

### Guiding Principles

Transformation	Holistic	Response
Innovation	Value	Enterprise

### Chief Executive's Strategy

Offensive Strategy	Defensive Strategy
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### 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
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#### 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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