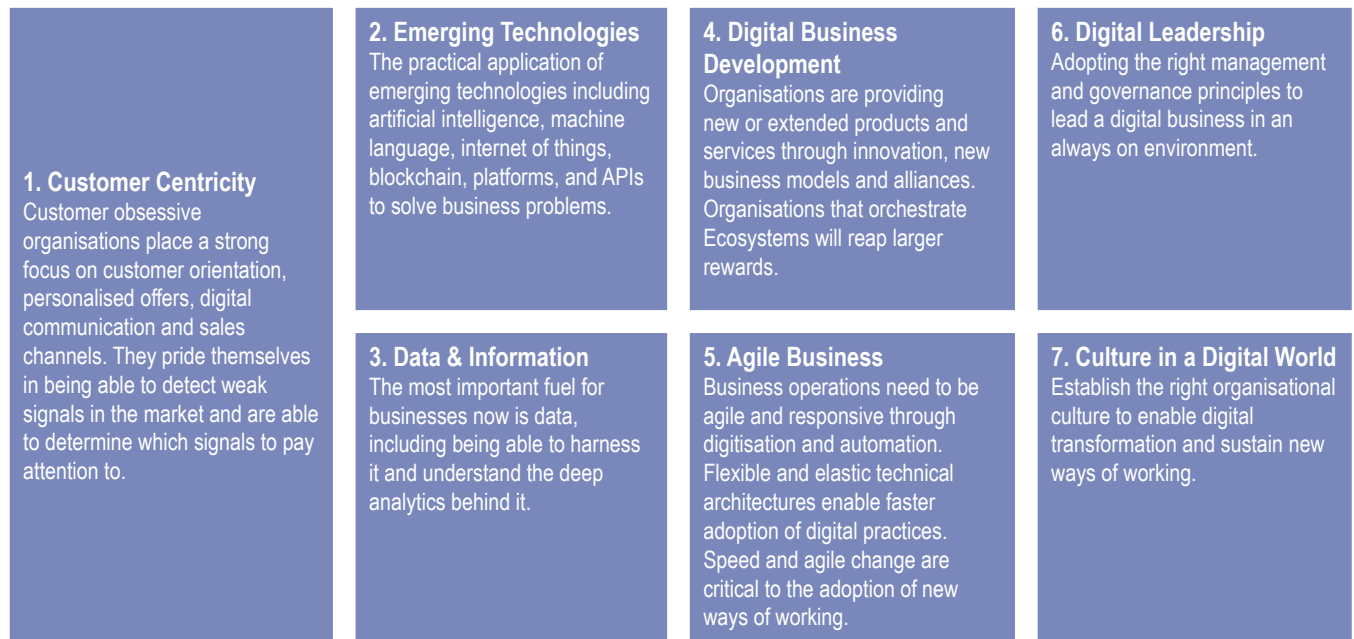


# DIGITAL TRANSFORMATION CANVAS

The Digital Transformation Canvas provides a framework to consider key areas of action that can support and organisations digital transformation.



The canvas is being used at ACCELERATE 2019 as a simple tool to enable participants to collate the learnings from the day into a single page to take back to their businesses.

This workbook provides a section to capture notes from each learning session throughout the day. Participants are encouraged to consider three questions during each session as follows:

1. What are my big takeaways from the session?
2. What are the big uncertainties that I need to consider more closely?
3. What are the low probability/high impact possibilities that I need to plan for?

# DIGITAL TRANSFORMATION CANVAS

## 7 key areas to consider in your digital transformation journey

### 1. Customer Centricity

Customer obsessive organisations place a strong focus on customer orientation, personalised offers, digital communication and sales channels. They are able to detect and act on weak signals in the market.

- What customer problems are we solving?
- What data is available or must be collected to better understand our customers?
- Do we employ personas and empathy maps to better understand our customers?
- Do we map our interactions with our customers through journey maps to understand the opportunities to remove friction and add value?
- Which target segments have the highest potential for digital business?
- What are the core customer needs per segment?
- Do our core processes meet these customer needs? If not, what must be changed?
- Which components of our marketing mix (product, price, communication, distribution, additional services) do we need to modify?
- Which personalised offers (services/products) do we want to offer in the future?
- What additional digital channels do we want to offer?
- Are our physical and digital customer experiences integrated, harmonised and aligned to our brand promise?
- Which customer facing systems and processes will we have to adapt?
- What are our quick-wins to immediately achieve a stronger customer orientation and satisfaction?
- Are we actively monitoring the market for weak signals that may become the next customer need or experience expectation?

