**Instructions**  
Use the notes below to write a voice-over script for a video in about 300-400 words. The audience comprises fresh graduates and early professionals from around the globe, aged 20 to 24 years.

Use the following best practices to create the script:

* Use a story-telling approach to make the script engaging for the learners.
* Set the context for the learner – why is it important for them to know about digital transformation?
* Provide real-world examples where relevant. Draw from the everyday experiences of the persona to illustrate the importance of digital transformation. (For example, the journey of hiring movies from a video library to the Netflix model could be an example 20–24-year-olds may well be able to relate to.)
* Use short sentences.
* Use active voice.
* Follow US English standards.

You can use the link below for additional information:   
[What is digital transformation? | Digital business transformation defined | SAP Insights](https://www.sap.com/insights/what-is-digital-transformation.html)

**Notes for your reference (not to be used as-is):**

Digital transformation involves integrating digital technologies and solutions into every area of a business. This is as much a cultural change as a technological one as it requires organisations to make fundamental shifts in the ways they operate and how they deliver customer experiences and benefits.

Business Process Transformation. This involves changing and adapting core – often long-standing – processes and workflows to meet changing business goals, competition, and customer demands. Despite the terms often being used interchangeably, digital transformation is a subset of business transformation – it builds a connected, technological framework that underpins and supports process changes.

Business Model Transformation. Business process transformation focuses on workflows and task-related areas of the business whereas business model transformation aims at the foundational building blocks of how value is delivered in a specific industry. In essence, companies are using digital transformation to change traditional business models.

Organisational and cultural transformation. A successful digital transformation should align itself with the culture and values of the organisation. An internal loss of faith in corporate culture can impact the productivity, initiative, and wellness of the workforce.

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| **Audio Script** | **Visual Notes** |
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Note: Add rows as required.