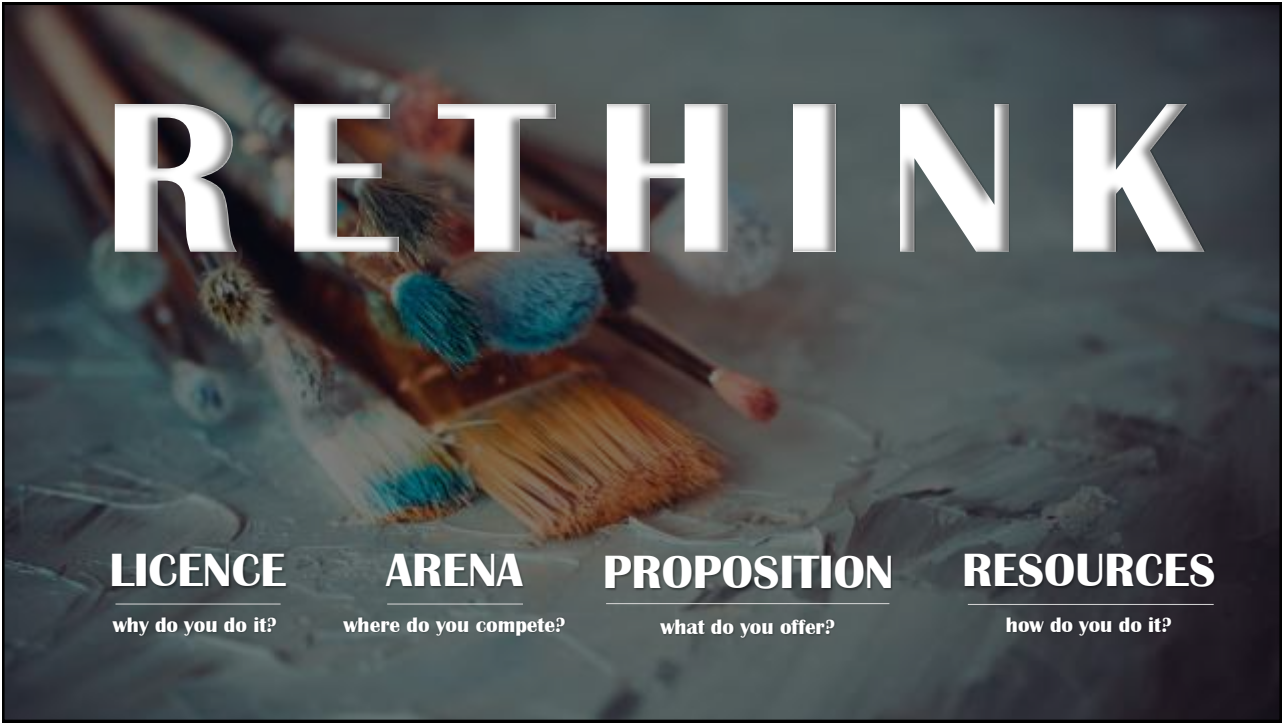
Delivery Wed, Jul 3

Ships to Belgium

[Add to cart](#)

IN CUSTOMER LEADER

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RETHINK

LICENCE

why do you do it?

ARENA

where do you compete?

