

DIGITAL TRANSFORMATION

Reshape your organisation to adapt to any change that comes along in digital economy.
BRING IT ON, WE ARE READY!

WHY TRANSFORM?

To re-define your existing business model and creating the new ones by leveraging digital technologies.



HOW TO TRANSFORM?

By transforming leadership, strategy, employees, operations, IT, sales, marketing and building lean innovation teams.

DATA ANALYTICS

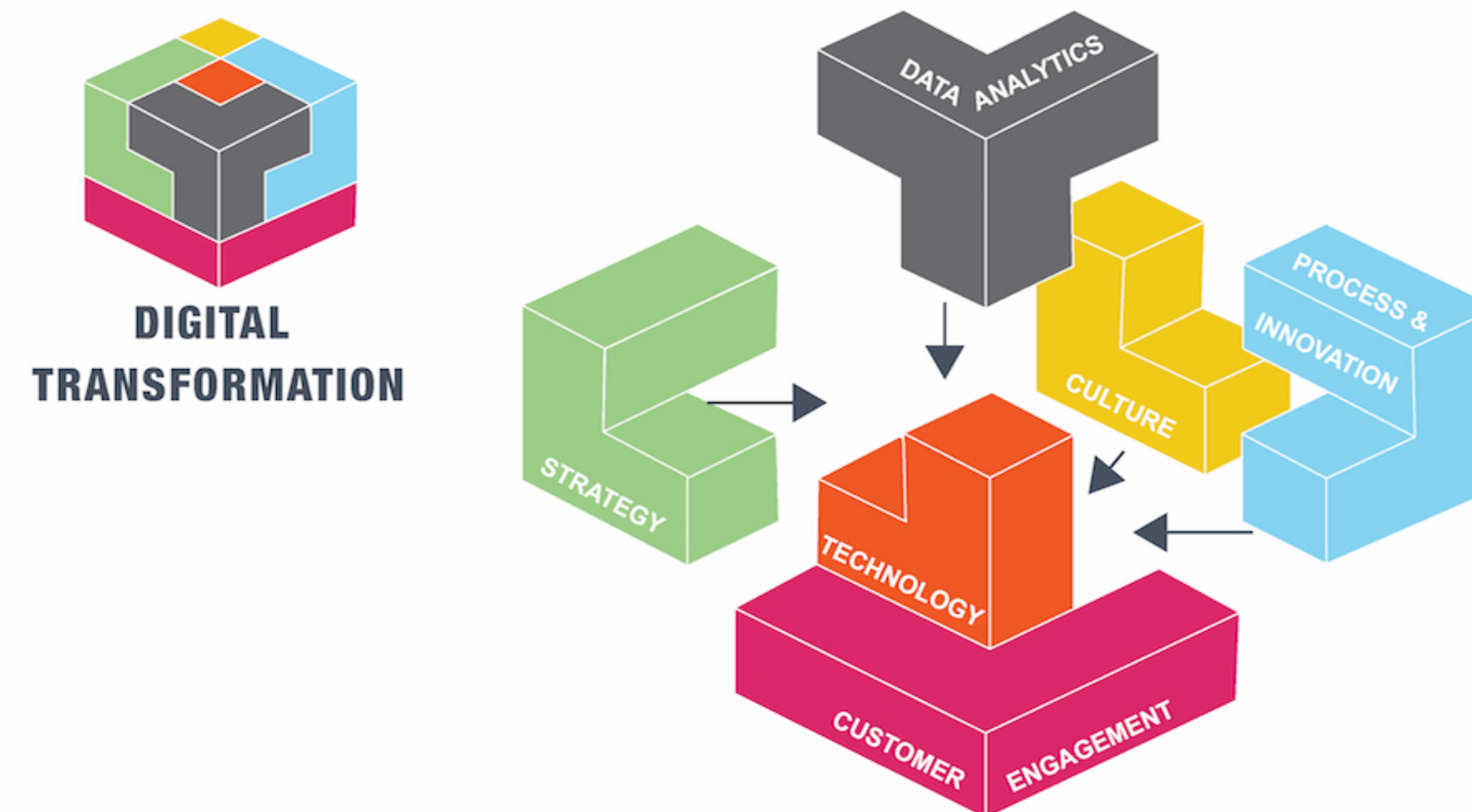
- USER ACQUISITION
- PERSONALISATION
- CUSTOMER SEGMENT
- CUSTOMER BEHAVIOUR
- VOLUME ANALYTICS
- DATA DRIVEN DECISION
- GOOGLE KEYWORD PLANNER
- GOOGLE TRENDS
- GOOGLE ANALYTICS

