

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





Who We Are



Michael Johansson



Johan Forsberg



Marie Andervin



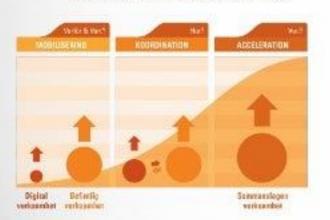
Joakim Jansson

Digital Maturity Increases Competitiveness

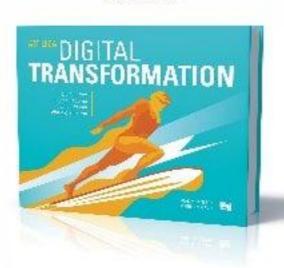


Pillars of DigJourney

Methodology for transformation



Book



Tools



Consulting

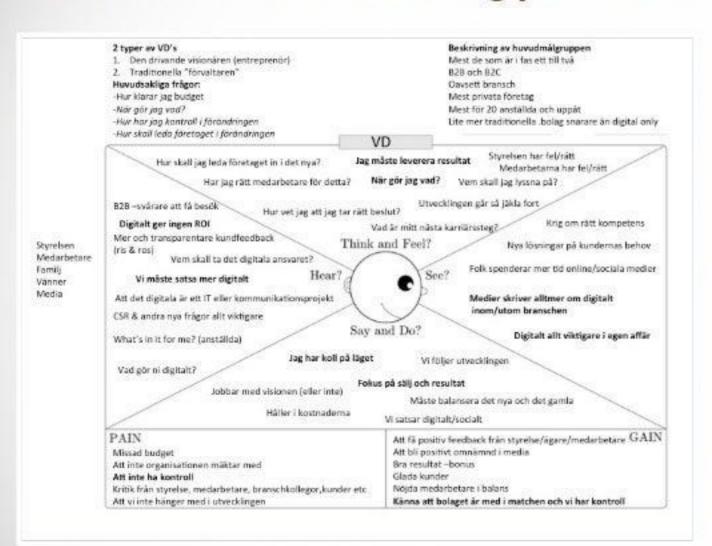


Management Consulting Training





In Our Methodology, We Start Off With the CEO

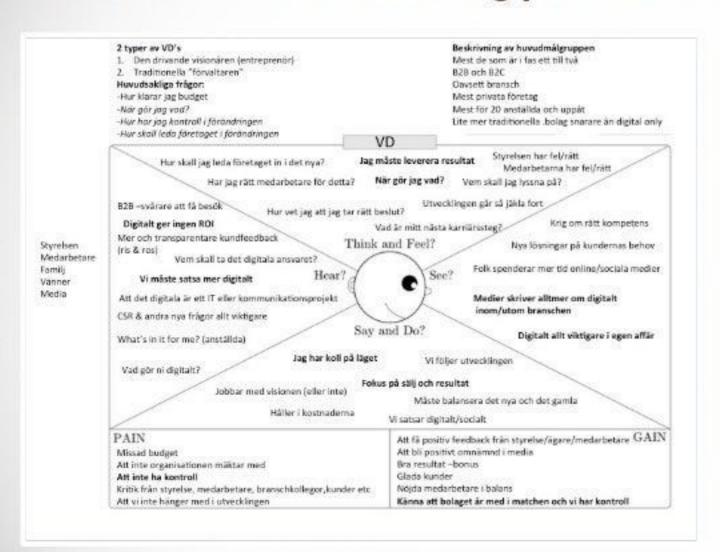


Profitability Growth

Competitiveness



In Our Methodology, We Start Off With the CEO



We provide:
-Understanding
-Tools
-Recommendations



Co-Creation

Workshops with CEOs and specialists

Cases:



























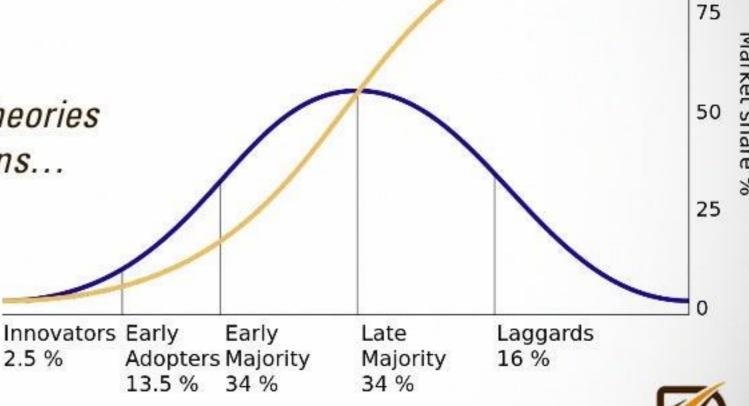








We start from Everett M Rogers theories regarding adoption of innovations...



