



Business Transformation with Google Cloud

Student Workbook

About this workbook

If you've enrolled in the on-demand course, then you've already taken the first step to rethink the way you work and the way you run your organization.

This supplementary workbook is designed to help you build a briefing doc to share with your IT teams/technical partner while applying what you learn in each module.

Recommended: complete each exercise after you've gone through the corresponding on-demand module and submitted the assessment.

01

Infuse cloud superpowers into your work

Apply the superpowers of the cloud to revolutionize your day-to-day work.

02

Nurture your innovation mindset

Practice the "garage" or innovation mindset with this exercise.

03

10X your challenges

Improvement or transformation, you'll need to craft a strong challenge question.

04

Control your data

Define your data security and privacy requirements, starting with this exercise.

05

Build your business case

Gain support from your teams and/or leadership with a strong business case.

Infuse cloud superpowers into your work

Module 1 Exercise

Objectives

- Identify opportunities to use the superpowers of cloud technology in your day-to-day tasks.
- Extract the opportunities that have the potential to generate the most value and/or reduce costs.

Instructions

1. List 10 to 20 tasks you do on a regular basis that take up a significant amount of time.
2. Organize your tasks into four categories: core, support, discretionary, noise.
3. Determine roughly how much time and/or money you're spending on each task.
4. Where applicable, assign one of the five superpowers of cloud technology (collaboration, perception, categorization, recommendation, and prediction) to each task.
5. Estimate the time or money you might save or gain by leveraging Google Cloud technology.
6. Complete the reflection questions.

Module 1 Exercise

List 10-20 of your daily tasks that take up a significant amount of time.

Module 1 Exercise

Organize your tasks into these categories, and assess the value of each task before and after infusing the superpowers of cloud technology.

Tasks	Associated costs per task	Infuse superpower of cloud technology (perceive, categorize, recommend, predict, or collaborate)	Identify potential cost or time savings or new value creation opportunity
Core: These are tasks central to your role (e.g., managing a team, forecasting sales, training personnel)			
Support: These are tasks that enable others to do their work (e.g., providing subject matter expertise)			
Discretionary: For these tasks, you need to decide if/when to invest time or resources to complete			
Noise: These come up periodically and usually don't require your direct attention			

Module 1 Exercise

Complete the following reflection questions.

1. Overall, which category of your tasks currently consumes the most time and/or money? And which categories could potentially gain the most if you leveraged the superpowers of the cloud?

2. When you review your table holistically, what types of tasks can you completely eliminate with cloud technology? What types of challenges/tasks are you most likely to now invest in if you could leverage the superpowers of cloud technology?

3. What else do you notice? What else have you discovered as a result of doing this exercise?
As you continue with the course, think about how you can use this discovery to support your business case.

Nurture your innovation mindset

Module 2 Exercise

Objectives

- Identify specific ways to apply and scale the “garage mindset,” or innovation mindset, in your role, team, and/or organization.
- Assess the barriers to implementation and ways to remove them.

Instructions

1. Refer to the template on the next page.
2. For each question, list specific ideas under each column.
3. After you fill out the table, select 2 or 3 suggestions from each column.
4. Complete the reflection questions.

Recommended:

Come back to this list when you’re building out your business case in Module 5. Are there specific projects pertaining to culture change that you can include in your overall improvement or transformation journey? If so, be sure to include them in your high-level roadmap.

Module 2 Exercise

List specific ways to apply and scale the “garage mindset,” or innovation mindset, in your role, team, and organization.

Question	My Role	My Team	My Organization
What is your why? Write a single simple statement that best describes your mission.			
How might you encourage experimenting and innovative thinking? Consider physical space, communication style, day-to-day work, and cross-functional interactions.			
What are three ways you could adjust your work habits or management style to help yourself and your team spend more time innovating? List specific additions or changes you might need to make.			
How could you encourage continuous learning? Consider factors such as psychological safety, formal and informal learning, and knowledge sharing across the organization.			

Module 2 Exercise

Assess the barriers to implementation for your ideas by completing the following questions.

