

What?

When?

How?

Where?

Why?

*Digital Maturity Matrix*  
*-A Methodology for*  
*Digital Transformation*

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# Our Simple Main Thesis

*Digital Maturity Increases Competitiveness*



*About  
DigJourney*



# Who We Are



Michael Johansson



Johan Forsberg



Marie Andervin



Joakim Jansson

*Digital Maturity Increases Competitiveness*



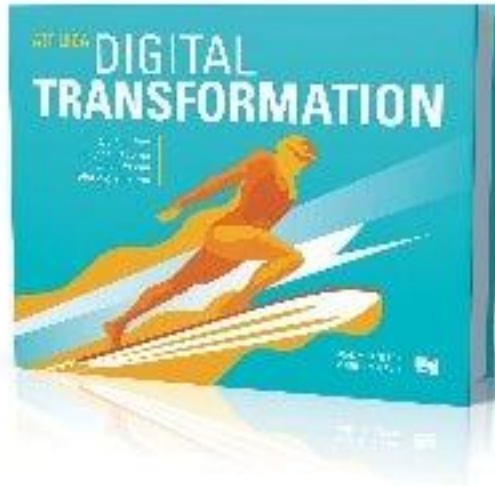


# Pillars of DigJourney

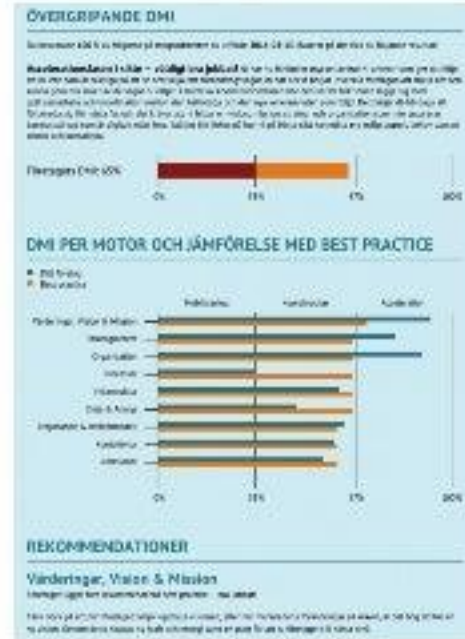
## Methodology for transformation



## Book



## Tools

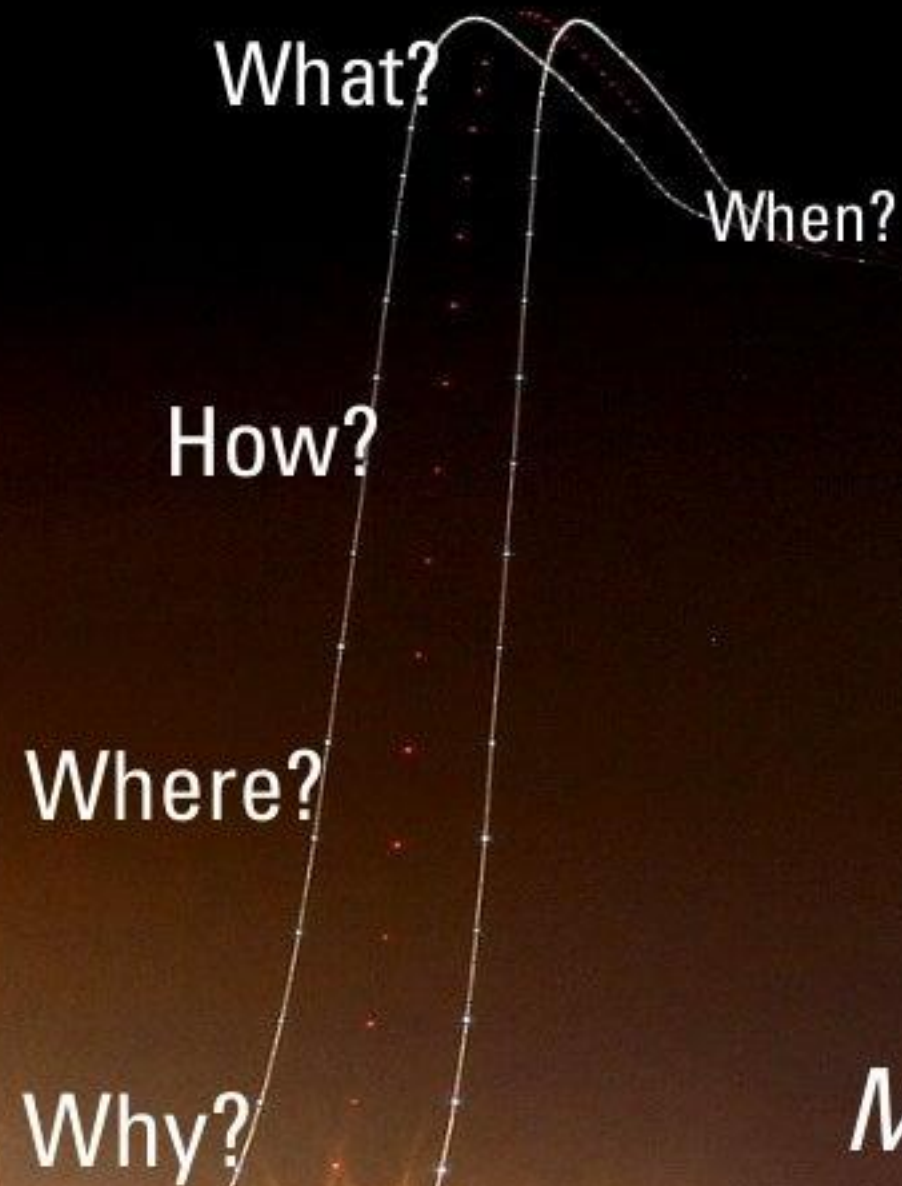


## Consulting



## Management Consulting Training





Why?

Where?

How?

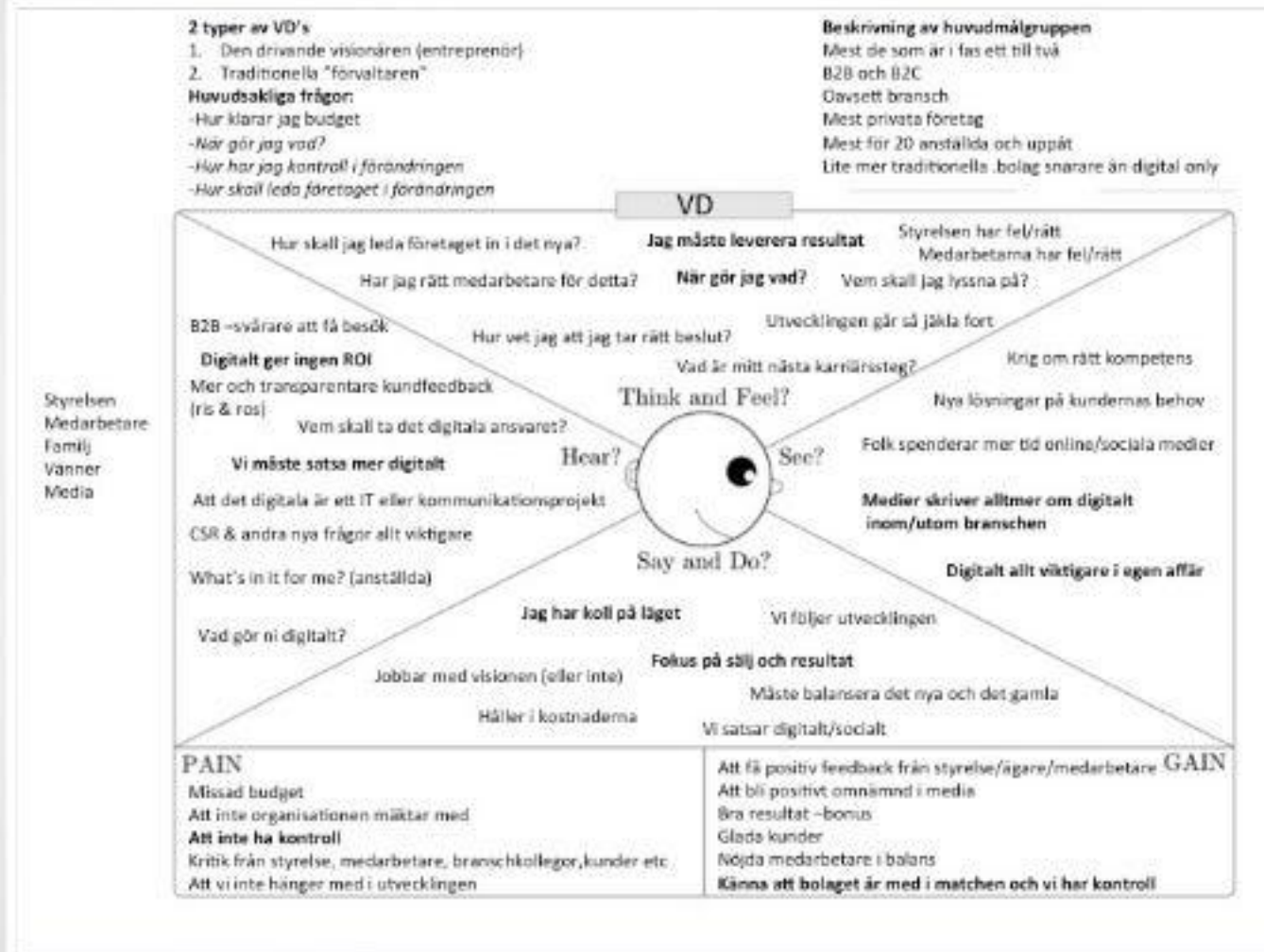
What?

When?

