

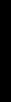


# Transforming Microsoft to Empower You

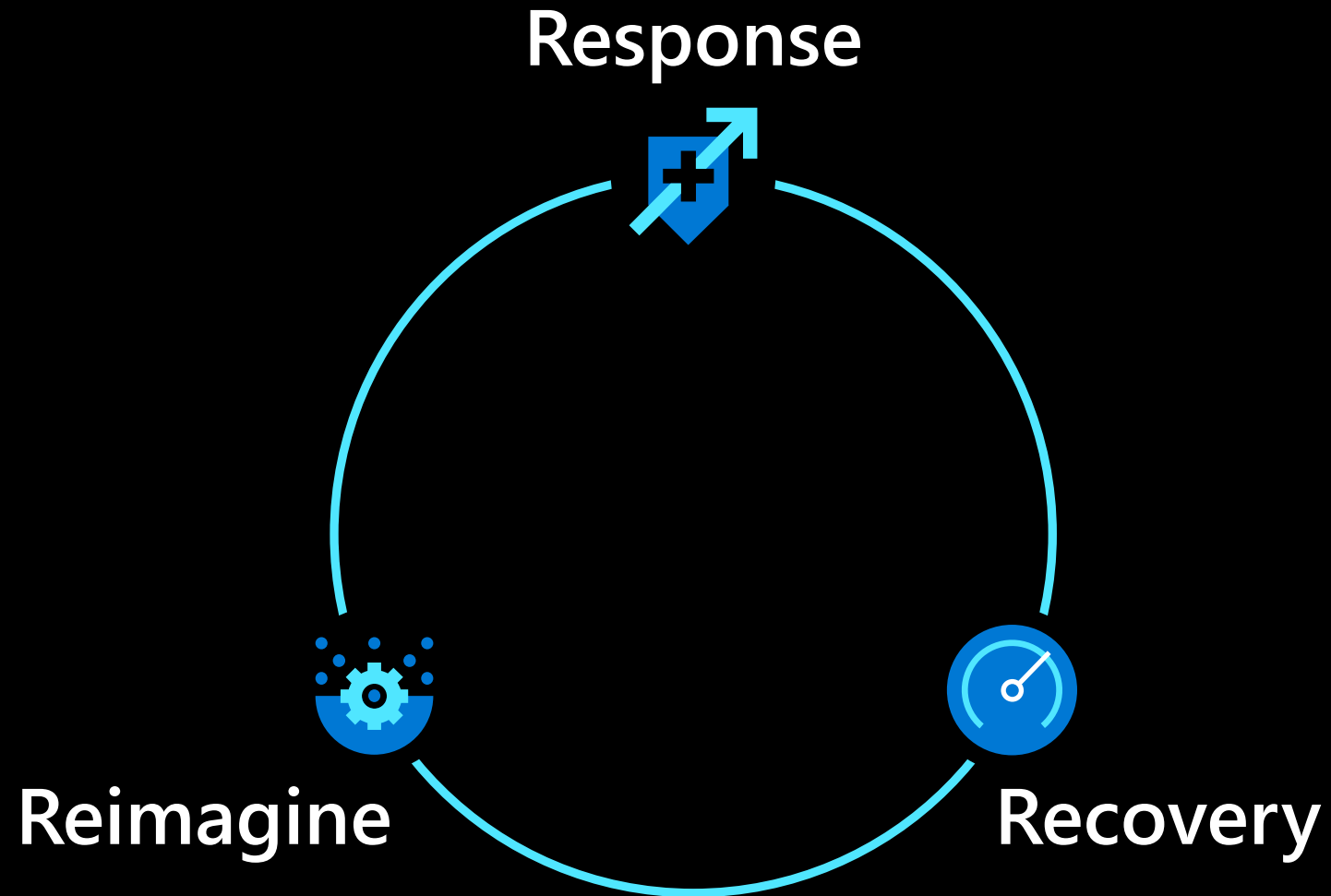
Area Transformation Team

Anne Gebert

**Why transformation**



**Why now**





## Our mission

Empower every person and every organization on the planet to achieve more



# Tech intensity



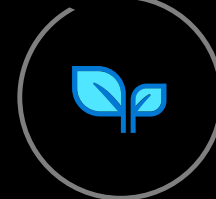
Inclusive



Trusted

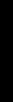


Fundamental  
rights



Sustainable

Microsoft's  
transformation



Our journey

# Our transformation journey



# What customers and employees told us

Deeply understand my organization and my business goals

**Know me**

Understand my career and personal ambition

Provide a well-orchestrated team with clear ownership to partner with me

**Guide me**

Help me with high quality coaching

Demonstrate technical intensity by consistently and quickly working with me to resolve my business and technical issues

