



Driving a Culture of Innovation

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Public Policy @ Google Philippines

Quick personal intro



MMDA



McCann

Cebu City govt pilots private carsharing on Uber



UBER



Agenda

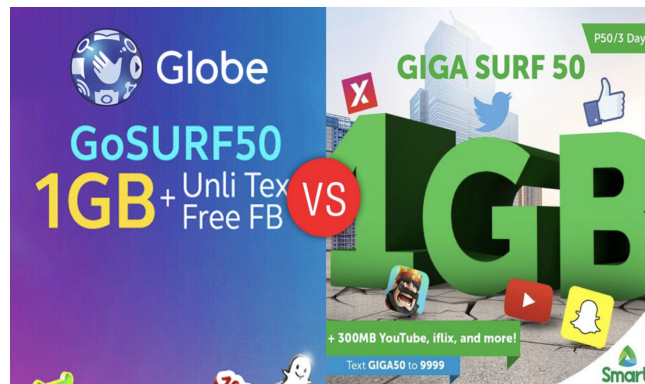
- 1.0 The Philippine digital landscape
- 2.0 The technology zeitgeist
- 3.0 Google's principles of innovation



Filipinos are digitizing fast



Young, growing
increasing incomes



More affordable data
plans



Falling
Smartphone Prices

75M PINOYS ARE ONLINE

*(vs how many in year 2000?)

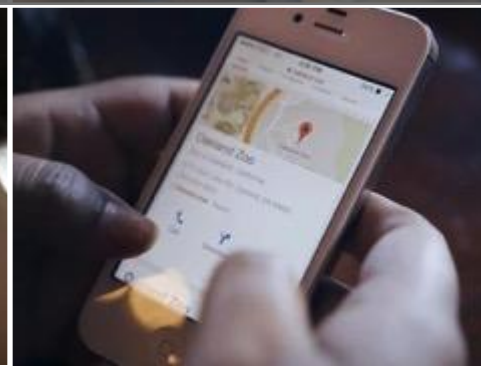
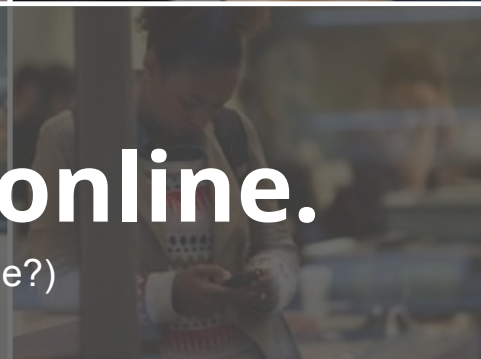
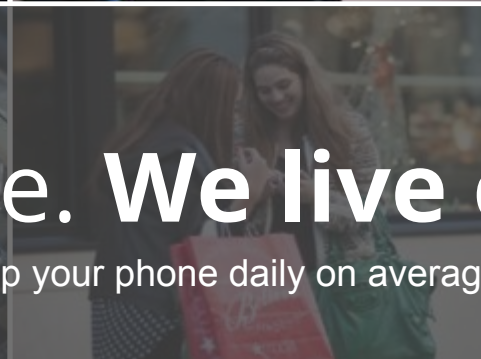
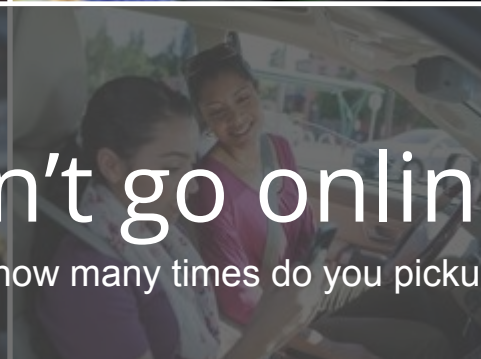
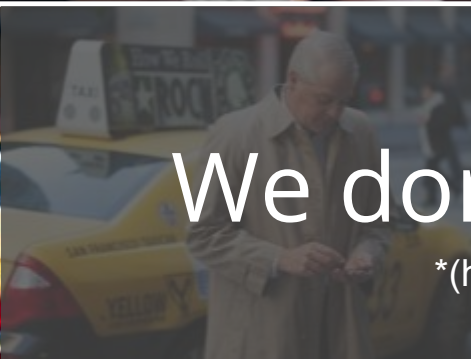
NEW GENERATION OF
FILIPINO NETIZENS IS
MOBILE FIRST



