

### 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

[robblewellyn.com/podcast](https://robblewellyn.com/podcast)



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