

## 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
Al-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

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