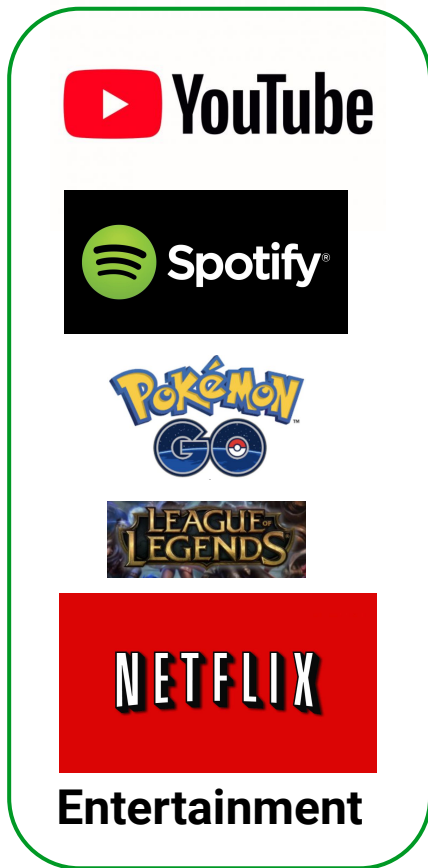


We don't go online. **We live online.**

*(how many times do you pickup your phone daily on average?)



Mobile is accelerating the shift to the Digital Economy





By 2025... **\$21B**

Digital Economy (eCommerce, Travel, Media)
42M Pinoy Online Buyers

E-commerce alone will grow **20x in 10 years**
and will be **\$ 10 B opportunity**

Digital commerce is just starting but **Digital influence** is already massive

15% of online Filipinos
purchase online

65% research
online

Digital
sales

Digital
influence

Digital
footprint

The Rise of Super-empowered Consumers



Always
informed



Personalized
engagement



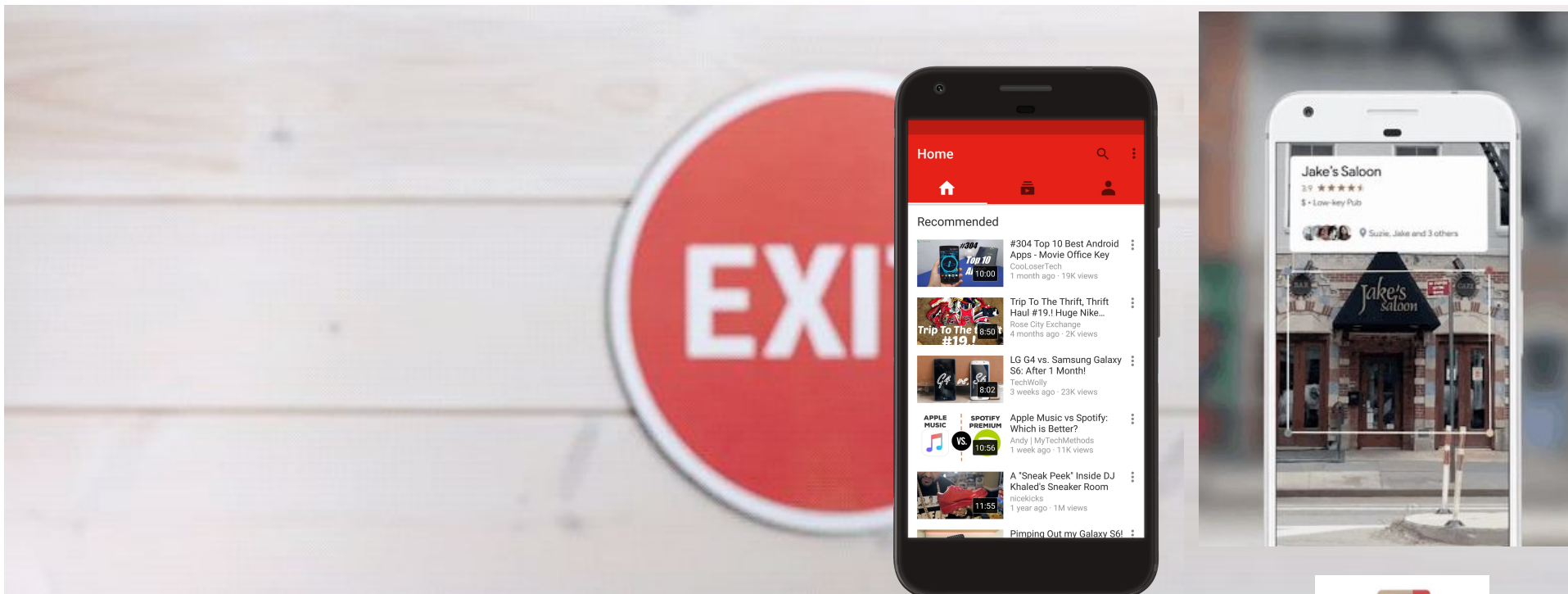
Frictionless
experiences

Technology is evolving

Mobile first to AI first



The Power of Machine Learning in Every Person's Hands





“Today you will experience the slowest rate of technological change in your lifetime.”