*The Digital  
Maturity Matrix*

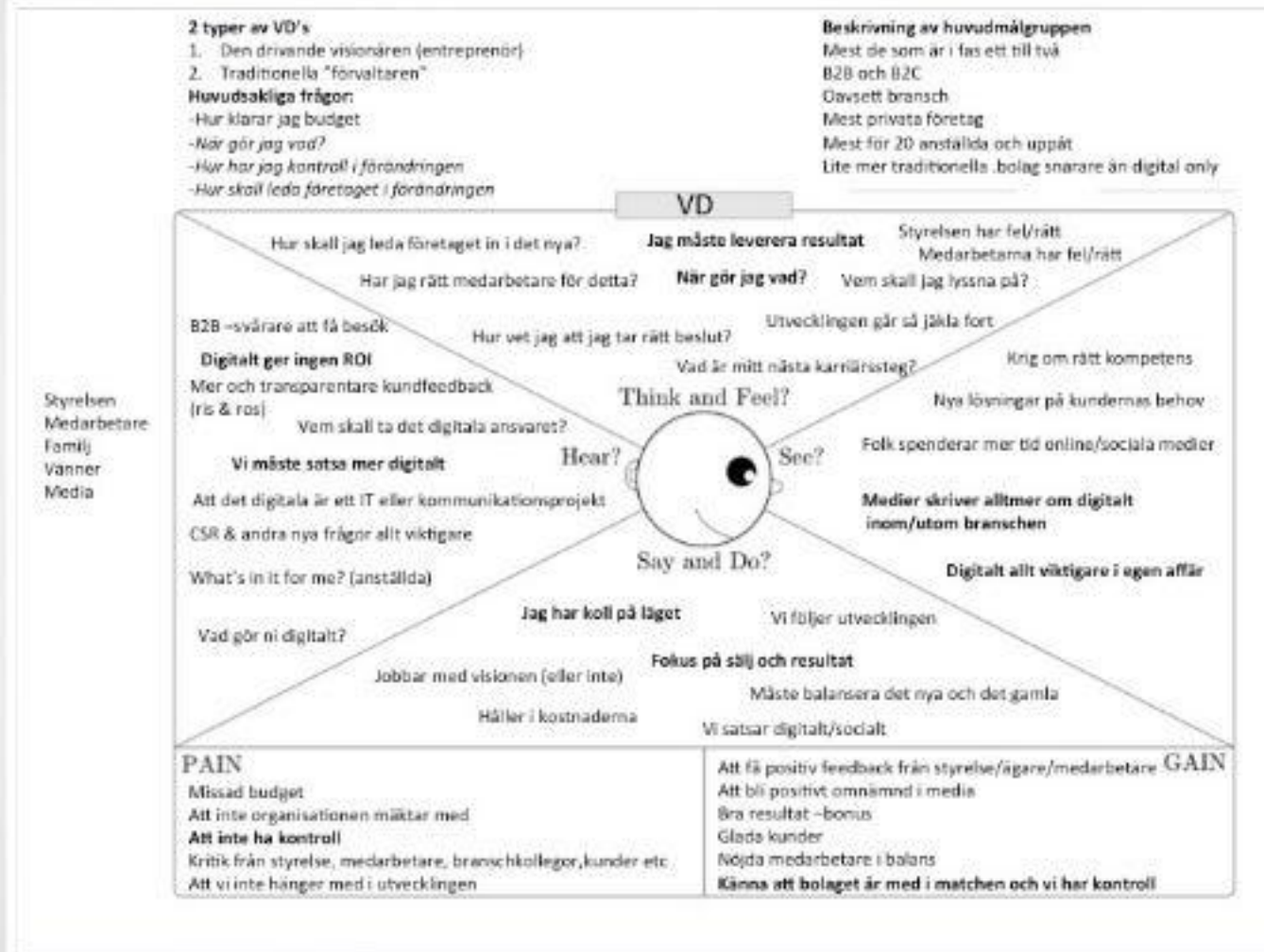


# In Our Methodology, We Start Off With the CEO



$$\text{Profitability Growth} = \text{Competitiveness}$$

# In Our Methodology, We Start Off With the CEO



*We provide:*

- *Understanding*
- *Tools*
- *Recommendations*



# Co-Creation

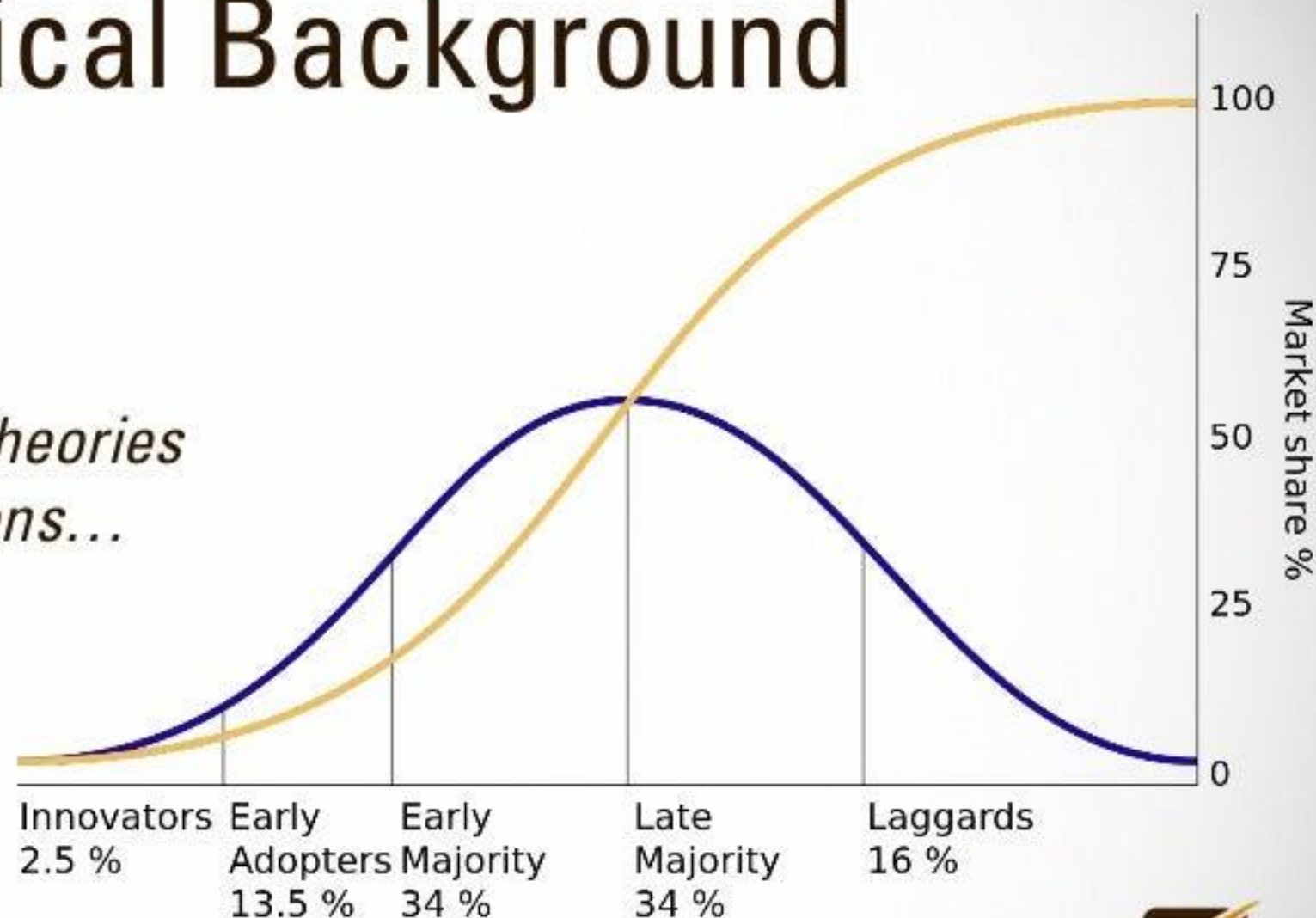