100

Theoretical Background

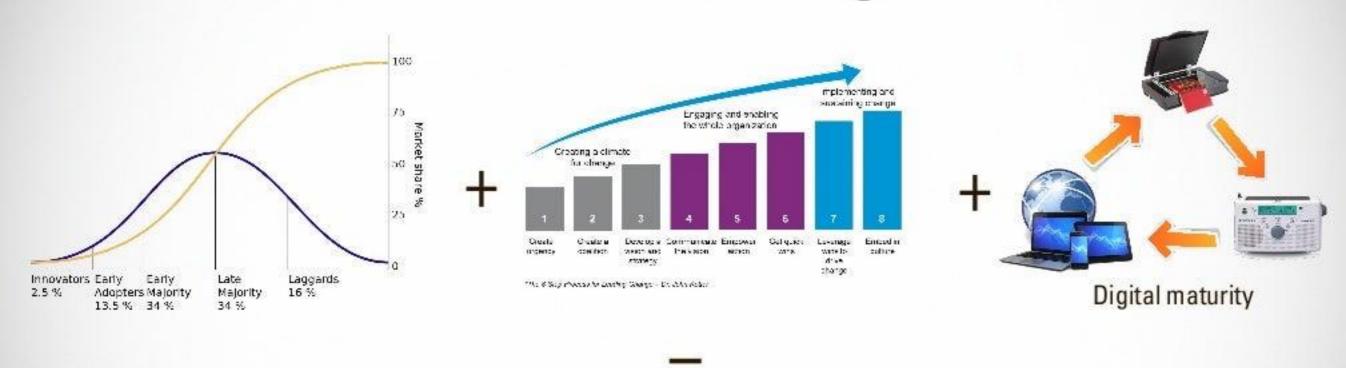
....and John P Kotters 8-step model



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



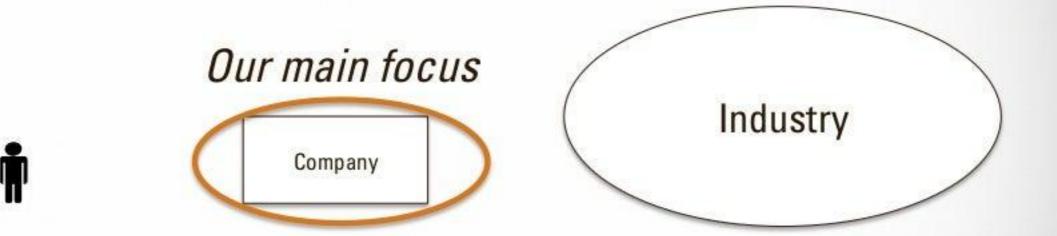
Theoretical Background



Our methodology



Digital Maturity on Three Levels



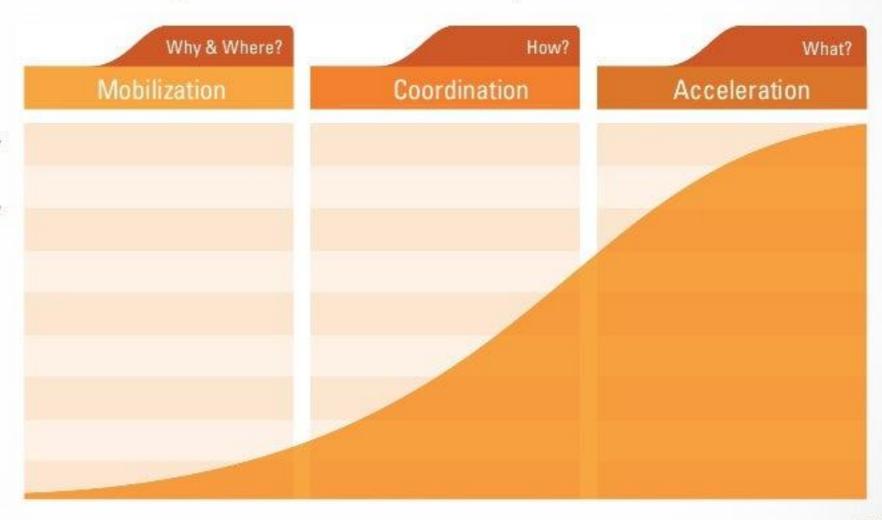
We look at digital maturity on 3 levels and our focus is at the company level.