1. List the top 2 or 3 ideas for applying the “garage mindset,” or innovation mindset, for yourself, in your team, and within your organization.

Write your top ways to infuse an innovation mindset		
My Role	My Team	My Organization
1.	1.	1.
2.	2.	2.
3.	3.	3.

2. For your top ideas, what would help remove the barriers to implementation (e.g., motivation, leadership buy-in, budget, formal communication plans, workshops, success stories, change management initiatives, understanding the psychology of change)?

What would help or hinder the implementation of your ideas in each category?		
My Role	My Team	My Organization
Potential barriers:	Potential barriers:	Potential barriers:
Might remove barriers:	Might remove barriers:	Might remove barriers:

10X Your Challenges

Module 3 Exercise

Objectives

- Brainstorm possible business challenge questions using the “aim straight” and “shoot for the moon” practices.
- Select a business challenge that is balanced on both spectrums (simple to impossible, and specific to broad) as your ideal.

Instructions

1. Brainstorm at least 5 challenge questions using one of the template questions.
2. For each challenge question, assess it against the following:
 - a. Is it too broad? If yes, what would make it more specific?
 - b. Is it too specific? If yes, what would broaden the scope?
 - c. Is it too simple (e.g., a solution already exists or it would result in only incremental change)? What would result in a solution that is 10X better for your organization and/or industry?
 - d. Is it impossible? (i.e., no amount of cloud technology or resources would solve it in the foreseeable future)?
3. Refine/rewrite each challenge question, balancing it between the two spectrums.
4. Select the top 3 challenges you'd like to explore further; is there an opportunity to combine any of them?
5. Write your final business challenge to use for your business case.

Module 3 Exercise

Brainstorm 3-5 business challenge questions using the grid below.

1. List your challenge as a question, using the stems provided.	2. Refine using the “aim straight” practice.	3. Refine further by using the “shoot for the moon” practice.
<i>How might we...</i>		
<i>How could we...</i>		
<i>How might we...</i>		
<i>How could we...</i>		
<i>How might we...</i>		

Copy/paste your top 2 challenges below. (Optional: is there an opportunity to combine them?)	Write your ideal business challenge. Note: You'll use this challenge in Module 5 to build a business case.
1.	
2.	

Control Your Data

Module 4 Exercise

Recommended:

- Complete this exercise after you've identified a concrete improvement or transformation challenge (see Module 3).
- Work with your project team and/or someone from your risk team to ensure that, by the end of the exercise, you have the business requirements for your security team to implement.
- Refine your business requirements as needed after you've completed Module 5.

Objectives

- Identify the datasets that make up your ecosystem, and sort them into the three data buckets: user, corporate, industry.
- For each dataset, indicate its sensitivity/privacy level.
- For each dataset, determine the general roles and their corresponding access rights.

Instructions

1. Identify the datasets you'd like to store, process, or analyze in the cloud, even partially.
2. Classify each dataset by sensitivity level (low, medium, high).
3. Determine applicable security and privacy regulations for each dataset.
Note: If you work in a highly regulated industry such as banking or healthcare, you'll need to consult your risk department for more specifics on this.
4. Use the roles provided or list the roles within your organization that would need access to the data you've classified.
5. For each role, determine access controls to the data.

Module 4 Exercise

Categorize what you might need to know (i.e., your datasets) to solve your business challenge.

Write your ideal business challenge from Module 3

Brainstorm some relevant datasets that you'd like store, process, or use for analysis in the cloud (even if partially).

User datasets	Corporate datasets	Industry datasets

For each dataset you listed above, indicate the sensitivity level as low, medium or high.

Datasets	Low	Medium	High

Module 4 Exercise

Identify applicable privacy and security regulations for your data needs. Then, tag access controls by role.

- Review the last table on the previous page holistically. Are there any specific data privacy and security regulations that apply to the datasets you've listed? If yes, list them below.

- For each dataset you've identified, indicate who should have access to it with an X.
Note: This is a simplified exercise to help you think through the steps to build your security program. It doesn't replace exhaustive requirements you'll need to collect with your risk and technical teams.