*Workshops with CEOs and specialists*

*Cases:*



# Theoretical Background

*We start from Everett M Rogers theories regarding adoption of innovations...*





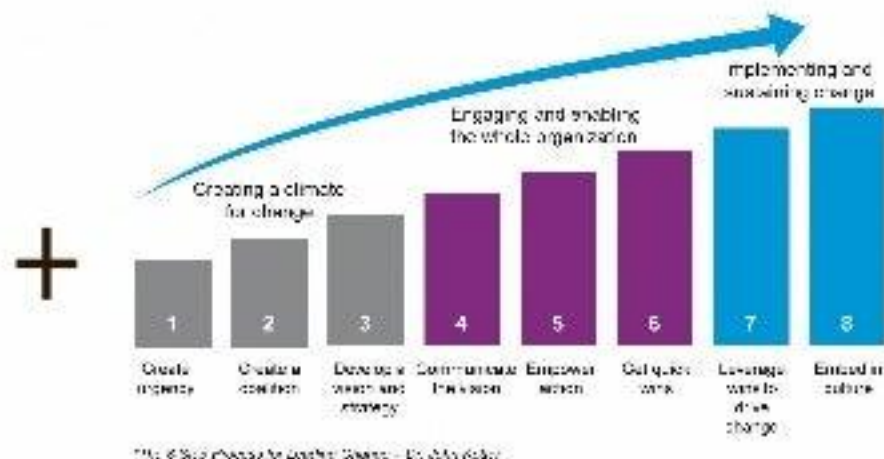
# Theoretical Background

....and John P Kotter's 8-step model



\*The 8-Step Process for Leading Change – Dr. John Kotter

# Theoretical Background

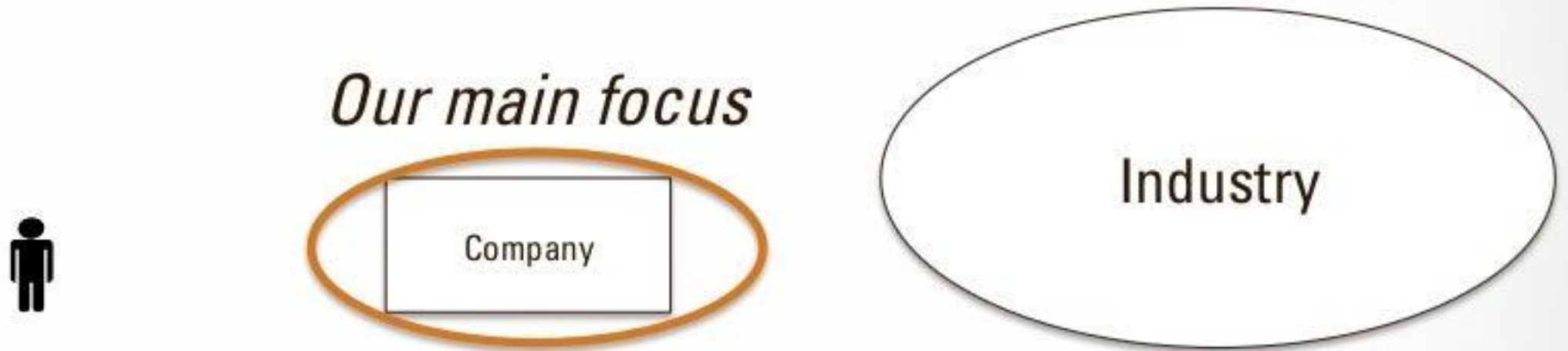


