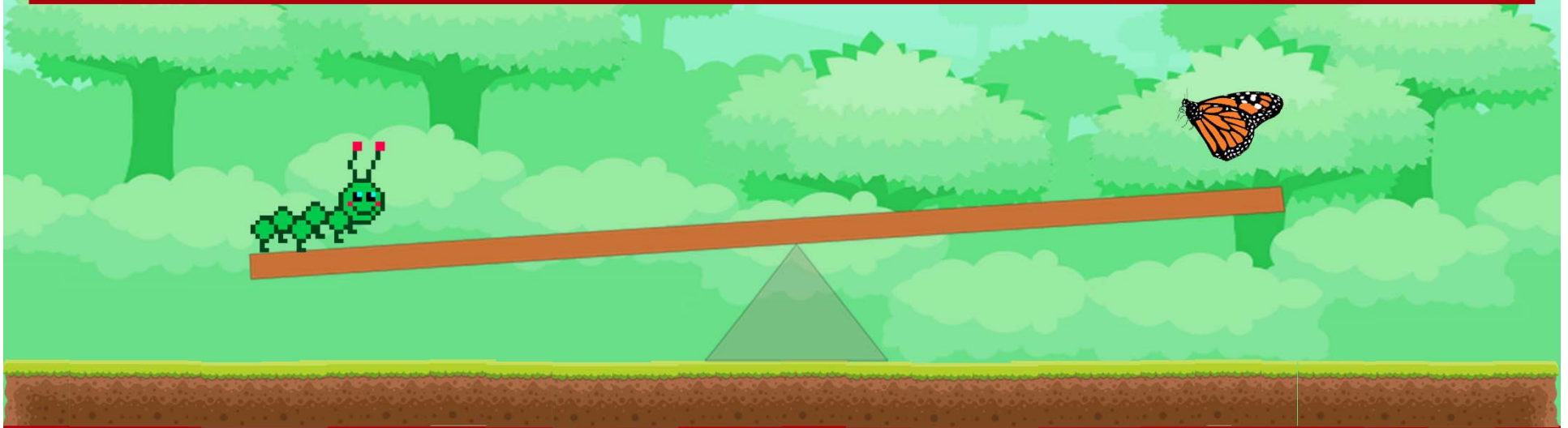
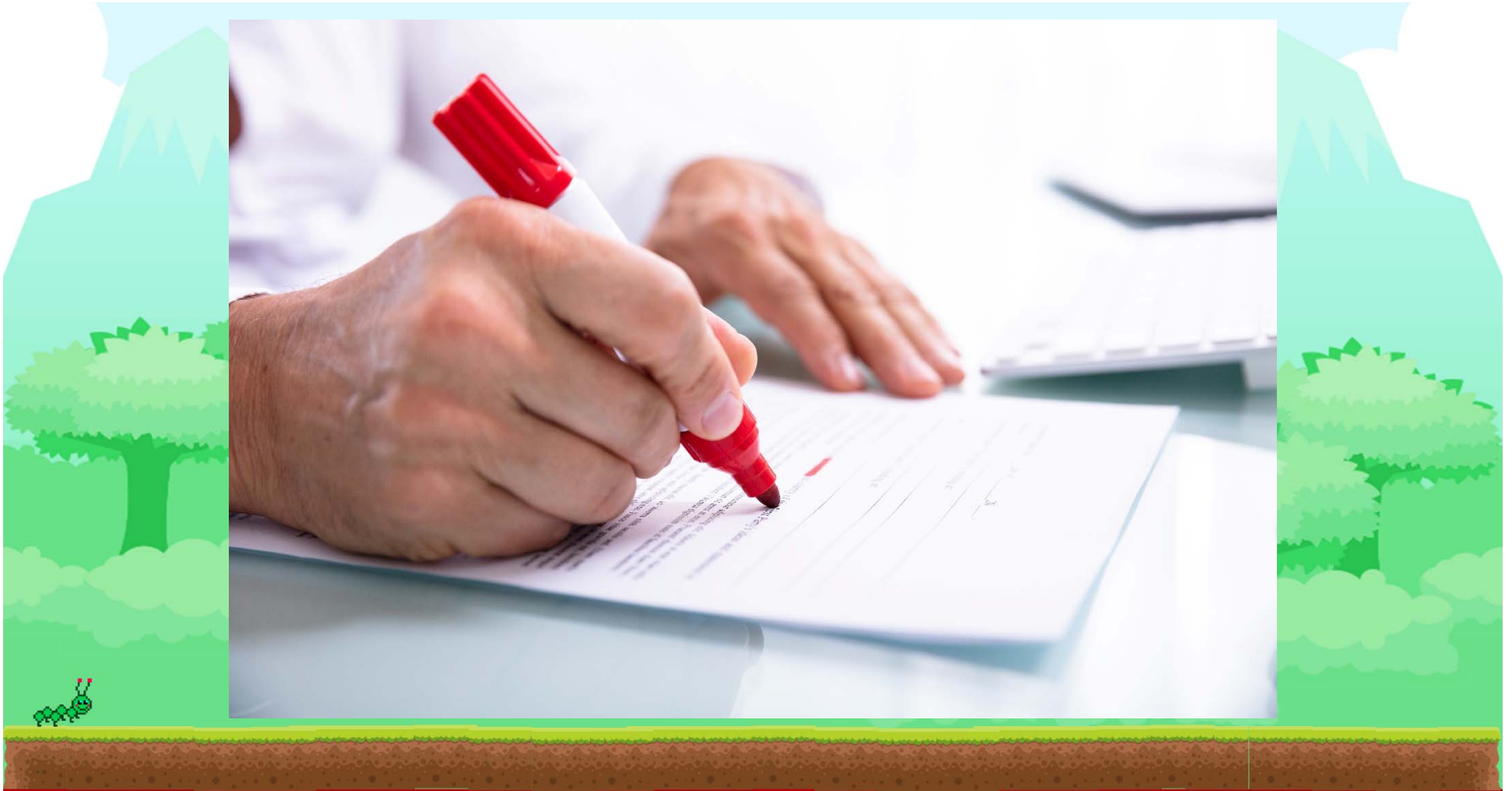