PROPOSITION

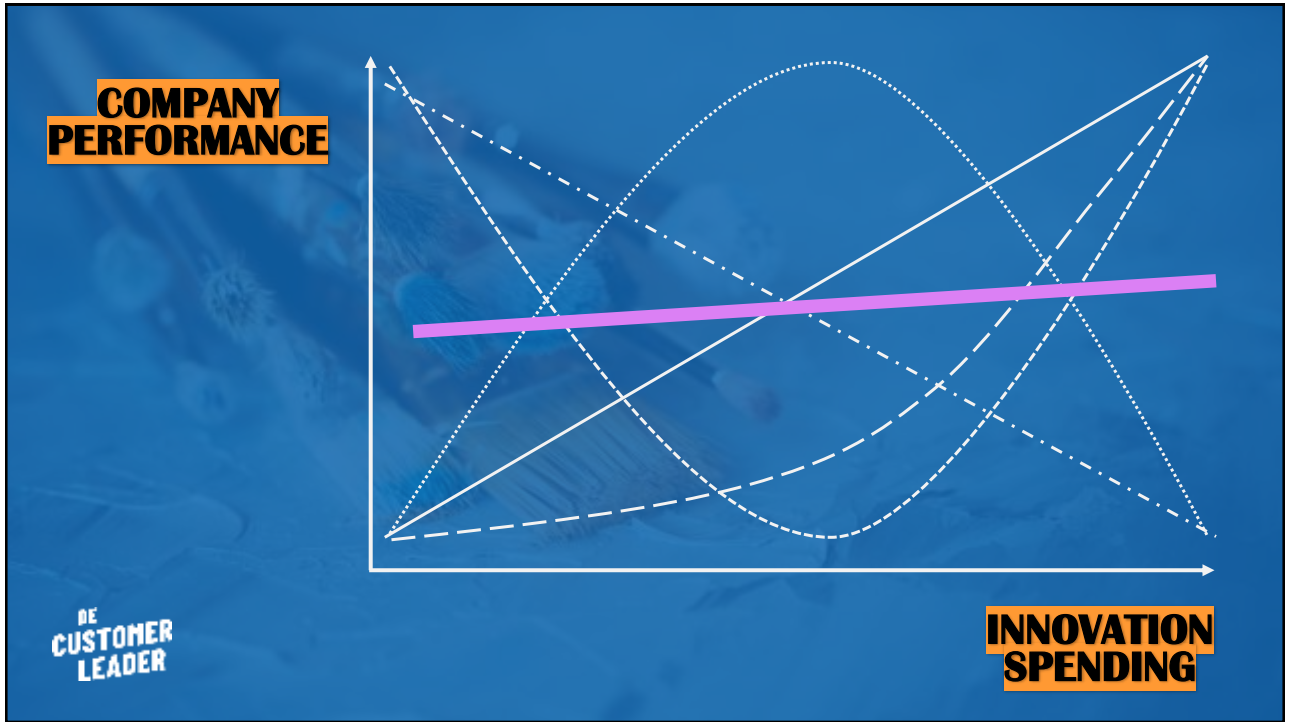
what do you offer?

RESOURCES

how do you do it?

