Digital Transformation Road Map

360 PROFIT MASTERS™

1. Assess Current Reality

- Evaluate Leader Team Readiness
- Blueprint existing value streams
- Benchmark capabilities
- Evaluate market fit & strategy alignment
- Assess existing technology effectiveness
- Identify critical gaps
- Assess Technology Readiness

5. Measure

- Leaders benchmark and publish metrics, next iteration
- company wide objectives and key results.
- Stakeholders share lessons learned and refine key results metrics for next iteration
- Ongoing iterations provide structure for a continuous practice of reflection & learning to integrate alignment with customers, employees, partners and leadership

4. Operationalize

- Leaders approve strategies and structural improvements
- clients, strategic partners and supply chain relationships evaluated and negotiated
- Policies, processes and roles are evaluated and updated to reflect an evolving Open Organization
- Learning is celebrated and captured

2. Design the Future

- Leaders refine strategic vision and co-create outcome language
- Negotiate and align roles to lead together
- Recruit key stakeholders to champion integration and rollout of alignment practices
- Refine value streams and capabilities to align with strategic future
- Business architecture maps to
- **RED HAT**™ IT Architecture Design Proposal
- Teams negotiate best structural design changes that enable

  cooperation & transparency

3. Integrate

- Introduce learning principles and team practices
- Team Integrators coordinate technology training
- Profit Mapping protocols reveal improved account selection and profit management
- Maps are refined by those closest to the work
- Stakeholders negotiate team and individual objectives & key results for quarter.

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