DIGITAL LEADERSHIP

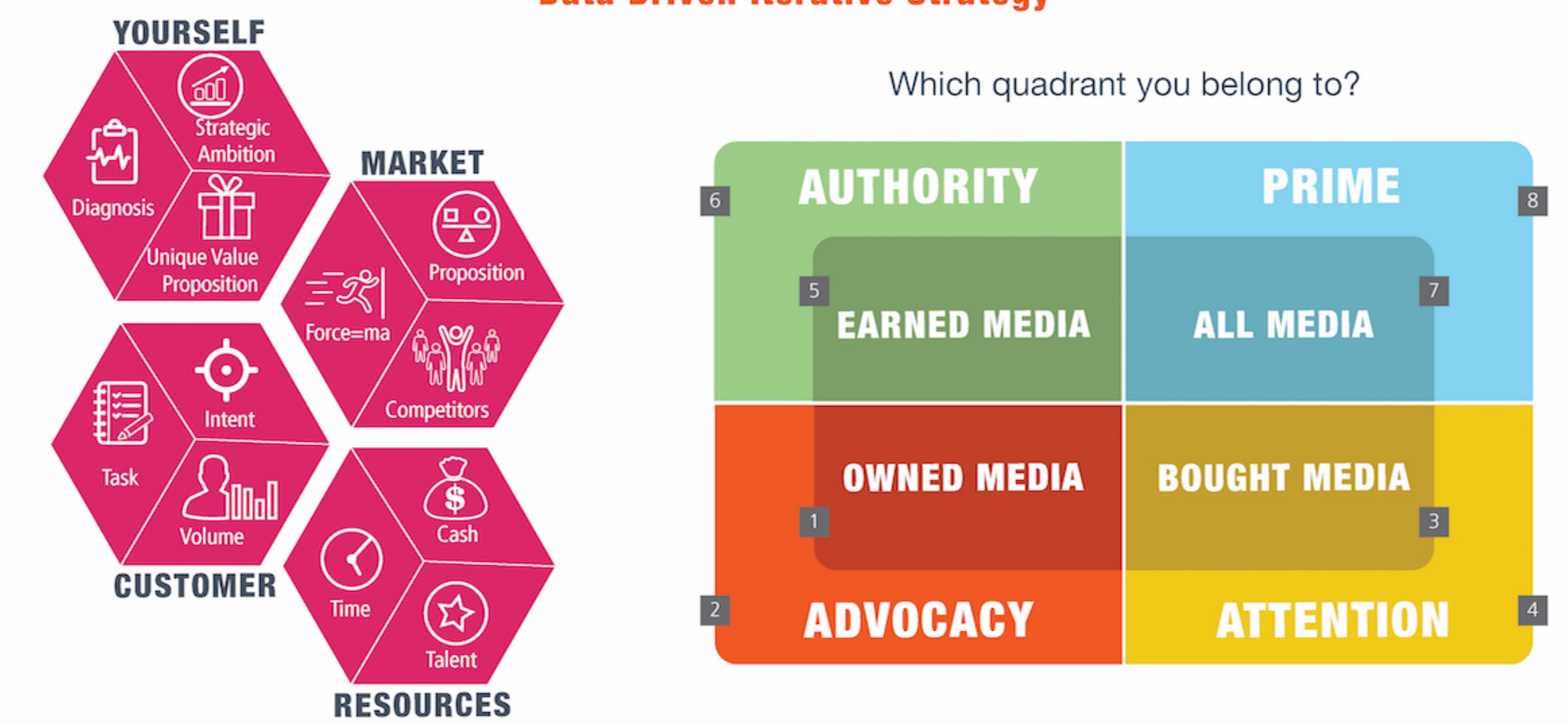


What is leadership?
Who are you?
How are you connected to the leadership team?
What is organizational culture?
What is the culture of your organization?
What is the purpose of your organization?
What is your personal mission?
Best and worst of your organization?
What are the issues today?
What are you doing to work on them (individually/ as team)?