50

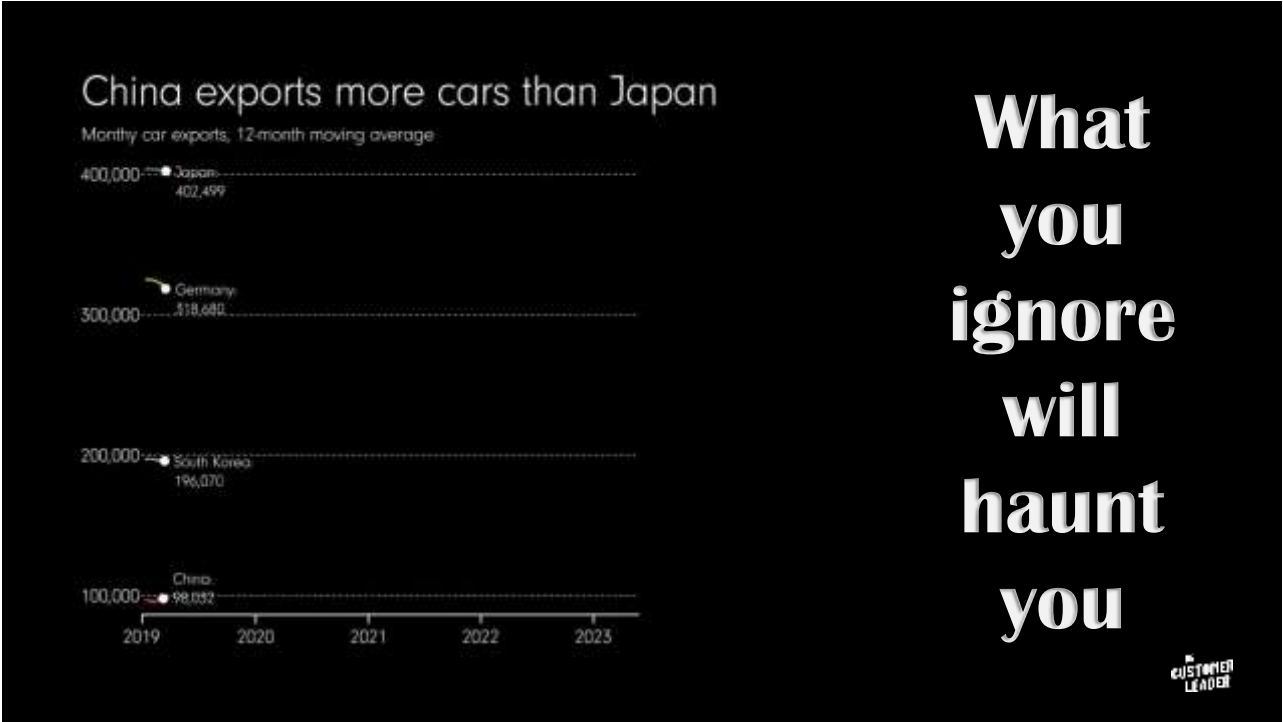
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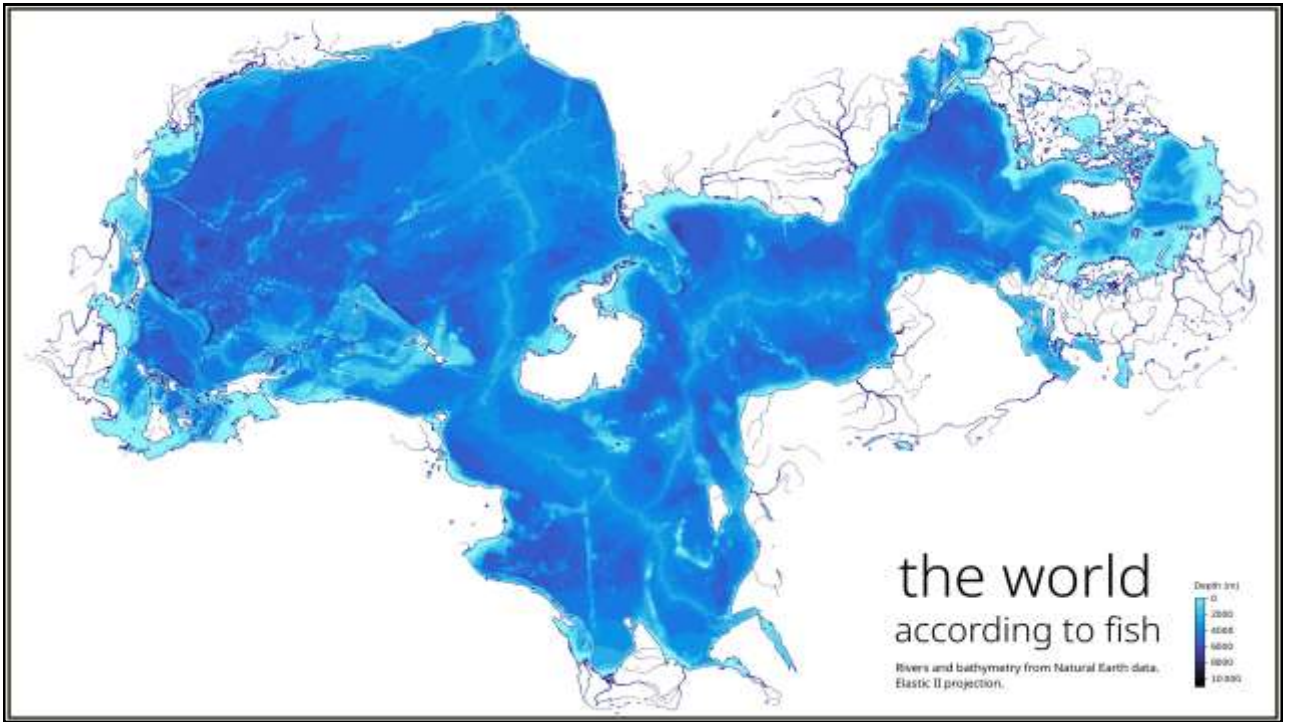
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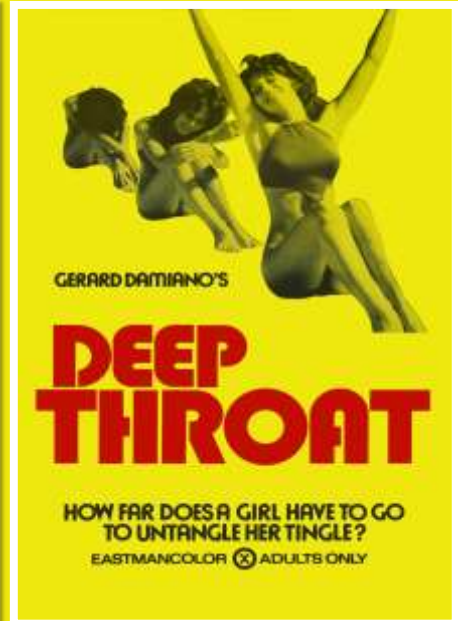