**Support me**

Free up time so I prioritize my training; connect me to a well-orchestrated team

Help me get the most out of products and services and I can measure the benefits

**Modernize me**

Give me the tools I need to be successful; let me demonstrate my technical capabilities

Partner with me to accelerate my business outcomes and transform my business

**Transform me**

Increase the time I spend with my customers

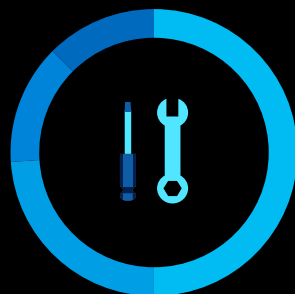


# Digital Transformation





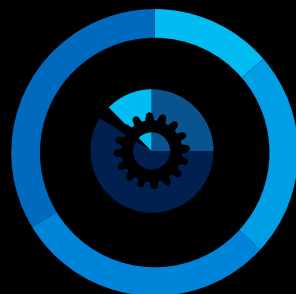
# Enabling Transformation



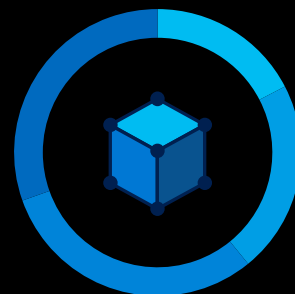
Empower  
employees



Engage  
customers



Optimize  
operations



Transform  
products

← Trust →



Business  
applications



Applications &  
infrastructure



Modern life



Modern work



Data & AI



Security



Gaming

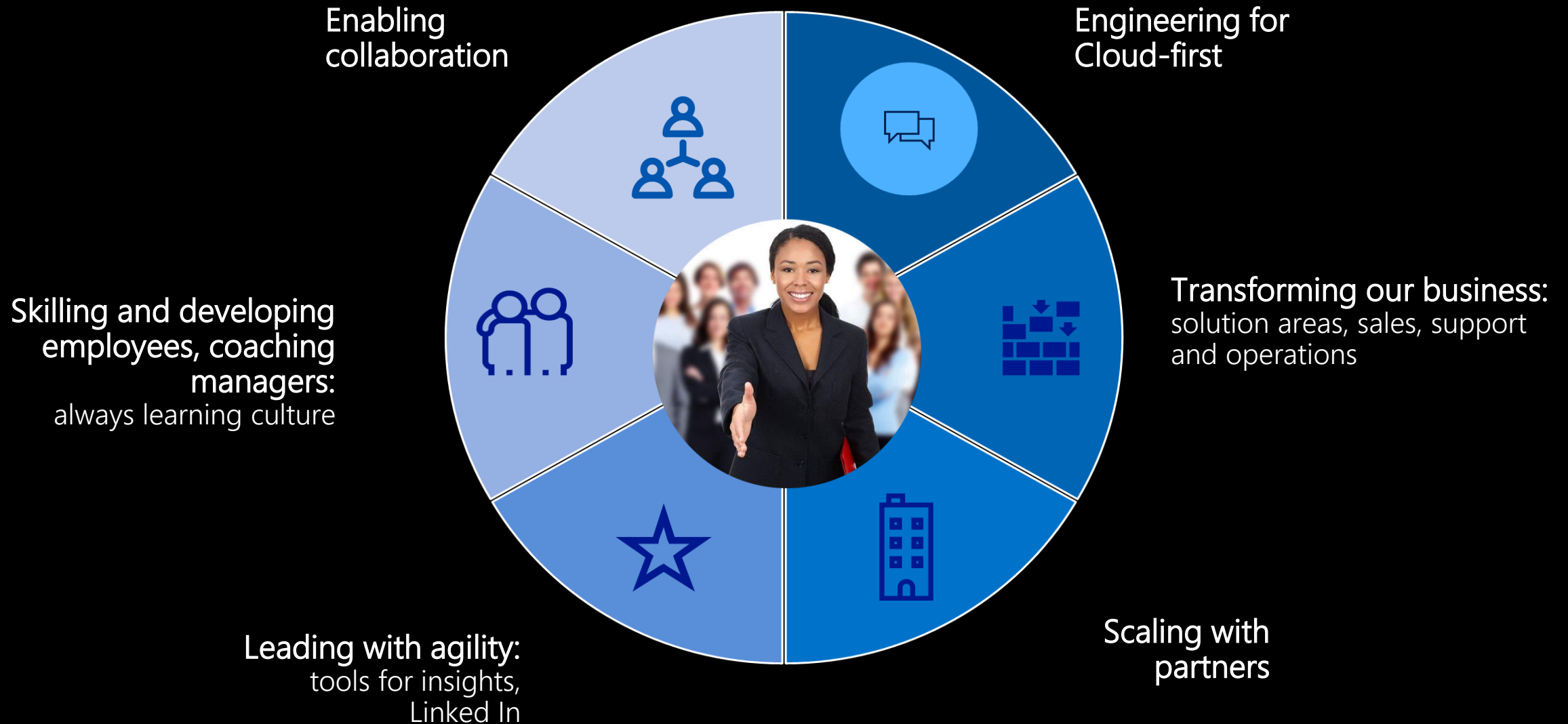


Search, ads  
& news

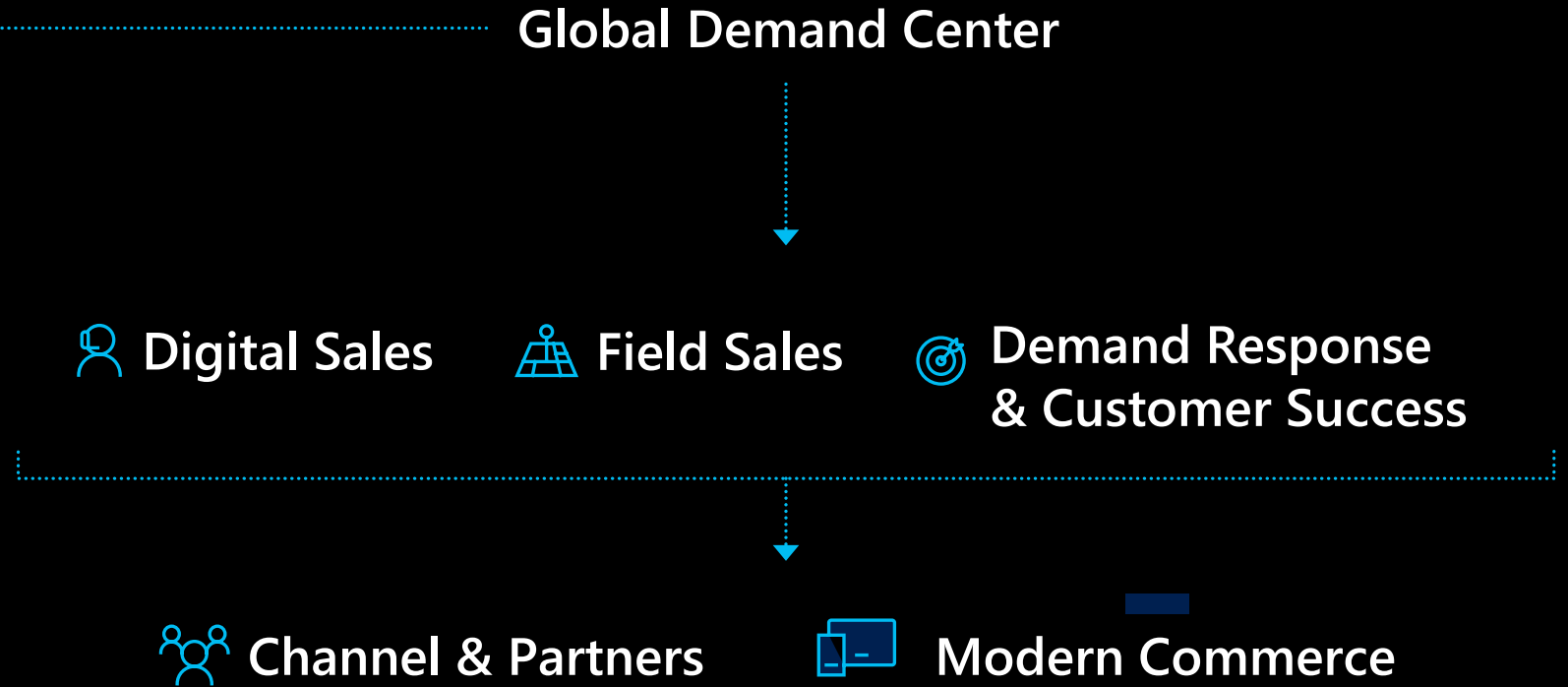
Solution  
Areas

Tech intensity

# What changed at Microsoft?



# Engaging with small businesses digitally



# Managers are our change agents

## Leadership principles

Create clarity

Generate energy

Deliver success