TRANSFORMATION BLOCKS

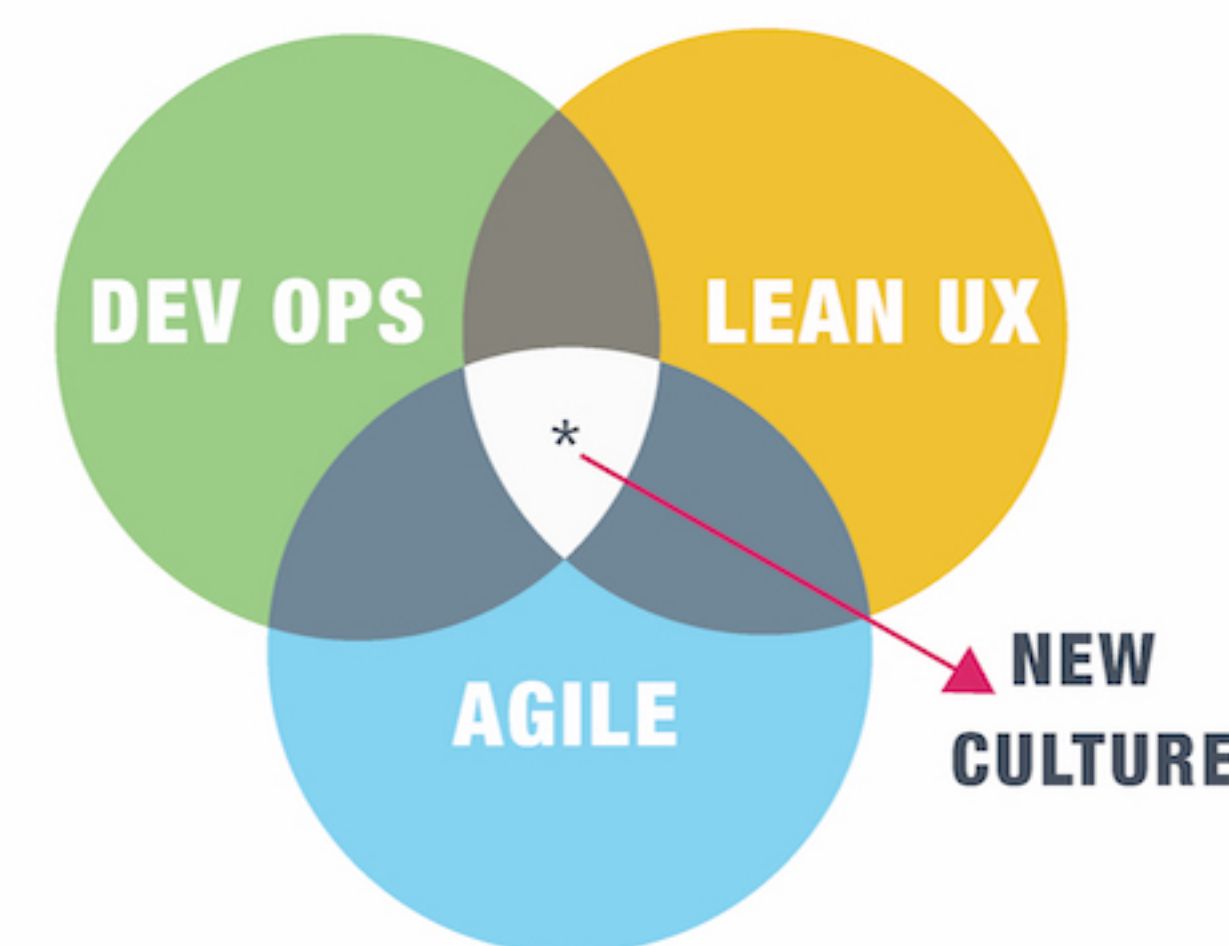