The Digital Maturity Matrix

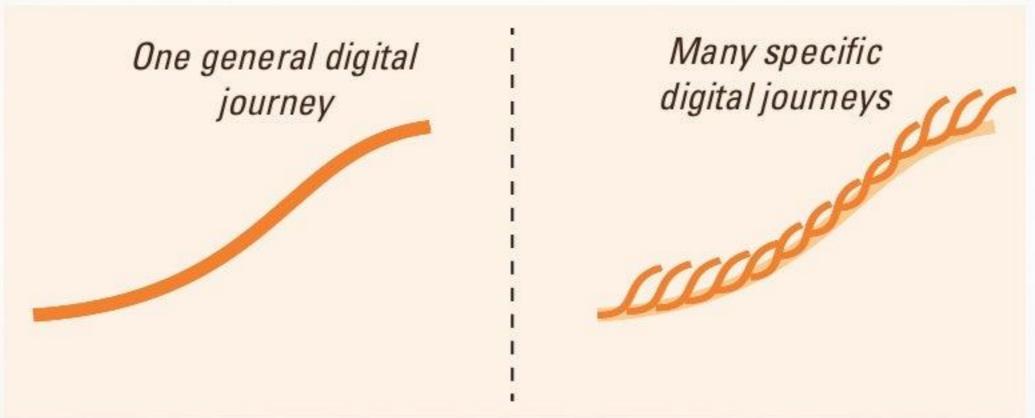
Businesses generally go through three phases in their digital journey.

This journey takes different amounts of time for different companies.



