Digital Transformation Cheat Sheet

by robllewellyn via cheatography.com/34698/cs/18792/

Guiding Principles

Transformation	Holistic	Response
Innovation	Value	Enterprise

Chief Executive's Strategy

Offensive Strategy	Defensive Strategy

Business Model Transformation

Profit Model	Network	Structure
Process	Product Performance	Product System
Service	Channel	Brand
Customer Engagement		

KEY QUESTIONS:

1. Who is our customer?
2. What do we offer the customer?
3. What is our value proposition?
4. How do we make money?

Secondary Transformation Goals

Operations	Marketing	Workforce

KEY QUESTIONS:

1. What problems do we need to solve?
2. How can we gain competitive advantage?

Digital Use Cases

Business Objective	Current Situation
Value Proposition	Technical Solution

Digital Use Case Priority

Must Have	WOW!!!
Who Cares	Neat

Plot the four above items on a 2x2 matrix in the order shown. Left axis is 'Impact' (Low at bottom, High at top). Bottom axis is 'Expected' (Expected on left, Unexpected on right).

Digital Foundations

Social	Mobile
Analytics	Cloud
Internet of Things	Big Data

Emerging Technologies

Autonomous Things	Augmented Analytics
AI-Driven Development	Digital Twin
Empowered Edge	Immersive Technologies
Blockchain	Smart Spaces
Digital Ethics and Privacy	Quantum Computing

Transformation Capabilities

Transformation Portfolio Office	Innovation
Data	Programme Management
Competitive Intelligence	Risk Management
Organisational Change	Business Processes
Training and Education	Value Management
Information Technology	Specialist Technologies

Transformation Dangers

Lack of Talent	Lack of Innovation
Lack of Foresight	Lack of Agility
Lack of Discipline	Lack of Knowledge
Lack of Speed	Lack of External Perspective
Lack of Data-Driven Decisions	Lack of Accountability
Digital Sugar Coating	Transformation Delusion

A Definition for Digital Transformation

The journey that organisations must undertake to avoid disruption, realise the benefits of transformation, and extract the most value from digital technologies and business models.

Source: Global Center for Digital Business Transformation

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Transformation Books

Digital@Scale

Building the Agile Business through Digital Transformation

Platform Revolution

Digital Enterprise Transformation

The Transformation Management Podcast

robllewellyn.com/podcast



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