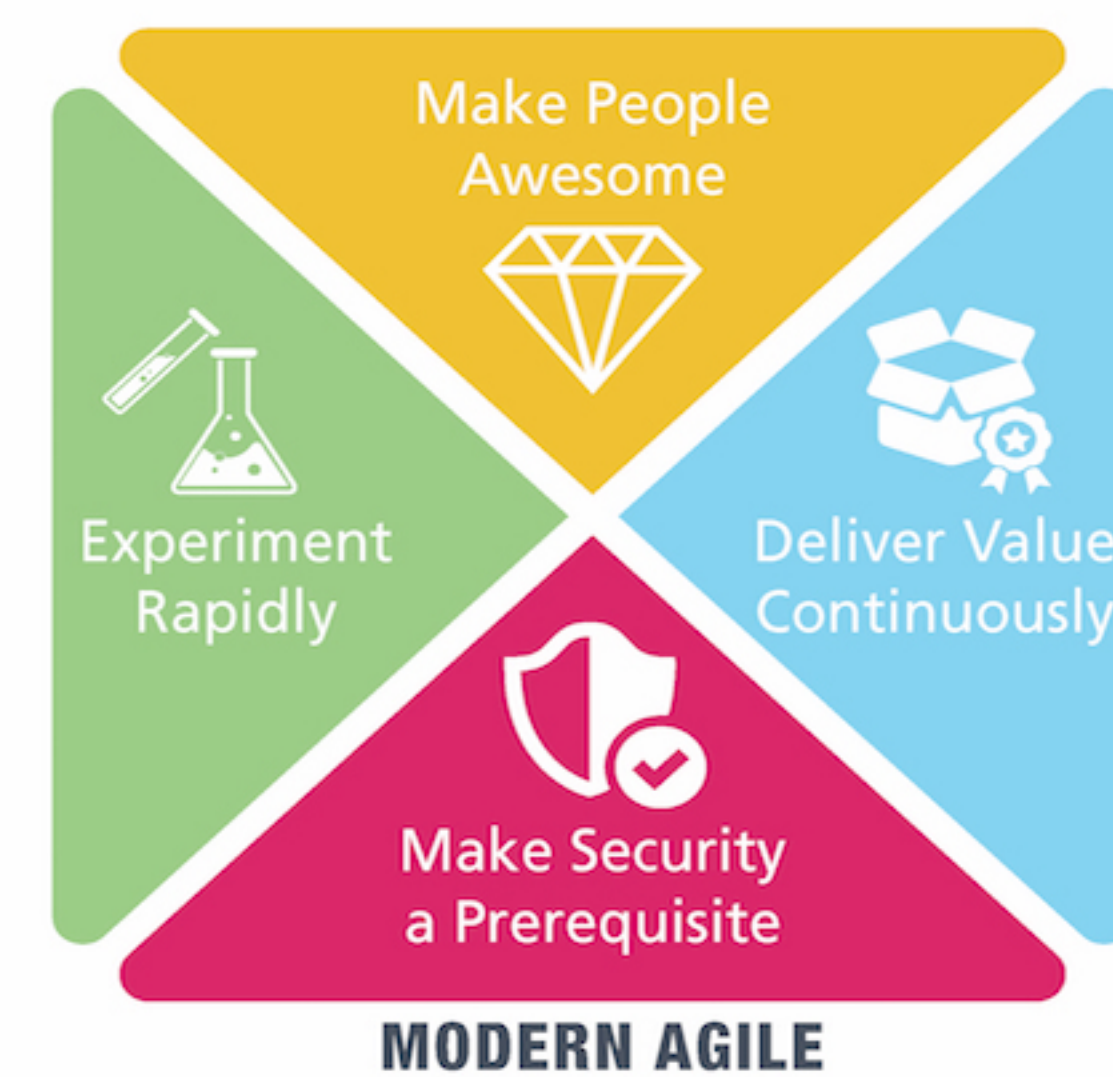


