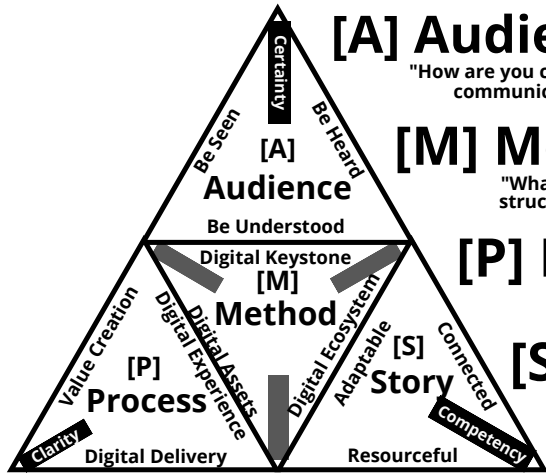




# The Digital AMPS Approach

What Are The Strategic Building Blocks  
You'll Need For Your Digital Expedition?



## [A] Audience

"How are you connecting & communicating?"

## [M] Method

"What is your internal structure to connect?"

## [P] Process

"What steps are critical to succeed?"

## [S] Story

"What journey are you bringing your audience on?"

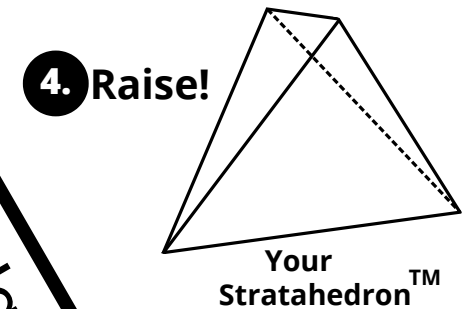
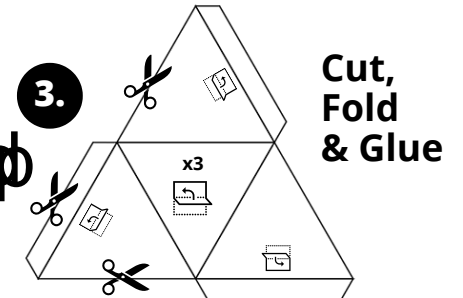
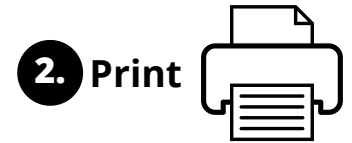
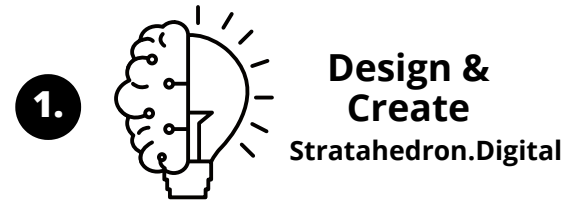
The Digital Expedition Up  
The Mountain of Value

Growth Zone

Learning Zone

Fear Zone

## The Digital Business Stratahedron™ Model Creator



DEPT.DIGITAL

The Digital Expedition & Experience Company

>Creating Real-time, Connected & Adaptive Digital Challenger Brands