

A LEADER'S GUIDE TO DIGITAL TRANSFORMATION

Doing Digital or Digital Innovator Part 2 of 2

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"



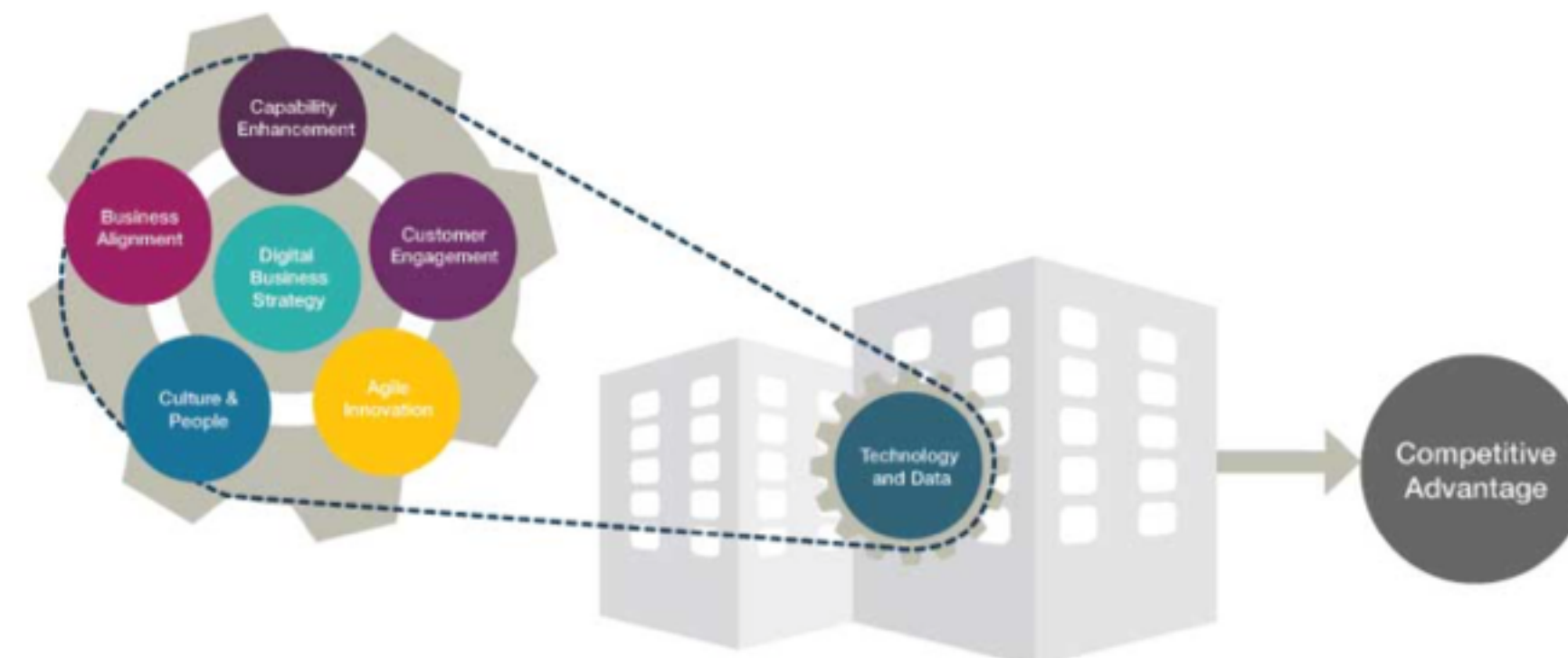
DIGITAL INNOVATORS

“Technology is a business enabler
not a differentiator”

? DT GAP ANALYSIS



Winning Digital Innovators know that...
Strategy creates competitive advantage
People and a **culture of innovation** sustains it
Technology is the means by which it is delivered



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