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## Our methodology



# Digital Maturity on Three Levels



*We look at digital maturity on 3 levels and our focus is at the company level.*

# The Digital Maturity Matrix

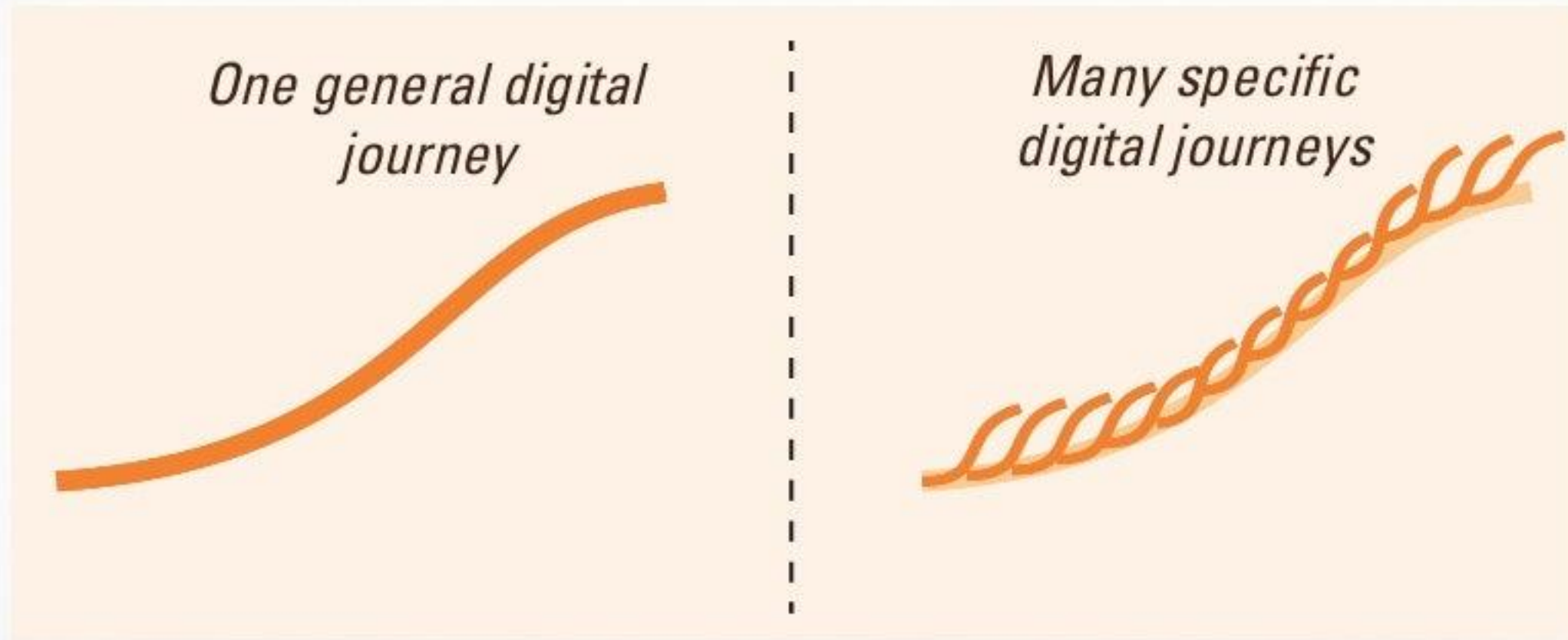
*Businesses generally go through three phases in their digital journey.*