Shelly Palmer

Winning in the digital age



Image courtesy of Philippine Airlines

Google!

Search the web using Google!

10 results ▾

Google Search

I'm feeling lucky

Index contains ~25 million pages (soon to be much bigger)

Innovation cannot be ordained.

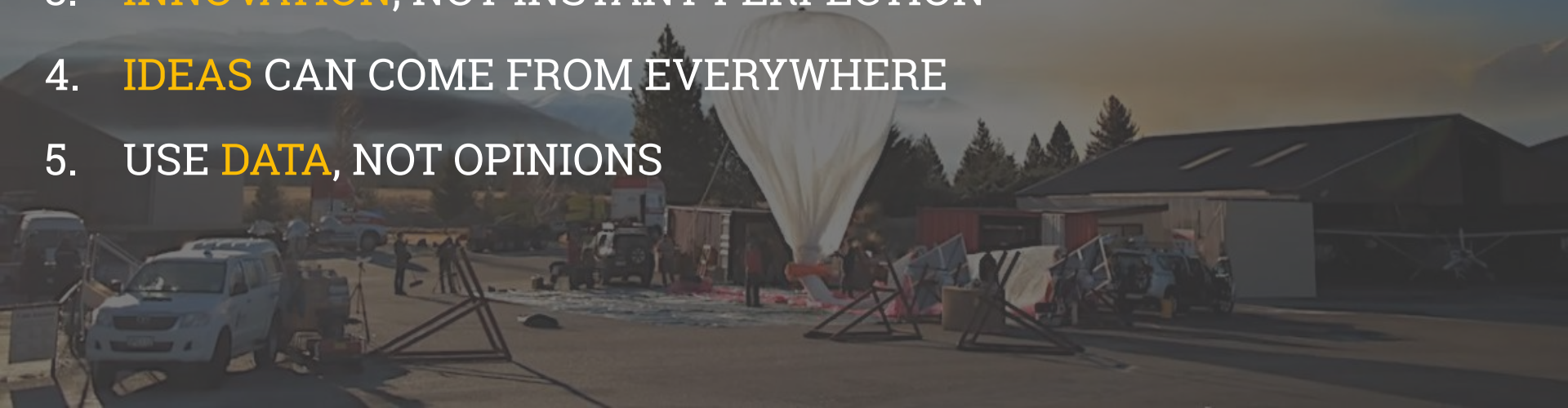
However, you can create an environment

in which it will evolve organically.



Google's Principles of Innovation

1. FOCUS ON THE **USER**
2. HAVE A HEALTHY DISREGARD FOR THE **IMPOSSIBLE**
3. **INNOVATION**, NOT INSTANT PERFECTION
4. **IDEAS** CAN COME FROM EVERYWHERE
5. USE **DATA**, NOT OPINIONS

