Nomination: 18315

Mindhive - The 2023 Innovation Series: An Immersive Learning Hackathon

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Page: General Information

Name of Organization / Company

Globe Telecom Inc. - Globe Business

Logo

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Web Site Address

Page: Entry Information

Entry Title

Mindhive - The 2023 Innovation Series: An Immersive Learning Hackathon

Category

N01 - N03 - Award for Innovation in Technology > N02. Award for Innovation in Technology Management, Planning & Implementation > Telecommunications Industries

Submission Format

An Essay of up to 625 Words

Essay

Digital transformation in the DNA

According to a McKinsey Survey, 99% of respondents have pursued a large-scale technology transformation1. This means that digital transformation (DX) is now part of an organization's DNA. It is a necessity, and organizations that fail to do so are at risk of falling behind.

However, digital transformation is not easy and organizations are faced with challenges, such as:

Lack of conversations and discussions among technical and non-technical teams about integrated and interoperable digital transformation.

Non-technical teams like Marketing and Finance have little knowledge of the right technology for their DX plans.
There is a risk that comes with DX. Unfortunately, not all organizations have a risk expert that can share their insights and feedback.

Resources are finite, hence securing budget approval is a challenge.

Handholding our clients in their digital transformation plans

Being the customers' trusted business partner, Globe wanted to help address these challenges and support them in their journey. Given this, we launched Mindhive – an immersive learning series.

Mindhive was launched last June 2023 where 11 large enterprises from various industries participated in a two-day learning hackathon. Participating organizations sent out five project members coming from technical and non-technical departments who are involved in DX — to learn from mentors, apply what they learned, and pitch their plans to judges for a chance to win an ICT grant from Globe Business.

Addressing the "DX" challenges

On the first day, we invited mentors to help teams in their DX plans while addressing the challenges mentioned above. Four out of the five topics were discussed by Globe leaders for us to further establish ourselves as digital transformation experts.

A Mindset shift: Glenn Estrella, Head of Ideation and Acceleration of 917Ventures, discussed how DX should be motivated by identifying the needs of the customers and even identifying their own pain points as a company. He then asked the teams to identify their challenges and proposed a solution.

Laymanizing enterprise architecture: Ice De Ocampo, Field Chief Technology Officer of Globe Business, discussed how to build the solution that they have identified through technology. He discussed the different layers of enterprise architecture and asked the teams to build their prototype.

Creating value by protecting value: John Christian Gregorio, Head of Strategic Risk Management of Globe, discussed how to manage the risk that comes with DX. After the discussion, teams were asked to build a risk management framework.

Redefining the Business Case: Bea Torres and Marji Del Rosario, Finance Advisory Managers of Globe Telecom, discussed how to build a strong business case, putting the focus on the financials. After this, teams were asked to create their business case outline.

Pitching for Success: Artie Lopez, co-founder and startup coach of Brainspark Philippines, provided valuable insights on how to best present DX concepts through storytelling. After this, teams were asked to prepare for an elevator pitch.

From theory to practice

On the second day, participating teams were asked to apply what they had learned and pitch their concepts to a panel of Globe "sharks."

Digital transformation beyond Mindhive

The journey towards DX did not end with Mindhive. Our account managers set up follow-through meetings to help clients materialize the concepts that they have developed in Mindhive. As a result, we were able to achieve the following:

Generated a pipeline of Php 15Mn with most of the use cases skewed toward app development for a better customer experience.

Generated an opportunity for the rest of the non-winning teams. Most of the use cases are for operational efficiency, productivity, and cybersecurity.

Mindhive will be sustained and plans are in place to scale it up as we continue our mission of becoming a trusted digital transformation partner.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in technology since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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