

Design COE Digital Transformation Framework

INVESTIGATESTRATEGIZEDEEP-DIVETRANSFORM

Create body of knowledge to proceed with strategic foresight & visioning.

Define digital vision and mission; align leadership mindset and gain consensus.

Customer ecosystem study. Deep dive to establish KPIs in defined focal areas.

To identify value proposition and propose a viable business model around it.



Context Study



Define Parameters for Investigation



Contextual Exploration



Frame Questions/ Hypotheses



Identify Assumptions



Ecosystem Study



Weak Signals



Trends & Megatrends



Comparative Studies



Analysis



PESTLE



Patterns/ Thematic Analysis



Digital Vision



Defining Digital Vision & Mission using LEGO® SERIOUS PLAY®



Aligning Leadership towards Digital Vision



Future Envisioning



Developing Future Scenarios using Back Casting



Scenario Mapping



Trend Plotting



Trend Impact Matrix



Business Scenario Design



Developing Action Plan



Strategy Evaluation for Each Scenario



Customer Discovery



Identifying Customer Segments



Customer Needs & Expectations



Customer Journey Mapping



Identifying JOBS, Pains & Gains



Organizational Study



Process Mapping



Value Chain Study



Employee Journey Mapping



Culture Assessment



Assessing Tech-Readiness



Tech Capability Comparison



Value Proposition Design



Pain Mitigators



Gain Enhancers



Value Offering



Business Engine Modelling



Business Model Prototyping



Testing & Validation



Developing Roadmap



Key Goals & Milestones



Risks & Barriers



Status Assessment

ChallengeInvestigative DataDigital Vision & StrategyIn-depth InsightsStrategy & Roadmap

SOCIETE GENERALE

design|coe