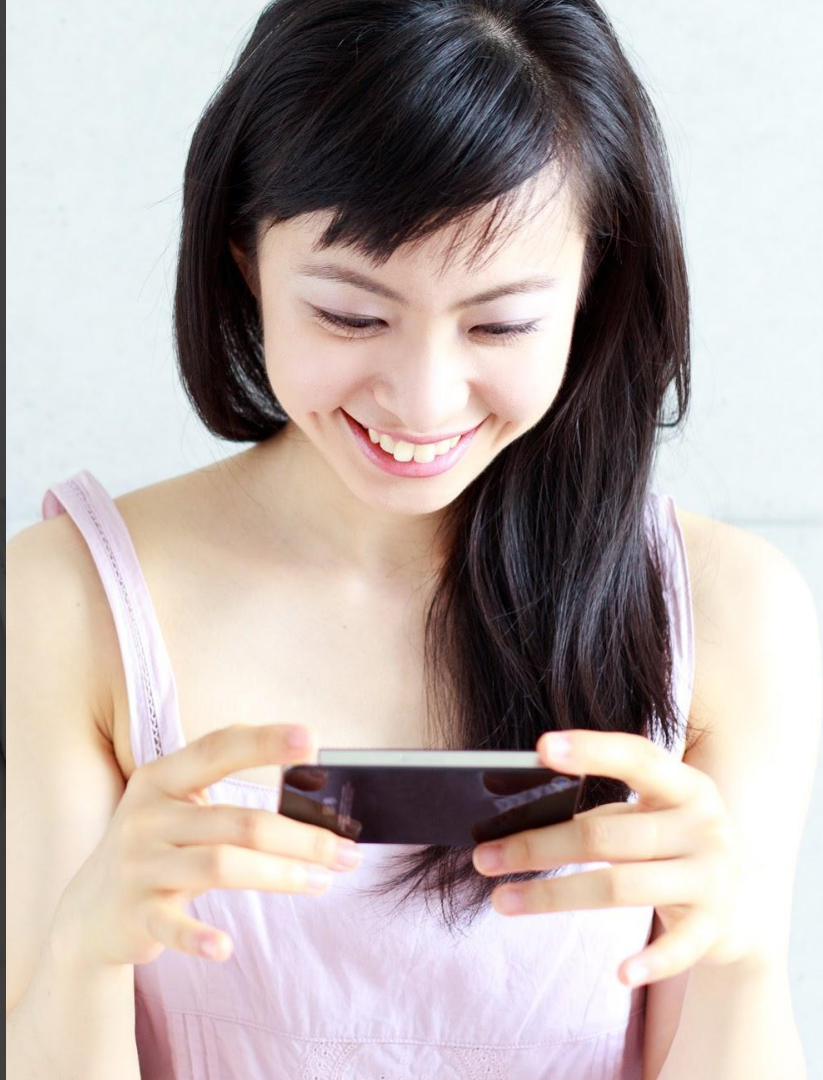


1. Focus on the User

Focus on the user, not competition,
and the rest will follow

Show them the magic

Win the moments that matter



FOCUS ON THE USER

How Google does it: Addressing the user pain point

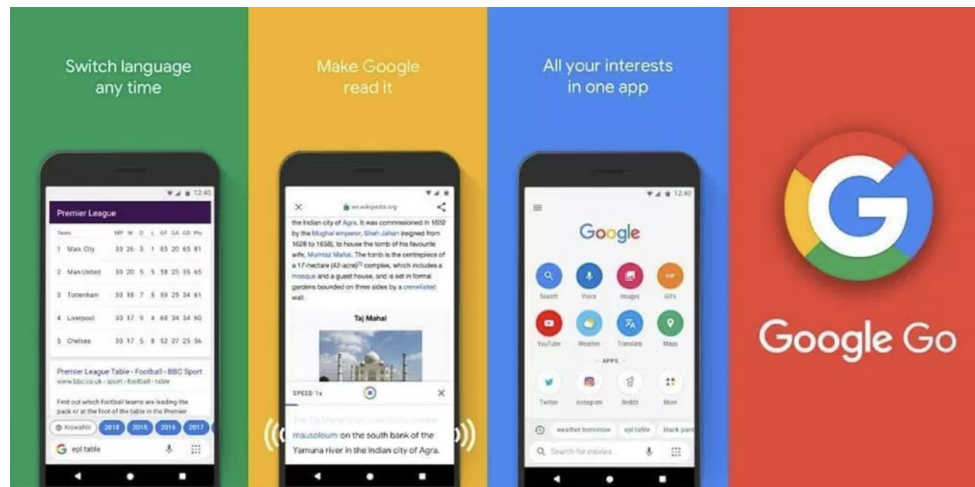


FOCUS ON THE USER

Connect every Filipino to boundless opportunities

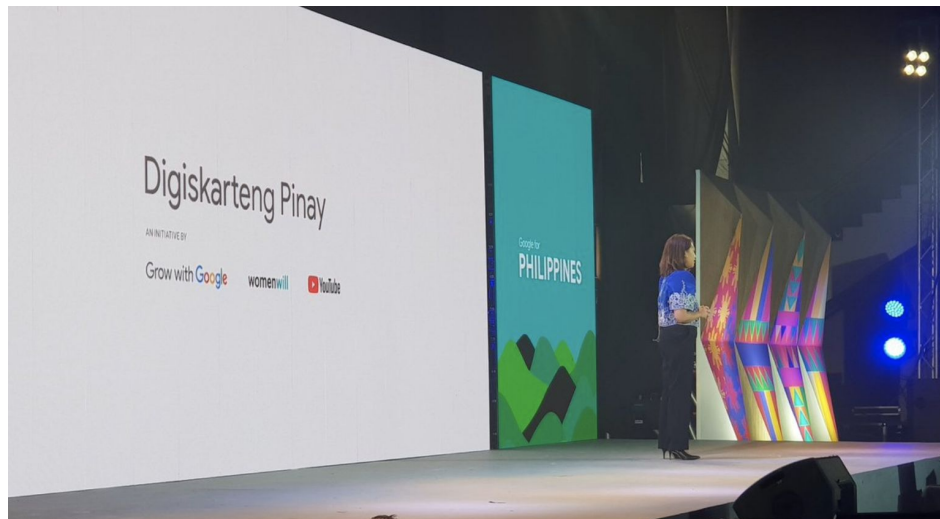
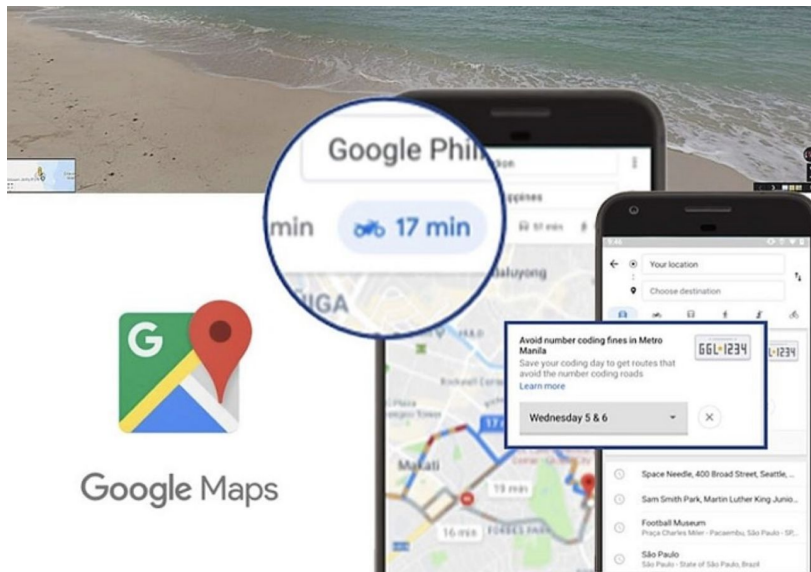