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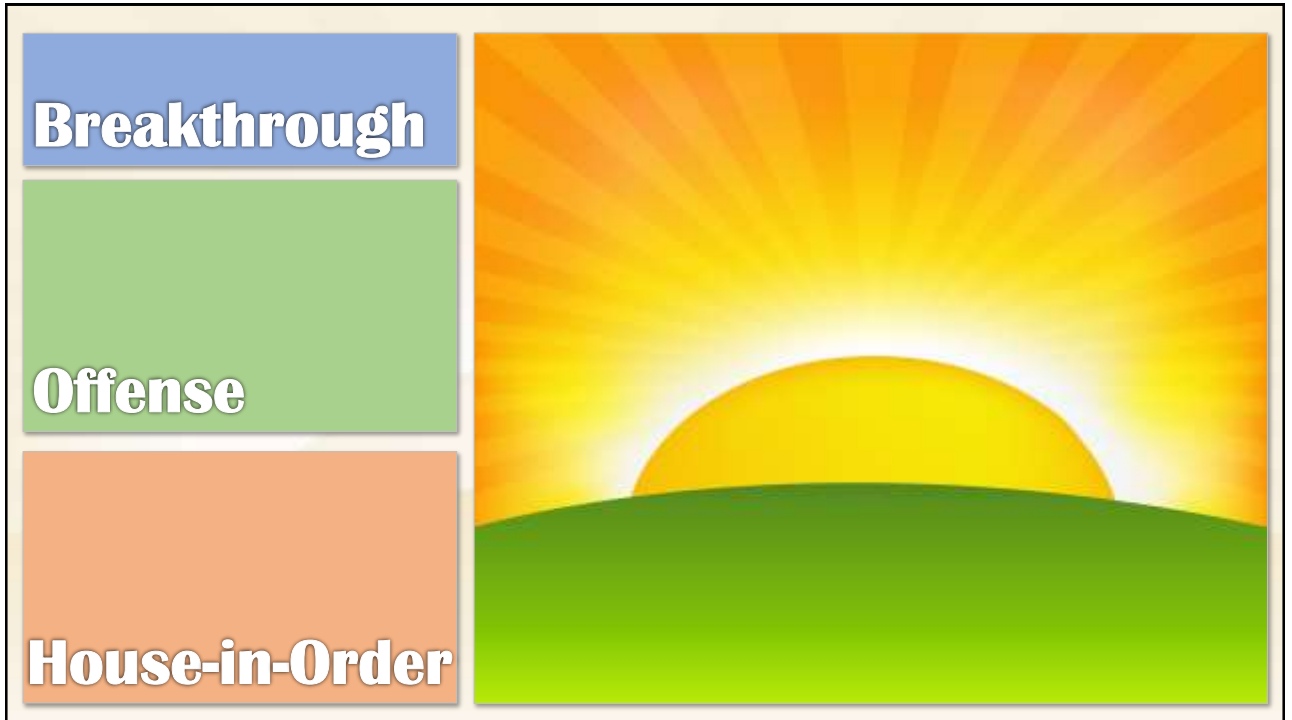
listen
very
carefully