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## Managers expectations

Model

Coach

Care

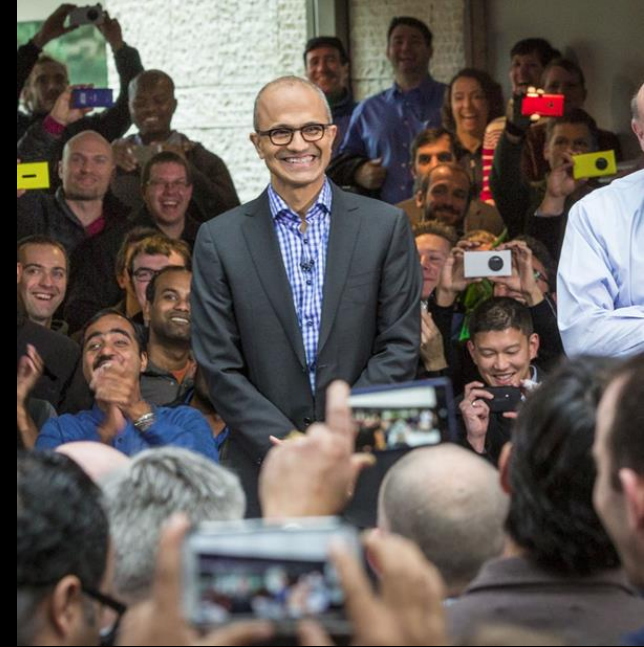
# Sales Culture Transformation



Employees



Managers



Leaders

# Workplace analytics

**Customer face time:**  
Measuring internal  
and external time



# Culture transformation

1

Growth mindset

2

One Microsoft

3

Customer-  
centric

4

Desire to make  
a difference



First responder

Digital responder

# Digital transformation in support of new normal

Empower  
employees



Helping customers  
transition to  
remote work

Engage  
customers



Supporting  
collaboration

Transform  
products



Prioritizing  
cloud access

Optimize  
operations



Mobilizing  
for business  
continuity

Phases

Number of Facilities  
639

New COVID Cases  
134,622

New Fatal COVID Cases  
3,947

Map

Tabular

Power Platform

Return to workplace  
solution

COVID cases per day

COVID cases per day

e Reproductive Number



ch

asia

MEA

atAm

lorAm

NORTH  
AMERICA

Atlantic  
Ocean

EUROPE

ASIA

AFRICA

# Market reaction

”

***The COVID-19 crisis is likely to significantly accelerate the shift to digital and shake up the business landscape.***



How Digital Transformation and Innovation Have Been Accelerated Due to COVID-10