Google Station



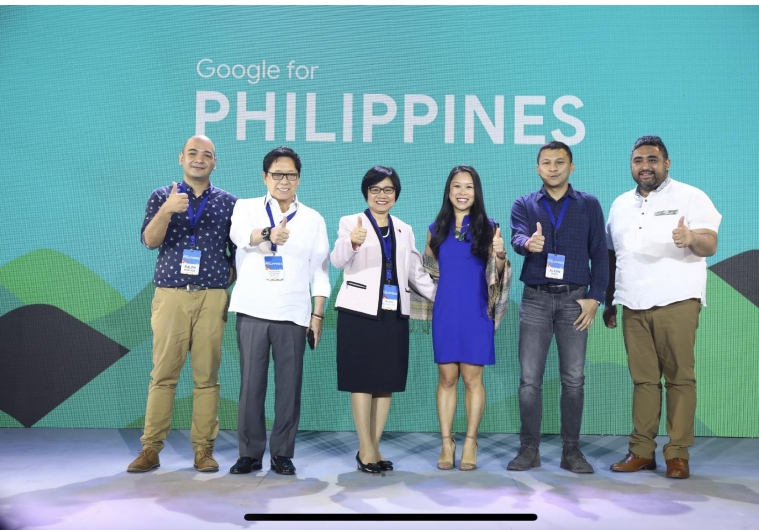
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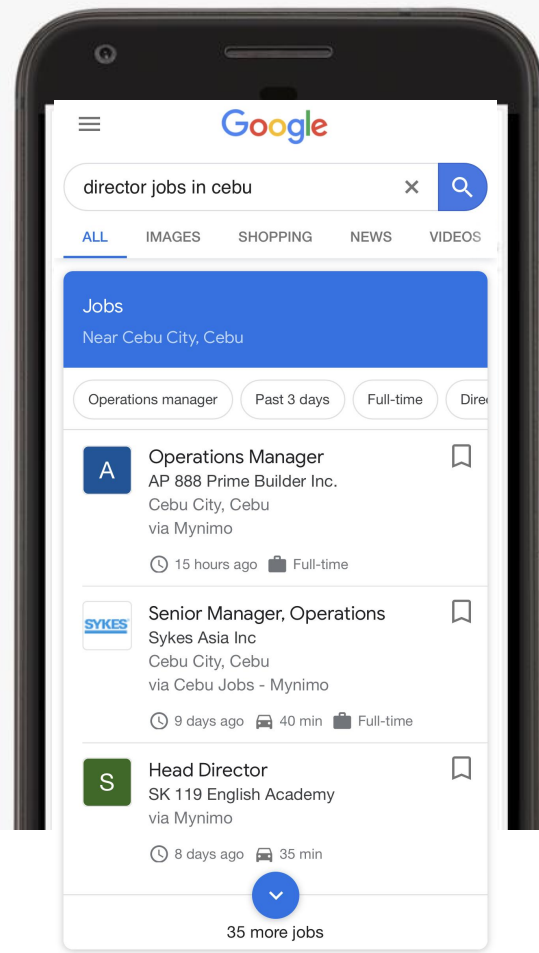