DIGITAL STRATEGY FRAMEWORK



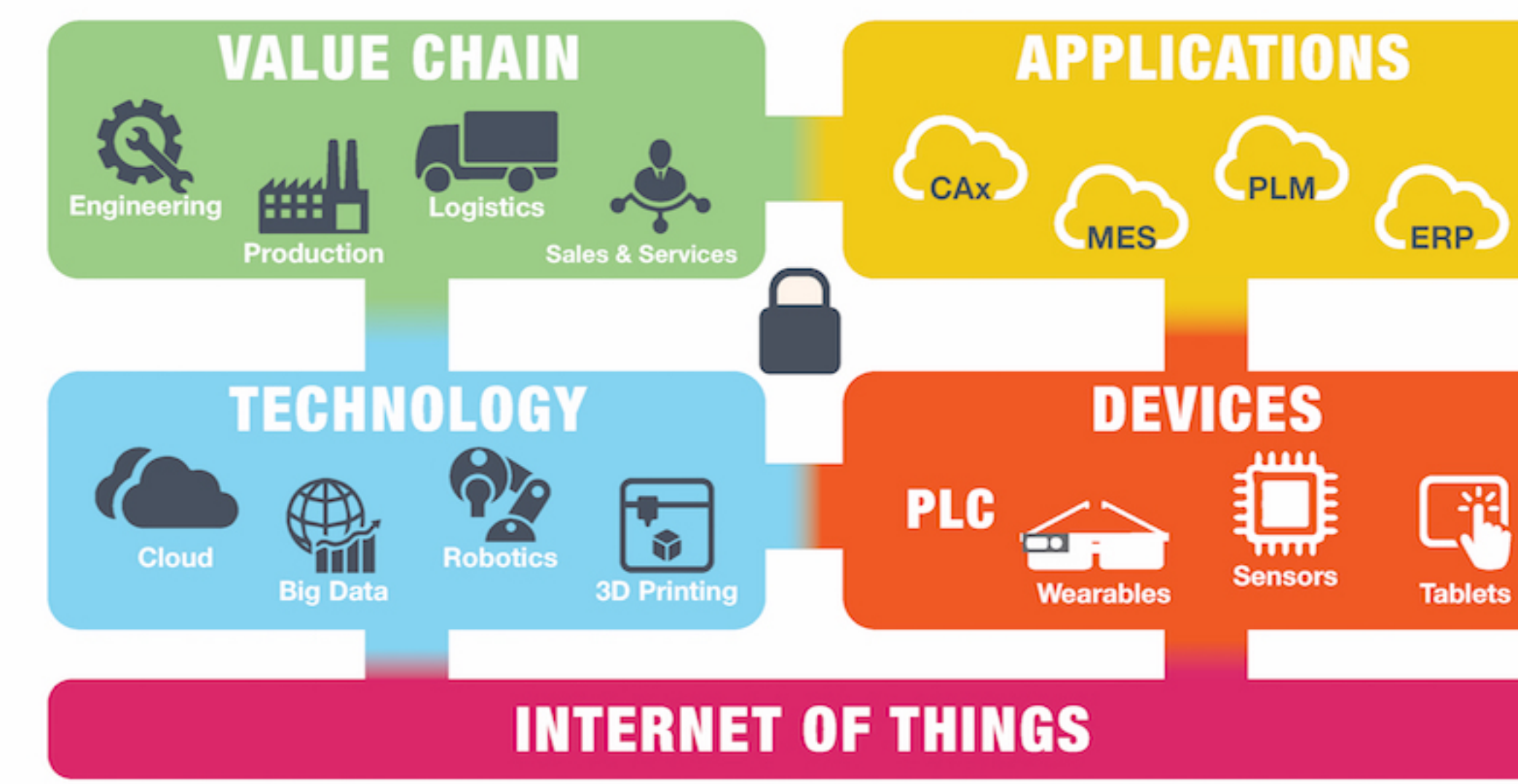
RE-INVENT EXISTING BUSINESS MODEL

INFORMATION TECHNOLOGY



KPI: RELEASE PRODUCTS IN MAX 6 TO 8 WEEKS

DIGITAL OPERATIONS



MARKETING & SALES

KNOW YOURSELF:
Where are we today?
Where do we want to be? The Goal
What is our value proposition?
How do we know we have reached?
YOUR CUSTOMER:
Who is our target customer?
How can we reach our customer?
COMPETITION:
Who is our competition?
What is their proposition?
RESOURCES:
What is our budget?
What skills do we have?
How much time do we have?