July 24, 2020

”

***Ultimately, COVID-19 has spurred a survival-of-the-fittest landscape.***

The Forbes logo, consisting of the word "Forbes" in a white serif font centered within a solid blue rectangular background.

The Digital-Led Recovery from COVID-19: Five Questions for CEOs

April 20, 2020

”

***We believe Microsoft should remain a strong share gainer in coming years.***

The Business Insider logo, with the words "BUSINESS" and "INSIDER" in a white sans-serif font stacked vertically within a solid blue rectangular background.

These Stocks are Poised to Surge in the Coronavirus Aftermath

April 21, 2020

”

***A smashing success and has turned the once-sluggish tech company into an innovative giant.***



How Satya Nadella and the Cloud Turned Microsoft Around

Jan. 25, 2020

# Learning for anyone who wants to transform



Phased  
coordinated  
approach



Empowerment  
and learning



Agility



Customer  
centricity



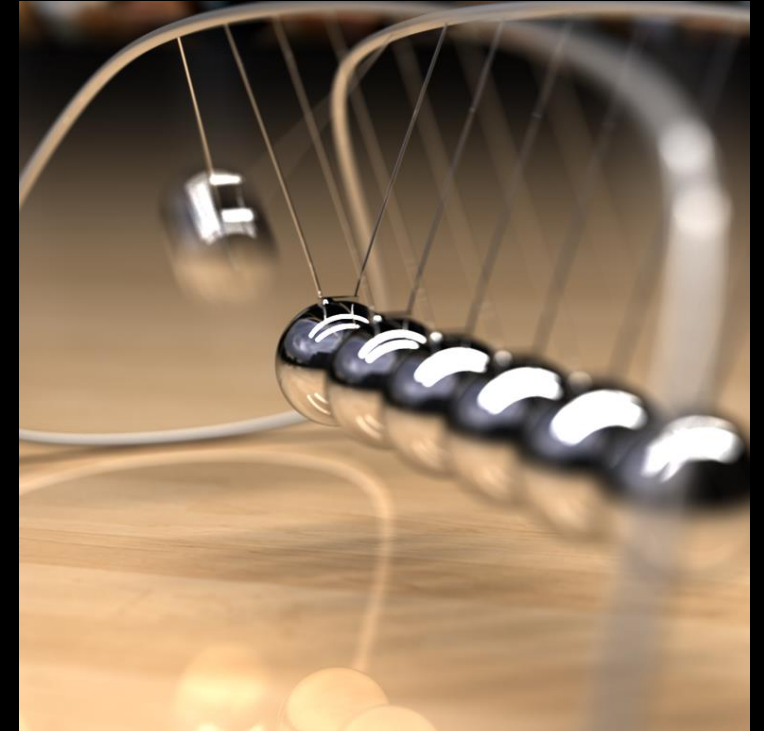
# Creating change, one person, one habit at a time



Purpose



Change agent



Ripple effect



Empowering every person and every  
organization on the planet to achieve more