Balancing the Seesaw:

5 tested practices to collaborate digitally with SMEs

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Why do digital transformations fail?



Why do digital transformations fail?

“...digital transformations fail [because] of a lack of discipline in defining and executing the right steps for digital transformation to take off and stay ahead...”

Saldanha, Tony. *Why Digital Transformations Fail*. Oakland: Berrett-Koehler, 2019.

Digital transformation: how do you define it?



Digital transformation: our definition for today

“using digital technologies to improve products, processes, or the customer journey”

Digital transformation: the risk

	Improve processes	Make customer journey easier
Unique products	Disruption possible	Disruption possible
Commodity products	Disruption likely	Disruption likely

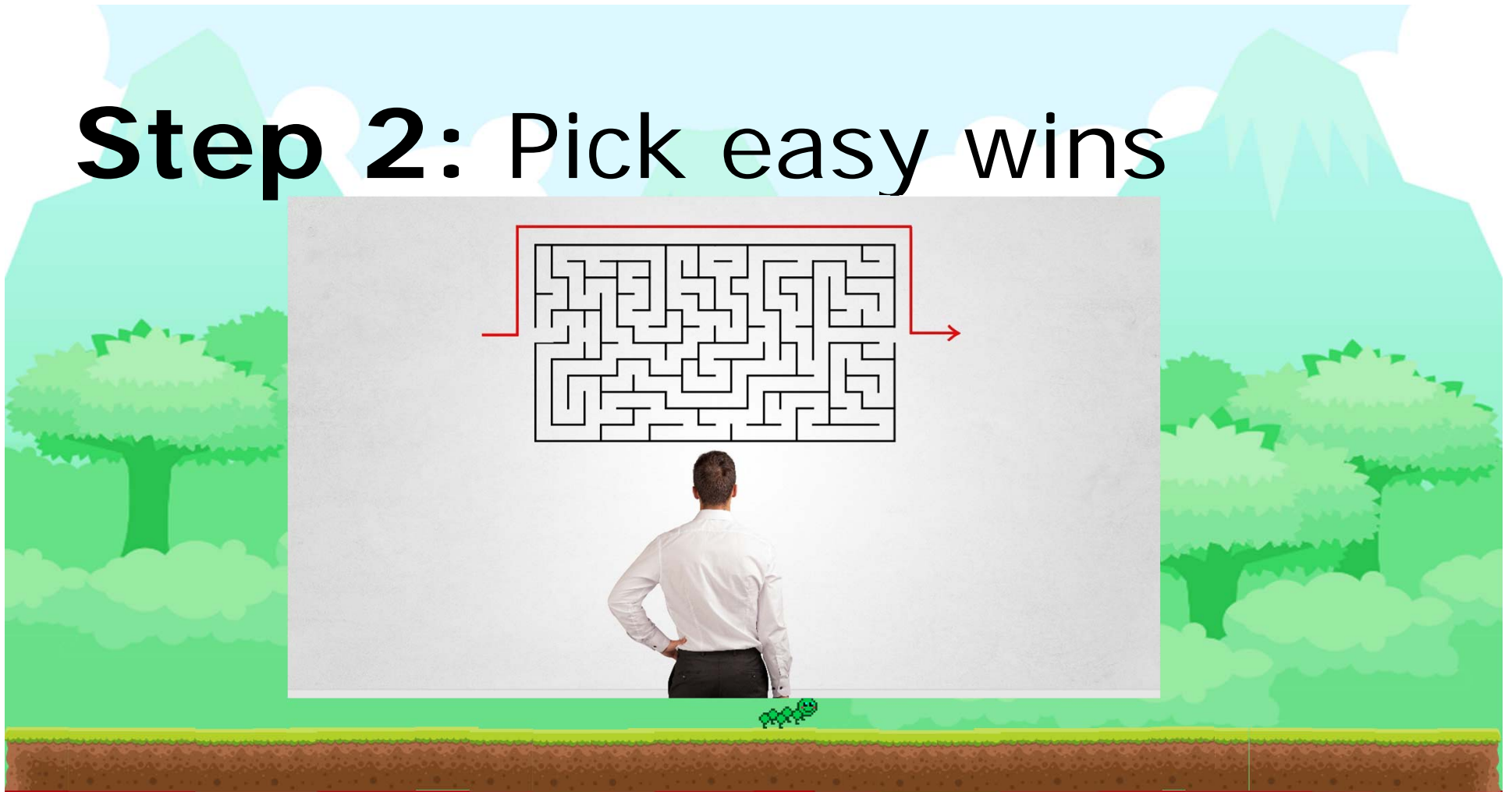
5 practices for transformation

1. Reuse business goals
2. Pick easy wins
3. Sell the benefits
4. Measure progress
5. Exclaim your success

Step 1: Reuse business goals



Step 2: Pick easy wins



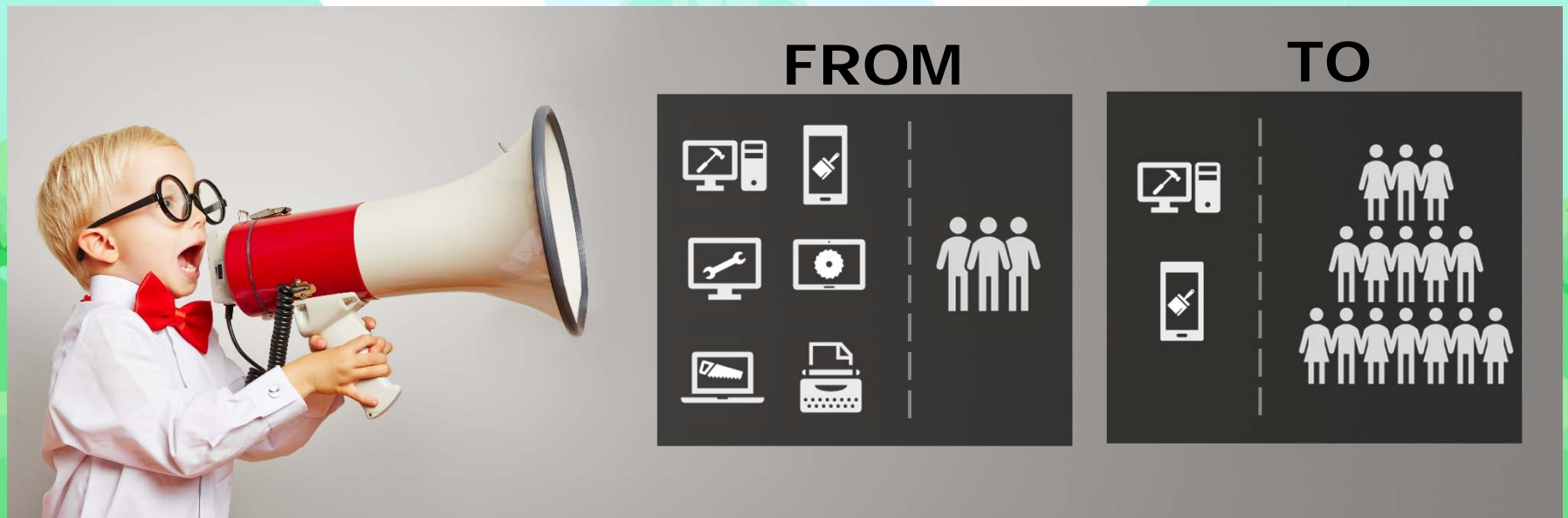
Step 3: Sell the benefits



Step 4: Measure progress



Step 5: Exclaim your success



5 practices for transformation

1. Reuse business goals
2. Pick easy wins
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Reflect and Share

What was most valuable/useful
in what you learned today?

What do you want to remember
from today?

Q&A



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