DIGJOURNEY

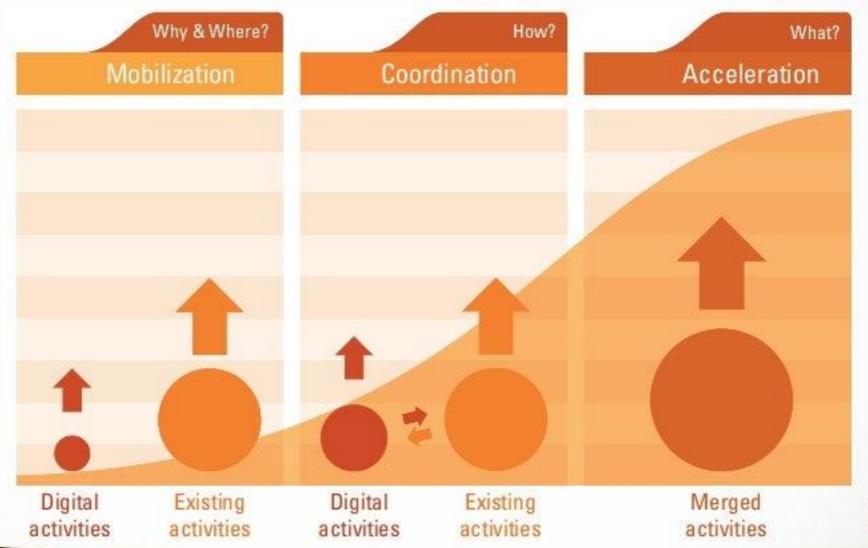
General vs Specific Digital Journey



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

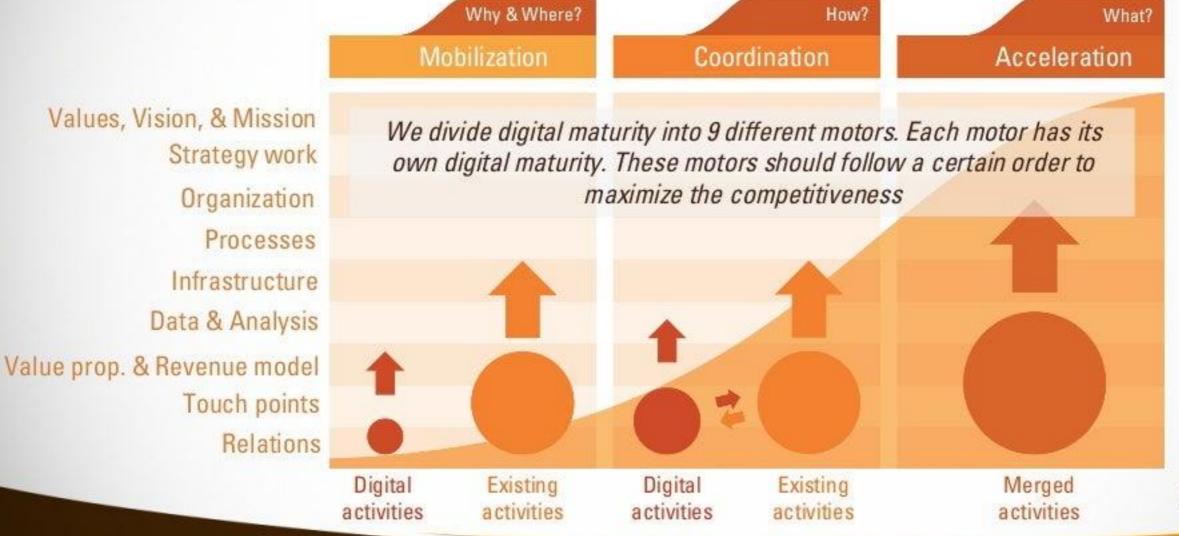


How the new and old come together and evolve





9 motors with their own digital maturity





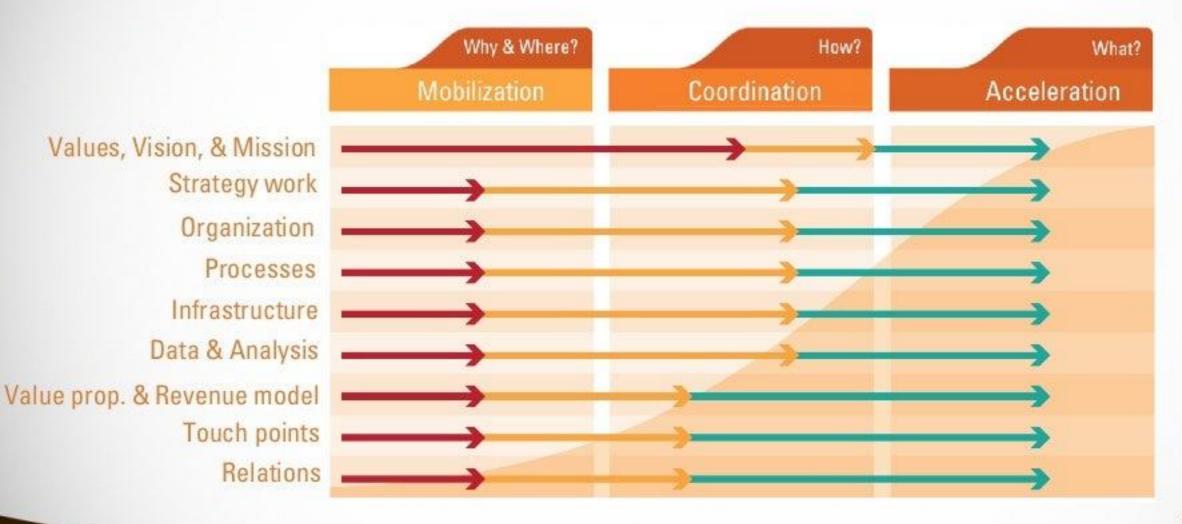
Long journey = costly to be on the wrong path

Why & Where? How? What? Coordination Acceleration Mobilization Values, Vision, & Mission Digital transformation is about fundamentally changing a company and Strategy work it takes time. It is important that priorities are right from the top since mistakes accumulate large costs over time Organization Processes Infrastructure Data & Analysis Value prop. & Revenue model Touch points Relations Existing Digital Existing Digital Merged activities activities activities activities activities

The journey 5-15 years

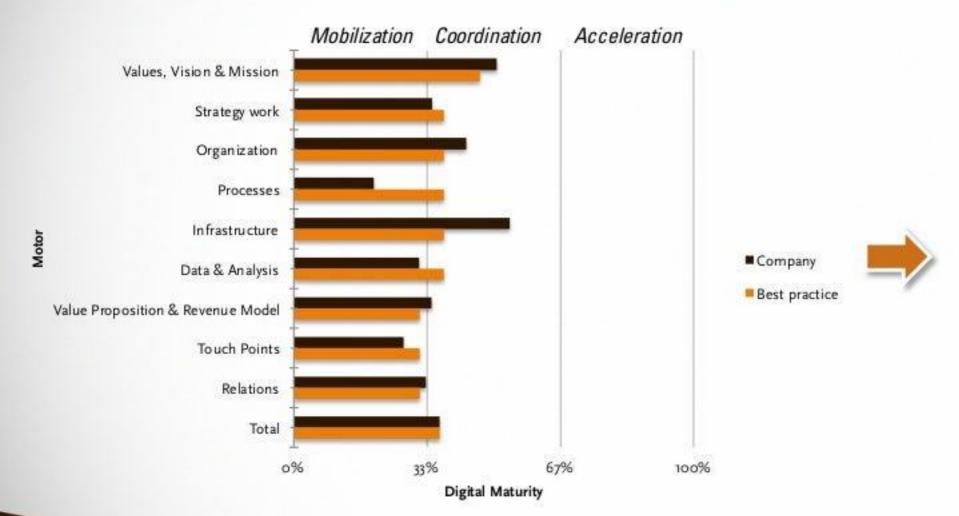


9 motors to develop in a certain order





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