*This journey takes different amounts of time for different companies.*



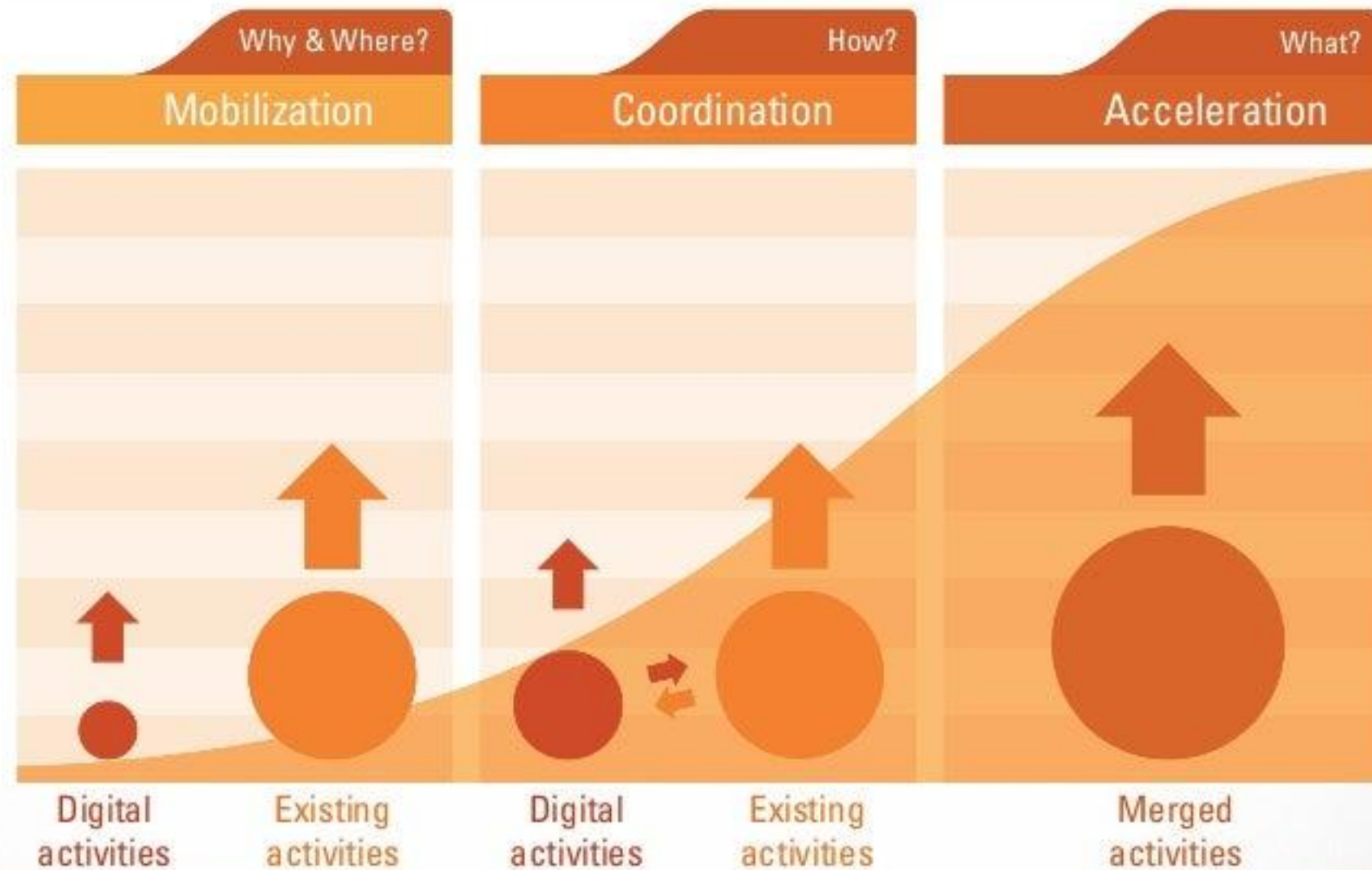


# General vs Specific Digital Journey



