

# A LEADER'S GUIDE TO DIGITAL TRANSFORMATION

*Doing Digital or Digital Innovator Part 1 of 2*

**ARE YOU 'DOING DIGITAL'  
OR ARE YOU A  
'DIGITAL INNOVATOR'?**

# WHAT'S COVERED

- What a DT journey looks like
- The differences between organisations that are simply 'doing digital' and successful 'digital innovators'
- Performing a gap analysis on your own organisation



DIGITISING SERVICES 2017

DIGITALLY TRANSFORMED SERVICES 2020

'DOING DIGITAL' 0



# Digital Innovators

Strategy & culture that promotes constant 'no blame' experimentation

Constantly articulate the new organisational vision and how to get there

Processes for managing change & scaled, cycles of innovation

co-create new products/services with customers

Reimagine the organisation before implementing tech

Default to data driven decision making whenever possible

# Doing Digital

Focus on own websites, social, IT to deliver exiting services

Focus on short term goals, targets and projects

Process ensure compliance and reduce risk

"Customer focused" & creative

Digitise existing products and services

Strive for "likes"



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