Digital Transformation for Business Leaders

Transformation Basics Workbook

Use this workbook to take notes, reflect on your digital mindset, and prepare for the next steps in your organization's transformation journey.

# Your Digital Mindset

## Are You Ready to Lead Into and In the Unknown?

| Do you feel ready for Digital Transformation? Why or why not? |
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## Your Motivation

| What is the biggest motivator for you to consider changing your or your team's mindset to transform your organization? |
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## Assessing Your Operational Mindset

| Which technologies does your organization currently use? |
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| How digitally literate is your team? |
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## Assessing Your Mindset Readiness

| How often do you explicitly think about and discuss customers' needs? |
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| How comfortable are you working with incomplete information? |
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## Your Digital Mindset: Notes and Key Takeaways

# What Transformation Means

## What Does "Transformation" Mean for Your Company?

| Imagine rebuilding your organization from scratch. What would it look like?How does it differ from what you have today? |
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| Which parts will be easy for you and your organization? Which parts will be challenging? |
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## Transformative Thinking TO DO List

There are five basic types of opportunities for digital transformation:

* Customer Experience
* Process
* Business Model
* Value Chain
* Culture

What can you do *today* to improve your organization's ability to take advantage of these opportunities?

What can you do *next week*, *next month,* and *next quarter*?

| What can you do to learn more about your customer's experience? |
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| What can you do to make your process more agile? |
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| Which technology is likely to bring new possibilities to your core business? What can you do today to learn more about this technology? |
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| What is the first step you want to take in evaluating your CAPEX and OPEX to determine if you have a strategic advantage? |
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| What can you do today to build a more effective organizational culture? |
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## Exercise: Digital Transformation Maturity

Assess your organization's current capabilities across technology, process, strategy, and people and culture

|  | Strongly Agree | Somewhat agree | Somewhat disagree | Strongly disagree | Not  sure |
| --- | --- | --- | --- | --- | --- |
| Our organization has invested in innovative technology |  |  |  |  |  |
| Our IT operations are integrated with our business units and are focused on enabling our teams to do a better job of meeting customer needs |  |  |  |  |  |
| Our organization collects and uses data effectively |  |  |  |  |  |
| We can make decisions quickly |  |  |  |  |  |
| We are comfortable working with incomplete information and relying on iteration to expand our understanding |  |  |  |  |  |
| Our organization tolerates failure and learns from experimentation |  |  |  |  |  |
| Everyone in our organization understands and can articulate our organization's mission statement |  |  |  |  |  |
| We are prepared to allocate the resources we need to maintain our current business while creating a path to the future |  |  |  |  |  |
| Our organization understands how to write meaningful and measurable goals |  |  |  |  |  |
| Our culture is focused on a deep understanding of our customers' needs and desires |  |  |  |  |  |
| Our leadership understands the skills we need to succeed and has identified any skill gaps |  |  |  |  |  |
| Our talent development builds digital literacy throughout the organization |  |  |  |  |  |
| We support the development and maintenance of relevant, practitioner-level skills to meet our current and future needs |  |  |  |  |  |

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## Your Opportunities

| Thinking about the business you're currently in or the business you want to be in, which transformation opportunities should you pursue? |
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## A Second Look: Rebuilding Your Organization from Scratch

| Imagine rebuilding your organization from scratch. What would it look like?How does it differ from what you have today? |
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## What "Transformation" Means: Notes and Key Takeaways

# Your Digital Milestones

## Identify your organization's North Star

Can you articulate your organization's North Star?

A good North Star answers these questions:

* ***What*** do we do?
* ***Who*** are we doing it for?
* ***Why*** do we do it?

| Our North Star: |
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## Draft a Problem Statement

**Step 1:** Think about your customer and identify a need:

* Whose problem are we trying to solve?
* What is their problem?
* When does it happen?

**Step 2:** Imagine what a successful solution would look like:

| **TODAY** | *Whose problem are we trying to solve?* |
| --- | --- |
| **HAVE TO** | *What is their problem?* |
| **WHEN** | *When does it happen?* |
| **SOLUTION** | *What does a successful solution look like?* |

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## Identify Metrics for your Problem Statement

| What can you measure to determine if your solution is meeting your customer needs? |
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| What can you measure to assess whether your processes are supporting your successful iteration? |
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## Reflecting on Failure

| Think about a recent experience when something didn't go as well as you had hoped. What did you learn from that experience? |
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## Your Digital Milestones: Notes and Key Takeaways