Author and Professor of Business Management, Stephen Covey, penned several highly popular books including ‘The 7 Habits of Highly Effective People’ and ‘First Things First’.

In ‘First Things First’, Covey describes a framework for prioritizing work that is aimed at long-term goals, at the expense of tasks that appear to be urgent, but are in fact less important. His 2x2 matrix describes important and non-important on one axis and urgent and non-urgent on the other. The non-urgent but important, he believes, are the tasks we are likely to neglect but are actually essential to progress.

In order to achieve effectiveness he believes we must focus on the yellow quadrant.

At Ionology, our Digital Business Transformation framework is all about keeping you in yellow - instilling a strong focus on the important without being distracted by the urgent.

Driving strategy to effective action

In highly effective businesses, transformation is driven by the C-Suite as they inspire change. The 7 Principles framework and Direction software gives the C-Suite a comprehensive view of the process and puts them in the driving seat.

But who will champion transformation and change?

The CIO is the natural leader. The CIO is the bridge between technology, business strategy and marketing helping explain and deliver transformation at the board room table.
How we do it - 7 Principles Framework

We use the 7 Principles of Digital Business Strategy as the framework to transformation. It has gone through rigorous academic peer review and has been used in a dynamic agency environment for over 5 years with more than 200 businesses.

The 7 Principles framework allows the entire C-Suite to engage in non-technical discussions that lead to technical actions which ensure progress is being made within the business.

It changes the way the C-Suite looks at digital and allows them to communicates as one with a shared language and terminology.

Ionology’s 7 Principles of Digital Business Strategy
The 7 Principles process includes a clear diagnosis of the challenges facing the business, a thorough roadmap of the journey to transformation and a strategy to get you there.

We partner with you to keep focus on the super important yellow quadrant.

We help you on your journey.
Direction Software

Features & Benefits

- Strategy Roadmap
- Keeping track of progress
- Keeps focus on progress to avoid distractions
- Keeping an eye on competitors
- Measuring success
- On Demand Consultancy - short, frequent, scheduled video
- Everyone has a role to play in the delivery of the transformation.
Build your digital business strategy

Our Strategy

To be uncompromising and consistent in our commitment to honour the needs of the child and family by helping children with special needs realise their full potential through family participation.

Video 1: Firefly Digital Business Strategy

This video outlines the strategic challenges facing the organisation and how we have used the 7 Principles to help overcome those challenges.

Key Points

- Challenges facing the business:
  - Culture of risk aversion.
  - Innovative in product design but using aging business models.
  - Willingness to disrupt and challenge the status quo.
  - No framework, processes or tried methodology of how to change.

Outcome

Create a strategy using the 7 Principles with the aim of becoming a digital business.

To understand the 7 Principles of Digital Business Strategy in more detail watch Video 2.

Video 2: The 7 Principles of Digital Business Strategy

Not every business is a 'lean startup'. For the rest of us, we need a framework that takes account of our people and their experience, supply chain, products and services, brand equity, market position and many other aspects. That framework is the 7 Principles of Digital Business Strategy.

This video covers each principle in detail specifically:

- Know Yourself: Businesses must look introspectively at their mission, values, cultural hierarchy of needs and have a value proposition that solves customer specific problems.
- The Marketplace: Competitor play by a different set of rules and require careful consideration. Is your business competing with, or beating competitors? What does the data say?
- Know Your Customer: It’s all about making customer experience and personalisation. Is it about solving customer needs? How do we look at big data and expert modes to better understand customer top purchases?
- Calculating the time required, capability needs and cash requirements for optimal digital transformation.
- The Customer Digital Strategy Quadrant: Where is your company now and what actions are open to you to get to the above two elements and learning.

To understand the 7 Principles of Digital Business Strategy in more detail watch Video 2.
Manage your strategy by setting mile markers, creating projects and assigning tasks.
On-demand consultancy:
Assisting your team to implement your strategy
Interpret analytics in the context of your strategy

Project Results

Project Name: Recruitment of marketing assistants

Date Range: 10.20.2014 - 12.18.2014

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<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Goal Conversion Rate</th>
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Sessions

Bounce Rate

Goals Completed
The Achilles heel of many large organisations is their size and the challenges that brings to transformation. That is, unless the entire company gets involved.

Video-based strategy reports have been proven to get the whole team on board, whether viewed in meetings or on an individual basis. This open communication gives everyone a role in the strategy and shows how their actions are helping to deliver transformation in the business.

Small incremental changes across an entire organisation, led by a strong C-Suite, add up to huge leaps forward for business.

Where skills gaps exist we have a team of experts to help guide your strategy and execute projects and tasks to achieve your digital business transformation and ensure that when urgent internal work builds up that this does not distract from the important task of business success.
Contact us to talk about your Digital Business Strategy

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