FOCUS ON THE USER

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Jobs on Google Search



2. Have a healthy disregard for the impossible

Think 10X, not 10%

Great just isn't good enough

Set audacious goals



HEALTHY DISREGARD FOR THE IMPOSSIBLE

Moonshot Thinking: Think 10x not 10%



Moonshot Thinking



3. Innovation, not instant perfection

Fail Quickly and Learn

Launch and iterate

Velocity>Accuracy

Empower teams to be nimble
and make decisions





4. Ideas can come from Anywhere

Give people freedom
and they will amaze you

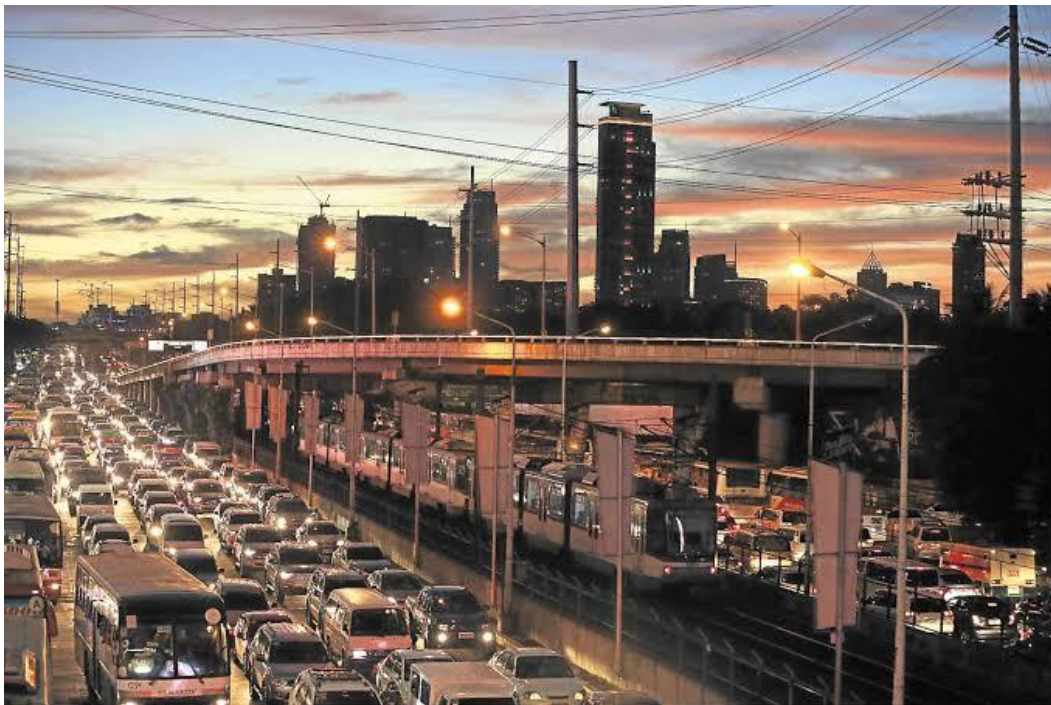
Top down, bottom up

Collaborate everywhere

Default to open



An example from MMDA




Google

10:38 
◀ Safari   



MMDA

December 27, 2012 • 

◀ 

REMINDER: Rockwell-Estrella flyover is now two-way traffic Mon-Fri 7AM-10AM. Buendia UTS bound vehicles, take the flyover. <http://moby.to/d8wm3h>