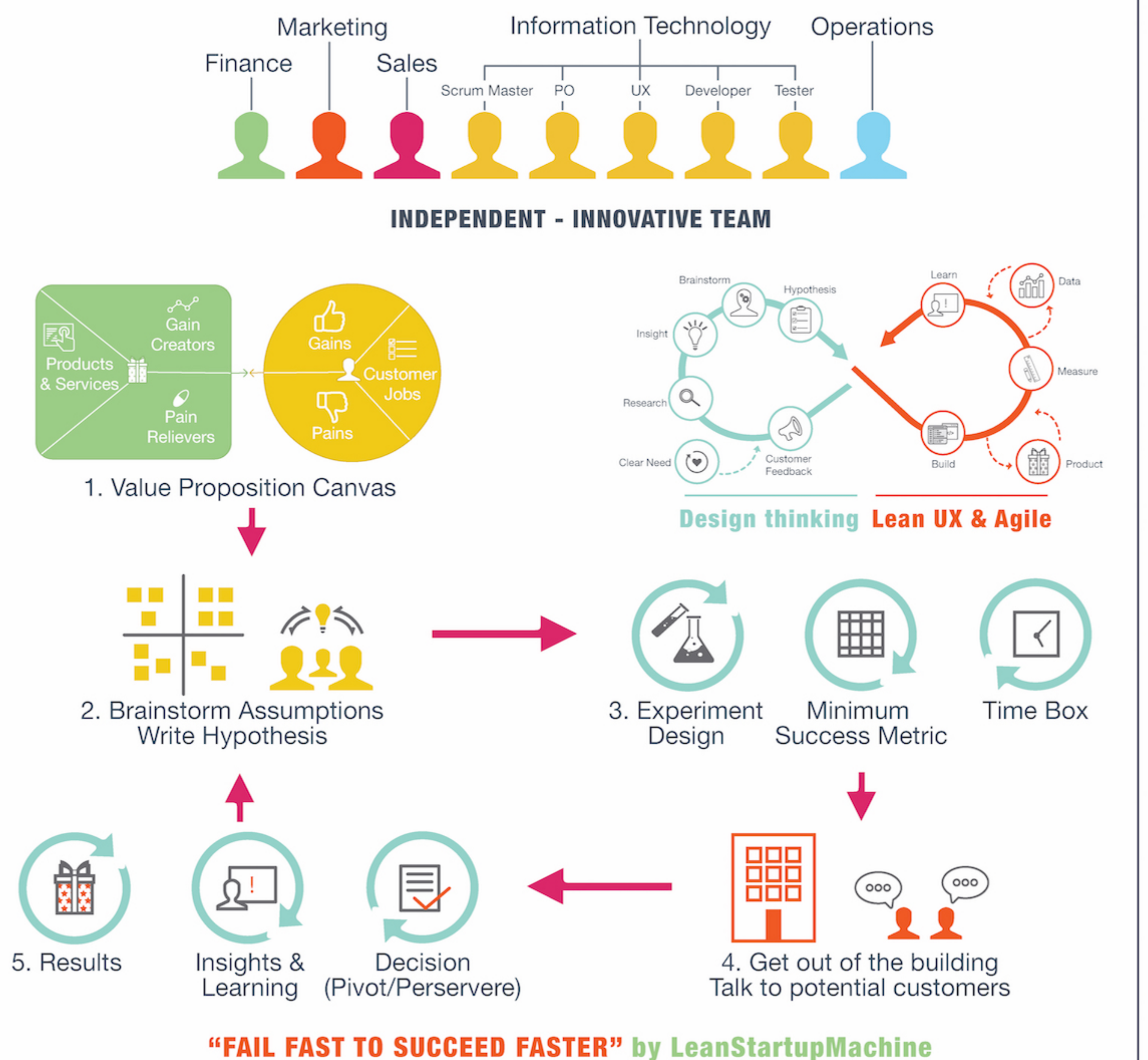
LEADS



SIMPLE PROPOSITION:
Self Service Online.
Landing page.
E-Commerce.
COMPLEX PROPOSITION:
CRM
Phone Calls.
Emails.
Presentations.

CREATE NEW BUSINESS MODEL

NEW DEPARTMENT - LEAN INNOVATION



TECHNOLOGY



POSTER BY: Narjeet Soni (ns@theleanapps.com)
MORE ON: theleanapps.com/blog

CONTRIBUTORS: Mark Steinkamp (M8International, Germany)
Niall Mckeown (Ionology, UK)

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