59



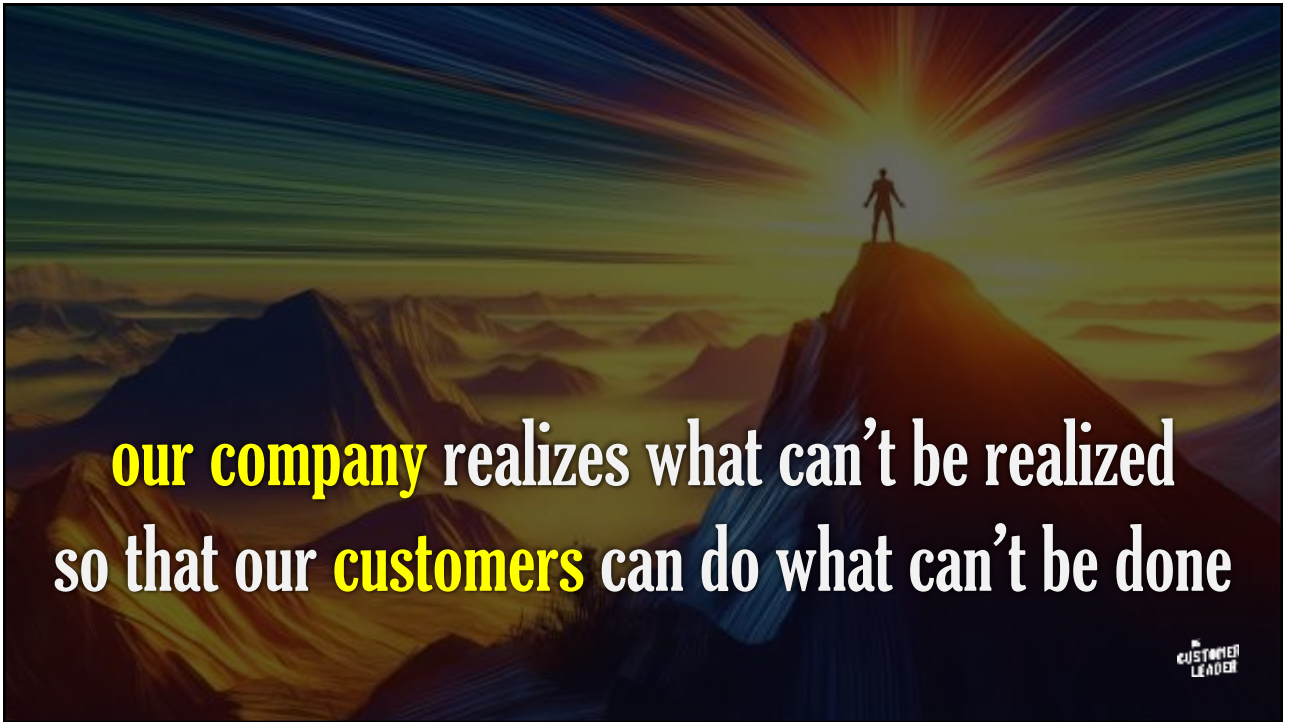
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