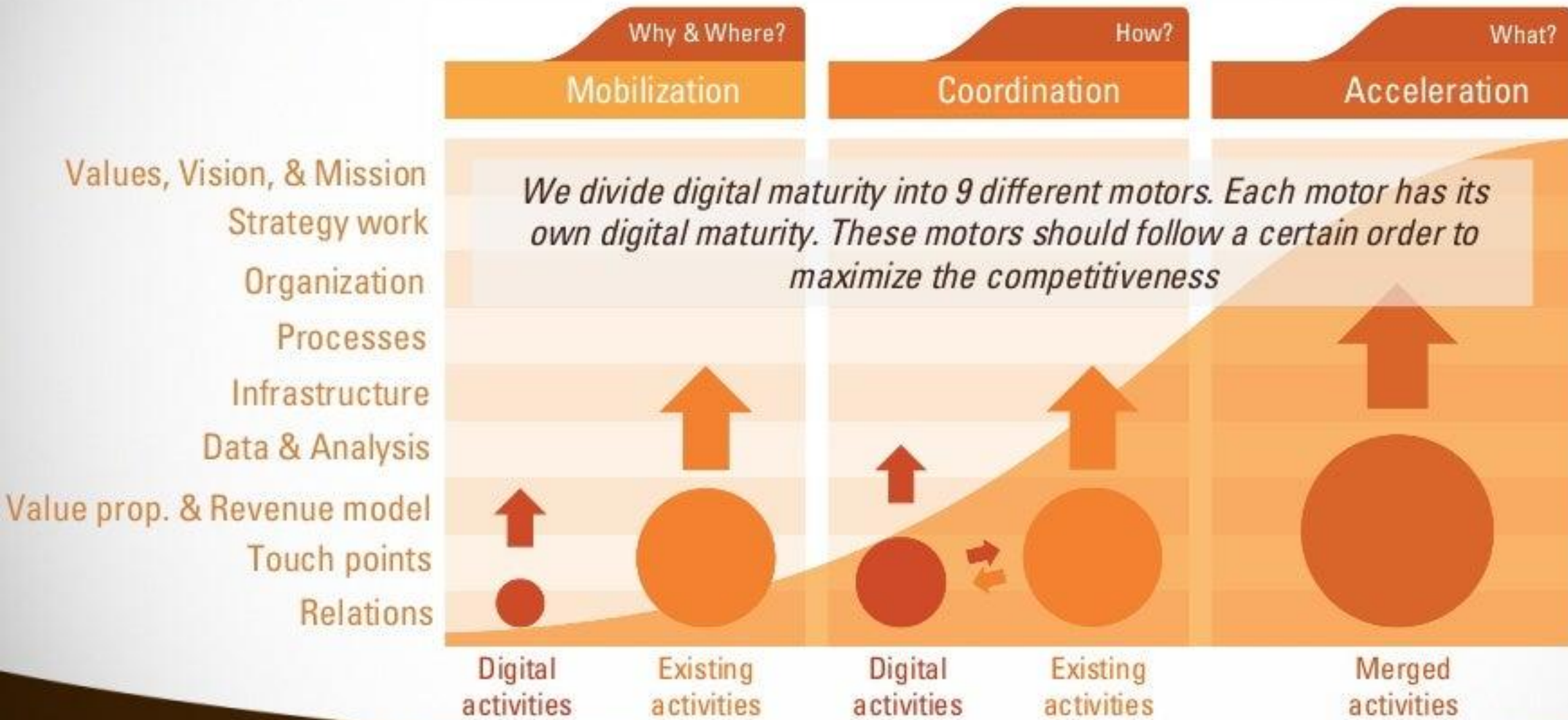
*To increase a person's or company's general digital maturity it is necessary to do many specific digital journeys.*