### 2. Emerging Technologies

The practical application of emerging technologies including artificial intelligence, machine language, internet of things, blockchain, platforms, and APIs to solve business problems.

- What are the new technologies available today and in the future, and what potential do they have for our customers and to our organisation?
- How do these emerging technologies actively support our value propositions and processes?
- What use cases are being applied in our industry and adjacent industries?
- How will these technologies develop and how will they be used in the future?
- Which emerging capabilities have we/ should we develop experience and capabilities around?
- How do these technologies feature in our infrastructure roadmap for the next 5 to 10 years?
- How are we preparing our legacy IT infrastructure to integrate with emerging technologies?
- Are we actively monitoring the market for weak signals that may become the next wave of disruption?

### 3. Data & Information

The most important fuel for businesses now is data, including being able to harness it and understand the deep analytics behind it.

- Do we understand how data drives value in our organisation?
- How do we leverage structured and unstructured data to make informed decisions?
- Are we scaling data collection, visualisation and dissemination across our organisation?
- Are we able to monetise the data that we collect in an ethical way?
- Are our IT security and data management processes set up for digital business?
- Do we monitor emerging legislation and ethical considerations in the field of data protection, privacy, analytics, AI and PSYOPS?
- Are we prepared as individuals and as an organisation to manage cyberattacks and misinformation?
- Have we analysed the future potential of solutions in the cloud and intelligent data?

#### 4. Digital Business Development

Organisations are providing new or extended products and services through innovation, new business models and alliances. Organisations that orchestrate Ecosystems will reap larger rewards.

- How sustainable and futureproof is our current business model?
- What are the components of our value chain: which services/products drive (digital) customer benefits, which services/products can be offered separately?
- What ecosystems and partnerships would enable us to reach our target markets and offer increased value to our customers?
- Should we orchestrate ecosystems or just be part of one or more?
- Which platforms, products, cooperation models and channels have the potential to increase/multiply our market potential?
- What other innovations can we leverage to increase/ expand/ redefine our market offering?
- Is our IT architecture elastic and responsive? How do we manage legacy and emerging technology?
- Have we considered open stack or API driven approaches?

#### 6. Digital Leadership

Adopting the right management and governance principles to lead a digital business in an always on environment.

- Do we actively cultivate learning agility and the art of critical thinking?
- Is our digital strategy clear? Do we set an inspiring vision for our employees?
- Do we have the right governance, funding and management structures in place for digital transformation?
- Which new management principles and organisational forms are important in a digital business?
- How do we develop the foundations for digital leadership and ensure we have the right digital talent to succeed?
- Do our leaders understand what it takes to lead an origination from 'engaging in digital' to 'being digital'?
- How do we lead our employees through the change process?

#### 5. Agile Business

Business operations need to be agile and responsive through digitisation and automation. Flexible and elastic technical architectures enable faster adoption of digital practices. Speed and agile change are critical to the adoption of new ways of working.

- Do we create customer and workforce value through digitisation and agile approaches?
- Are our teams collaborating across functions? Do we collaborate effectively across companies?
- How do we navigate complexity in our business environment?
- How do we manage a dual speed organisation to deliver BAU as well as drive adoption of our new digital initiatives?
- Do we apply agile principles across our business?
- Do we have agile change capabilities embedded across our business?
- Which processes should we digitise and automate, and how?
- What are our quick-wins to improve and simplify processes?
- Do we actively look outside our organisation to adopt business practices from successful digital native organisations?

#### 7. Culture in a Digital World

Establish the right organisational culture to enable digital transformation and sustain new ways of working.

- Do we understand how our culture needs to evolve to be truly digital?
- What does customer centricity mean in this always-on connected world?
- Do we apply an outside-in rather than inside-out mentality to everything we do?
- Do we work effectively across internal silos and with external parties?
- Have we created a working environment that supports creativity and innovation?
- Have we established an environment of disciplined experimentation and minimum viable products?
- Do we understand how to embrace risk with a tolerance for failure but no tolerance for incompetence?
- How much autonomy do staff need to be agile?
- How do we link **brand**, **value** and **trust** to grow our business?

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