

To	Ryan Roy (Project Lead)
Through	Helen Smitherson-Roy (President)
From	BA Team- Business and Digital Transformation Project
Cc	Senior Leadership, Board of Directors, IT & Digital Transformation Team, Marketing & Client Engagement Team, HR & Recruitment Team
Subject	Approval Request for Presentation Topic, Target Audience & Learning Objectives

Introduction/Purpose

Smitherson Capital Investment Firm has launched a **Business and Digital Transformation Project** to modernize its financial advisory services, enhance client engagement, retain the generational wealth, and remain competitive. Key initiatives include opening a modern downtown office, hiring a diverse advisory team, attracting new generation investors, transitioning to paperless statements, and implementing digital marketing strategies. This memo outlines and seeks approval for the **topic** for presentation- that provides a strategic overview of the project, their alignment with evolving client expectations; its **target audience**, and **learning objectives** from the presentation.

Presentation Topic

We have proposed the presentation topic as “**Modernizing Financial Advisory Services: A Digital Transformation Roadmap for Smitherson Capital**”.

Audience Identification

The primary audience for the presentation includes key decision-makers and stakeholders involved in Smitherson Capital’s Business and Digital Transformation Project.

- **Board of Directors:** Responsible for evaluating and approving strategic initiatives, including budget allocation for modernization efforts.
- **Senior Leadership:** Led by Helen Smitherson-Roy (President) and Albert IV (CEO), who will guide the firm's transition toward digital transformation.
- **Ryan Roy (Project Lead):** Overseeing the Business and Digital Transformation Project, ensuring alignment with evolving client expectations.
- **Investment Advisors (Account Managers):** Key personnel interacting with clients, requiring insight into the firm's digital strategies to enhance client engagement.
- **IT & Digital Transformation Team:** Responsible for implementing and managing technology-driven solutions, such as CRM, AI analytics, and digital marketing tools.
- **Marketing & Client Engagement Team:** Responsible for repositioning Smitherson Capital’s brand to attract and retain a younger, tech-savvy client base.
- **HR & Recruitment Team:** Essential for hiring a diverse and modernized advisory team that reflects the evolving needs of the firm’s future clientele.

Learning Objectives

In preparation for our upcoming digital transformation presentation, we have defined a set of learning objectives that will guide our discussion and ensure that our audience understands the rationale and strategic direction of our project initiatives. By the end of the presentation, the audience will be able to:

1. Understand the Need for Digital Transformation

Recognize key challenges faced by Smith-Cap, including an aging client base, outdated processes, and competitive pressures.

Purpose: To provide a clear understanding of why a digital transformation is essential for modernizing our operations and positioning the company for future growth.

2. Evaluate Proposed Digital Solutions

Assess technology-driven strategies such as CRM implementation, AI-driven analytics, and digital marketing to enhance client acquisition and retention.

Purpose: To critically analyze how these solutions can enhance client acquisition and retention, streamline operations, and provide a competitive edge.

3. Identify Key Benefits and Risks

Analyze the expected advantages of digital transformation, such as improved client engagement and operational efficiency, while considering potential challenges and mitigation strategies.

Purpose: To balance the discussion with a thorough evaluation of both the benefits and risks associated with digital transformation, ensuring informed decision-making.

4. Align Transformation with Business Goals:

Ensure digital initiatives support Smith-Cap's long-term vision of expanding its market reach and attracting a younger, tech-savvy client base.

Purpose: To demonstrate how our digital transformation strategy aligns with and reinforces the overall business strategy and growth objectives.

5. Establish Implementation Roadmap:

Outline a phased approach to digital adoption, including training programs, resource allocation, and performance measurement.

Purpose: To provide a clear, actionable plan that facilitates a smooth transition to new digital systems, ensuring ongoing evaluation and continuous improvement.

Conclusion

This memo seeks approval for the proposed presentation topic, target audience, and learning objectives. The presentation will provide a strategic overview of Smitherson Capital's Business and Digital Transformation Project, ensuring alignment with the firm's modernization goals. We appreciate your time and consideration and welcome any feedback to refine our approach.