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How Google does it



waze

OUTSMARTING TRAFFIC, TOGETHER

Google

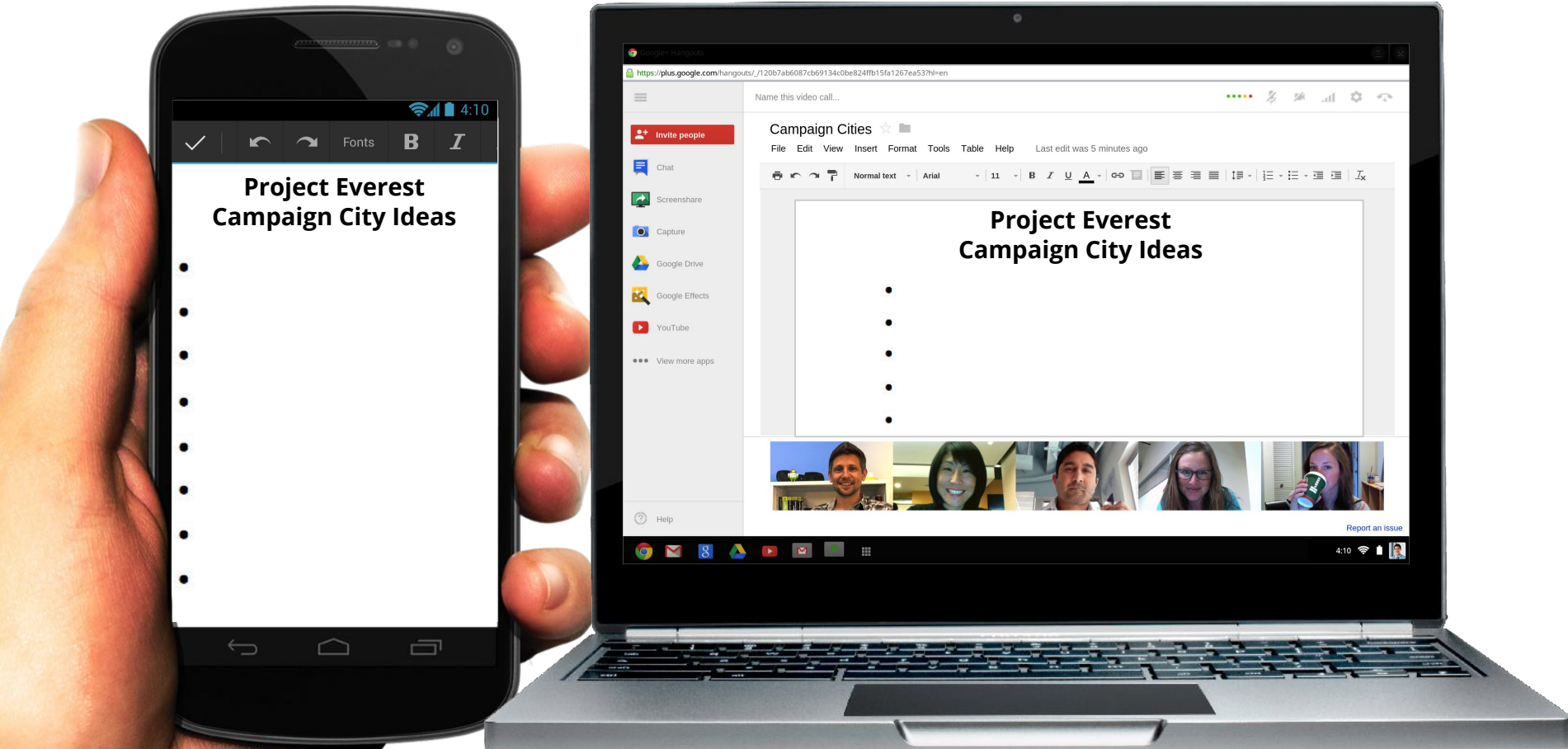


Promoting collaboration

How Google does it: Collaboration in the offline world...



Promoting collaboration in the online world



5. Data, Not Opinions

Don't politic – use data

Use data to make better decisions

Use data, not brute force, for consensus

Measure obsessively

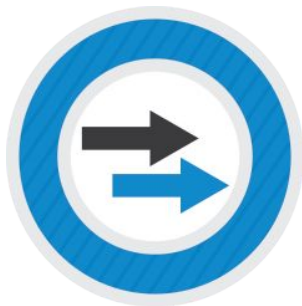
Encourage healthy debate

Leveraging data and analytics to unlock opportunities



Audience

Who are you reaching?



Traffic Sources

Where are they coming from?



Content

How are they reacting to your messages?



Conversions

Are they taking action?

