

# DIGITAL TRANSFORMATION FRAMEWORK

YOURSELF	MARKETPLACE
Diagnosis	Competitors
Strategic Vision	Competitive Proposition
UVP	Competitive Force=ma
CUSTOMER	RESOURCES
Volume	Time
Task	Talent
Intent	Cash

## 1. YOURSELF

**Diagnosis** -What is the problem you are trying to solve?

**Strategic Vision** - Where do you want to see your business or organisation in 3, 5 or 10 years time?

**Unique Value Proposition** - Did you do something first? Do you do something better than anyone else? What makes the value you add for customers better than the competition?

## 3. MARKETPLACE

**Competitors** - Who are they? Where are they? What size are they?

**Competitive Proposition** - What are they proposing that's making them unique? How are they adding value for customers?

**Competitive Force=ma** - What is their market share? Their resources? What do they have that you don't? How do they rank online compared to you?

## 2. CUSTOMER

**Volume** - What is the demand for your product or service?

**Task** - What job or task is your customer trying to do?

**Intent** - What do customers need from you? A quick buy? More information? Understanding their intent and being there to meet their needs is crucial.

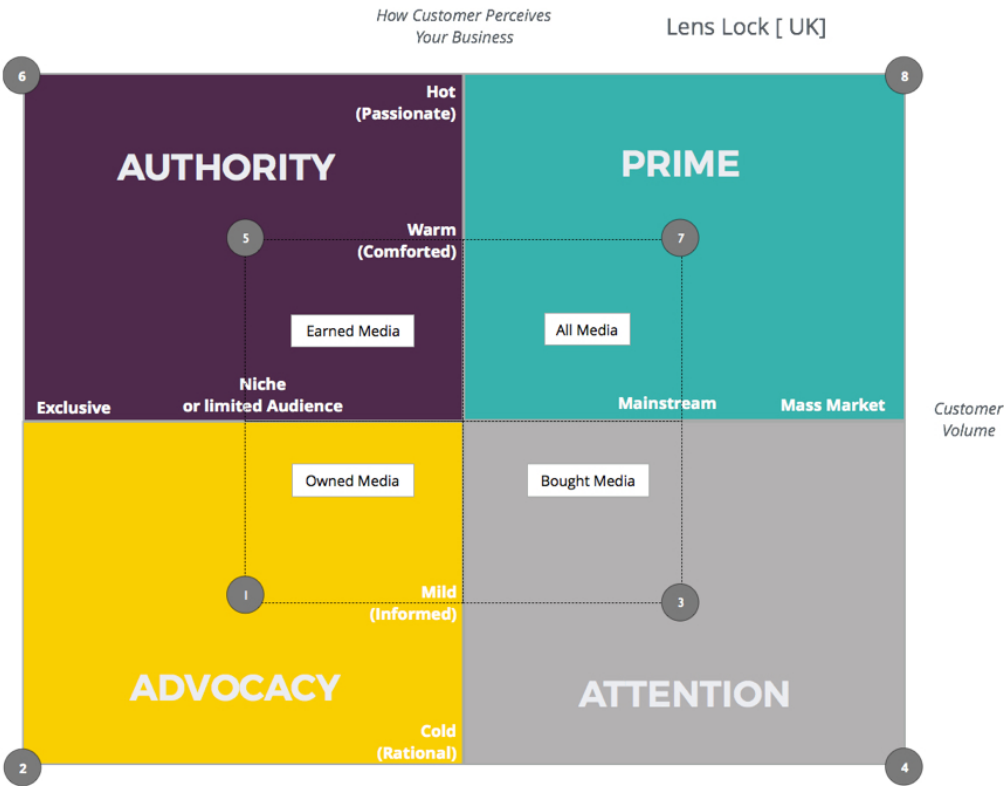
## 4. RESOURCES

**Time** - What time do you have to dedicate to strategy development and action?

**Talent** - What skills does your business have? What does it need? How can we use what's there to it's full potential?

**Cash** - Cashflow is an important factor in deciding which strategic path your organisation will take.

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## WHERE ARE YOU NOW? WHERE DO YOU WANT TO BE?

**AUTHORITY**

Businesses in Authority have invented a thing worth sharing, a story worth telling, a contribution others want to talk about. They led a group of like-minded individuals passionate about their sub-category by creating insights and value. Customers come to them because of who they are and what they stand for.

**PRIME**

Prime players are the dominant market player. They get attention because they are so dominant, so well know. Their strategic imperative is to defend against Attention seekers and to acquire or assimilate emerging new threats created by Authority businesses.

**ADVOCACY**

This is the default position for most businesses. Personal relationship building over time is an essential for business growth and many sales opportunities come from recommendations of happy customers. They market to existing customers using email marketing and social media channels mostly.

**ATTENTION**

While maintaining many of the same actions of Advocacy, some businesses pay to advertise a product or service. Attention techniques include search engine advertising and optimisation as well as attending trade shows, sponsorship and display advertising.