# How the new and old come together and evolve

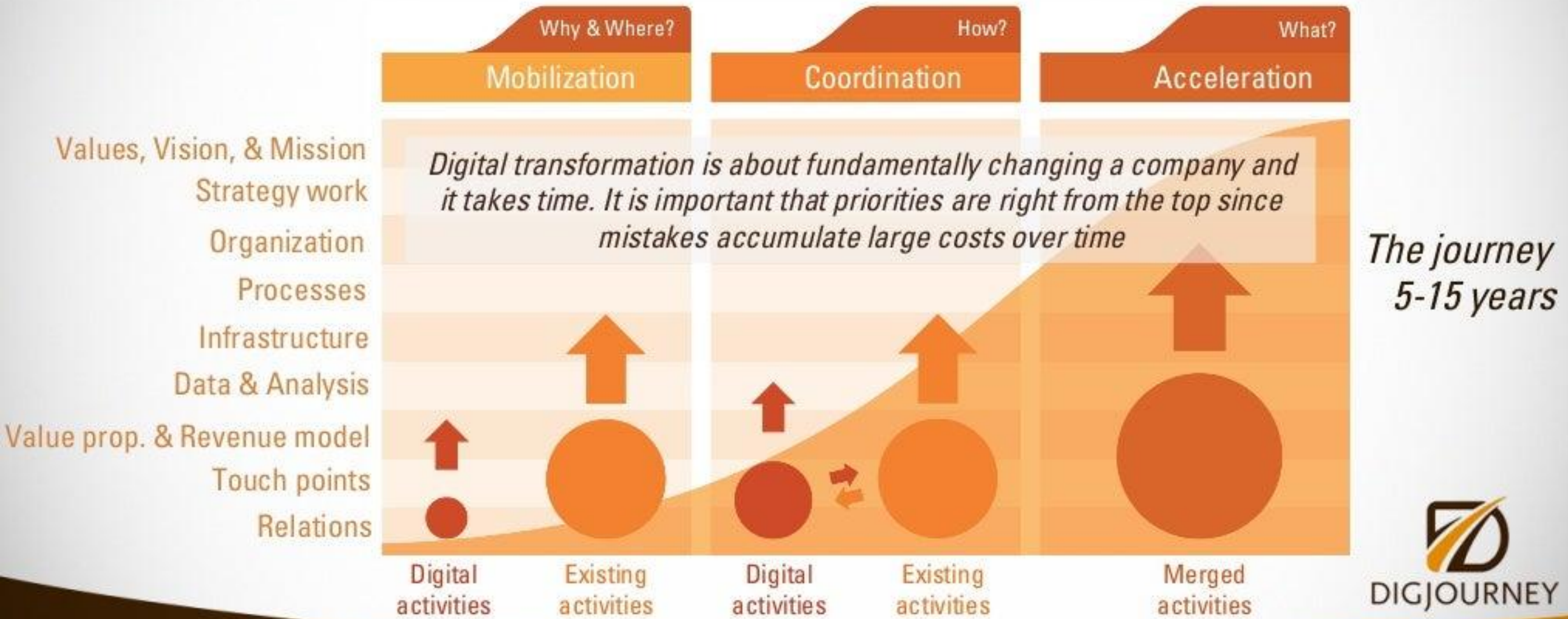




# 9 motors with their own digital maturity



# Long journey = costly to be on the wrong path

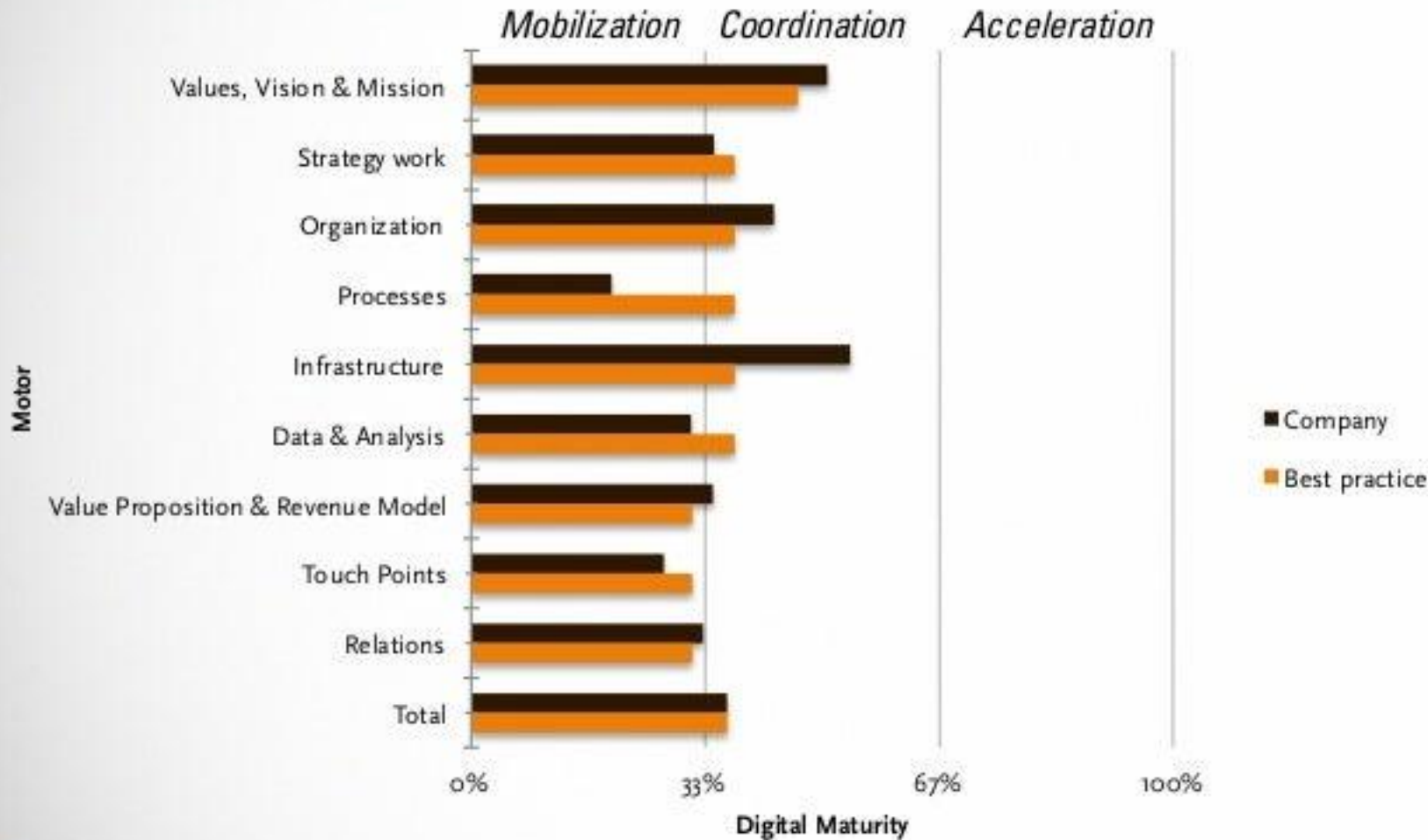




# 9 motors to develop in a certain order



# We Measure Companies Digital Maturity Index (DMI)



*DMI: 37%*

It leads to an action plan based on which initiatives/ investments are the most effective at any given time