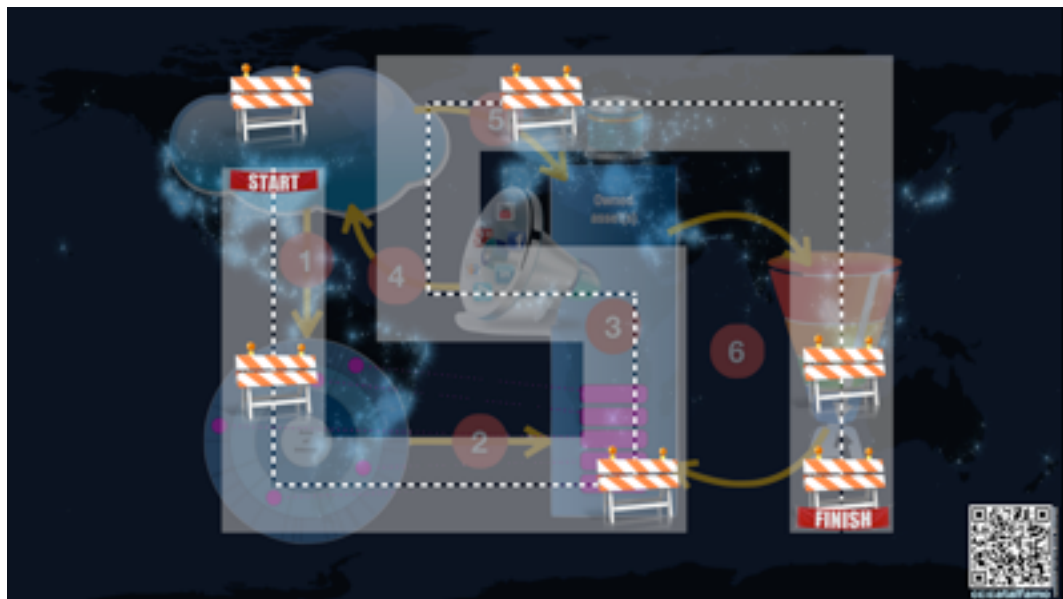# DIGITAL TRANSFORMATION WORKSHOP
A description

The workshop follows closely the analogy of a road trip: the Starting point is the current situation, the Arrival is the fully Digital Enterprise.

Along the way the traveller (= the company) will find obstacles, i.e. things that get in the way of attaining a successful transformation.

These hurdles are only minimally of a technological nature; much more often they are of an organisational nature and for each I show how to overcome the obstacle. Of course there may be other ways, but my point is that there is AT LEAST one proven way to navigate the full route.

I use case studies every time I can to illustrate my points, and I also have many other backup cases I use to answer questions from the audience.

The whole workshop is meant to be very practical - in fact I always say that I am not interested in the THEORY of Digital Transformation, but I have accumulated a good deal of hands-on, practical knowledge and sharing it is the whole point of the workshop.

I am also very keen on the fact I propose a modular approach: unlike many other consultants who preach a "change or die" scenario which turns off companies, my approach delivers intermediate results at each step. These results are usable EVEN if the company does not continue in the transformation process; moreover, results achieved by other methods (provided they contain the required information) can be easily integrated.

Finally my book "For Friends, not for Brands!" (available in english in ebook format on Amazon and other bookstores) is a more analytical description of the approach and could be considered a good companion reading for anyone attending the workshop.

Content Outline

Intro

- ★ Why we are doing this
- ★ How the digital world is taking over our Reputations
- ★ **American Express case study**

Roadblock #0: Loss of control

- ★ Dealing with loss of control
- ★ The world is (already) much less deterministic than we think
- ★ Remedy: mapping the Ontology where we (our Brand) exist; how you do it, what is the deliverable, how it can be used
- ★ **Bayer case study**

Roadblock #1: no Harmony

- ★ The concept of harmony (I use a very nice example taken from classical music to illustrate this)
- ★ Remedy: Ontological Harmony, what it is and how to achieve it
- ★ **KitchenAid case study**

Roadblock #2: Walking Alone

- ★ This process is a successful if ALL the organisation is transformed: you can't leave behind Sales or IT or Management
- ★ When and how do you involve the rest of the organisation?
- ★ What deliverables you need to show them to get them on board?
- ★ What is their "win"?
- ★ Remedy: a sequence of meetings to gradually involve other corporate functions

Roadblock #3: Big Data

★ The problem of digital projects is not "not enough data" but the opposite "too much data"

★ A measurement system that shows the progress towards the intended goal (e.g. the sale of a product)

★ The concept of the Customer Journey

★ Measure only what you can act upon

★ Remedy: Building the model BEFORE you start measuring

★ **John Deere case study**

Roadblock #4: Wrong skill mix

★ Which skills do you need in your team

★ When do you need them

★ When you DO NOT need them

★ What are their respective roles

★ Remedy: a variable geometry, dynamic team

Roadblock #5: no Leadership

★ No company can become a digital enterprise despite its Top Management

★ Our people watch us - whether we like it or not

★ Our people expect leadership

★ The anthropology of Innovators: Perseverance, Courage, Leadership, Defiance

★ **Mahindra case study**