Dataset	Access controls by role			
	Front-end user	Manager	Super User	Admin

Build Your Business Case

Module 5 Exercise

Objectives

- Define a high-level data strategy for your most relevant datasets.
- Build a business case, using the template provided.

Instructions

1. Identify all of your data needs for your improvement or transformation project.
2. Categorize your data needs into what you have, need to acquire, or need to capture.
3. Define a high-level strategy to capture your most critical datasets that are not yet available.
Note: You can refer back to the exercise in Module 4 to define how to secure the new datasets.
4. Write a business case for your transformation project by filling out the template provided.
5. (Bonus Exercise) Complete the pitch template using content from your business case.

Module 5 Exercise

Identify all of your data needs by category for your improvement or transformation project.

Tip: imagine you have unlimited superpowers and/or resources to get what you need. What would you need to know? List everything.

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Tip: Categorize what you need to know by copy/pasting datasets from above into the table below.

We have	Need to acquire	Need to capture

Module 5 Exercise

Define a high-level strategy to capture your most critical datasets that are not yet available anywhere.

Tip: Many new technologies are available to capture data, including sensors and devices. The best sources also provide security and trust around that data.

Most critical datasets from “Need to capture”	How can we capture?	What else could this dataset be useful for?

Module 5 Exercise

Write a business case for your project or use case by filling out the template below.

Description	
1.	Which business problem are you trying to solve?
2.	<p>Who is the end user of the solution we are trying to build? And who is the customer of this solution?</p> <p>Tip: They can be the same or different. Here the goal is to understand who will use and leverage the future solution.</p>
3.	How is this challenge approached today (manual, other?) Describe.
Outcome	
	<p>List and describe the ideal outcomes/opportunities related to this challenge or project. It can be business, technical, strategic, etc.</p> <p>Tip: Don't limit yourselves to metrics. Consider larger objectives, such as synergies to leverage existing resources or strategic partnerships.</p> <p>Example 1: The expected outcome is to increase additional revenue by xx%</p> <p>Example 2: Solving this use case will provide data to solve another use case, which is</p>

Module 5 Exercise

Write a business case for your project or use case by filling out the template provided.

Success metrics	
	<p>Describe the business benefits/impact of the proposed use case (the more metrics, the better...). What is the estimated ROI, or what are the elements to evaluate it?</p> <p>Tips: What are the estimated benefits of your solution in terms of:</p> <ul style="list-style-type: none"> • Revenue? • Productivity increases? • Operational efficiencies? • Etc. <p>Example1: Today the estimated loss of revenue because of shelves out is xxx € a year in ABA product family. We could conduct an experiment to ensure that the products are always available on shelves (manually) and more accurately define the additional revenue.</p>
Constraints	
	<p>List and describe the top constraints you anticipate (technical, business, legal, etc.)</p> <p>Example 1: Our model has to be integrated into a new app and used within an existing business process. There is a risk of lack of adoption for this new app. Change management is required.</p> <p>Example 2: This solution would require the use of personally identifiable information (PII) that has to be anonymized.</p>
Target environment	
	<p>When the solution is implemented, how will it impact the current business process? How can you make sure that it is actionable? On what platform (in store, web app, mobile, etc.)?</p>

Module 5 Bonus Exercise

Create a pitch deck to share with your leadership to gain momentum for your project.

Project title 2-3 words.	
Slogan One catchy sentence to share values.	
Pitch In a few lines, what is this idea concretely?	
Impact Briefly describe how this will transform your day-to-day practice, overall business, or industry.	<p>How does it meet your individual or organization objectives?</p> <p>How does it meet your success criteria?</p>

Resources

Google Cloud products and services

- <https://cloud.google.com/>

Google Cloud Training and Certification

- <https://cloud.google.com/training>

Contact the Google Cloud sales team

- <https://cloud.google.com/contact/>

Google Cloud Adoption Framework (gcaf)

- <https://cloud.google.com/adoption-framework/>

Security

- <https://cloud.google.com/about/locations/>

re:WORK a collection of practices, research, and ideas from Google and others to help you put people first.

- <https://rework.withgoogle.com/>