Data-driven creative



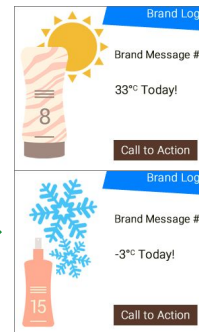
1

Different messages based on weather

Hot 25 - 30 Degree

Cold 0 - 10 Degree

Snowy -5 - 0 Degree



2

Display real time temperature in creative

Good management can be measured

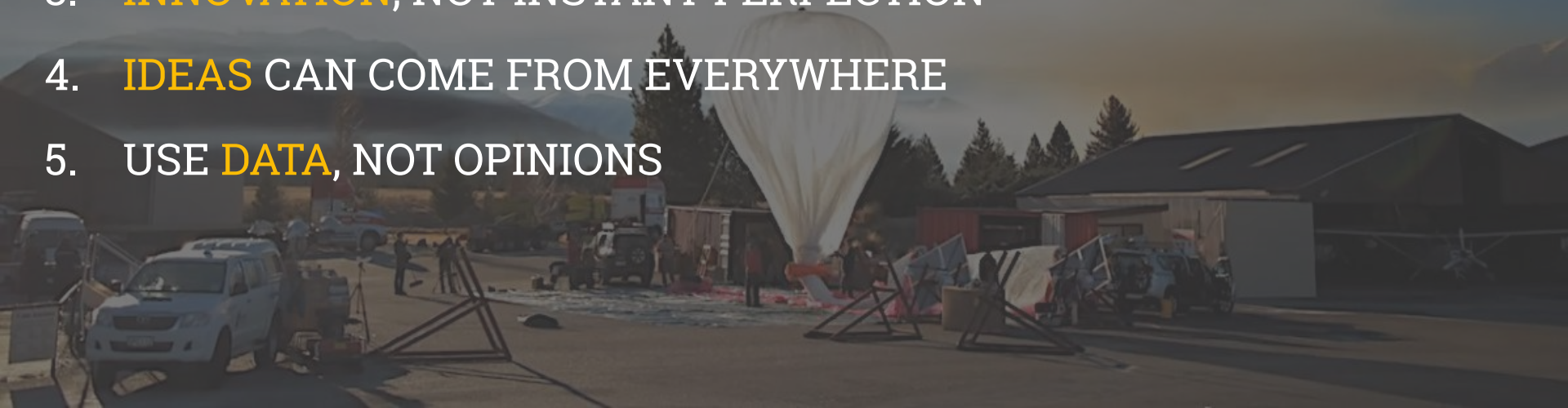
What makes a *great* manager?

1. Is a good coach
2. Empowers team and does not micromanage
3. Expresses interest/concern for team members' success and personal well-being
4. Is productive and results-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



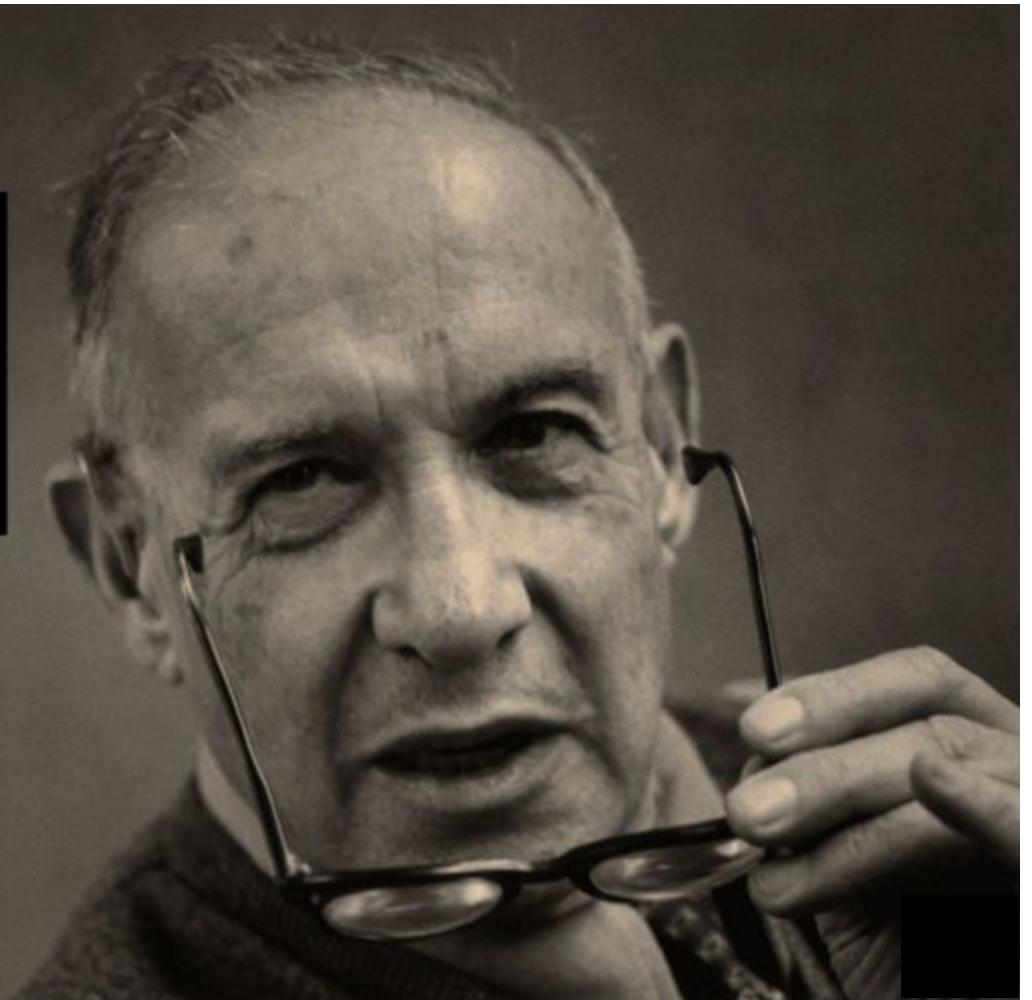
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CULTURE EATS STRATEGY FOR BREAKFAST

Peter **DRUCKER**





Thank you
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