

ionology

The 7 Principles of Digital Business Strategy

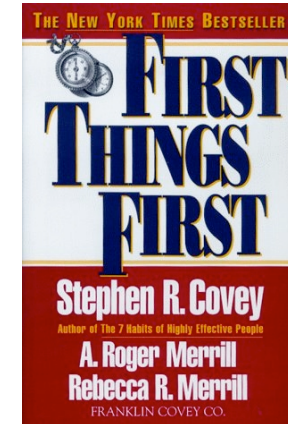
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Introduction

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.



Stephen Covey's Quadrant

	Urgent	Not Urgent
Important	<div>Crying baby Kitchen fire Some calls</div> <div>1</div>	<div>Exercise Strategy Planning</div> <div>2</div>
Not Important	<div>Interruptions Distractions Other calls</div> <div>3</div>	<div>Trivia Busy work Time wasters</div> <div>4</div>

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?

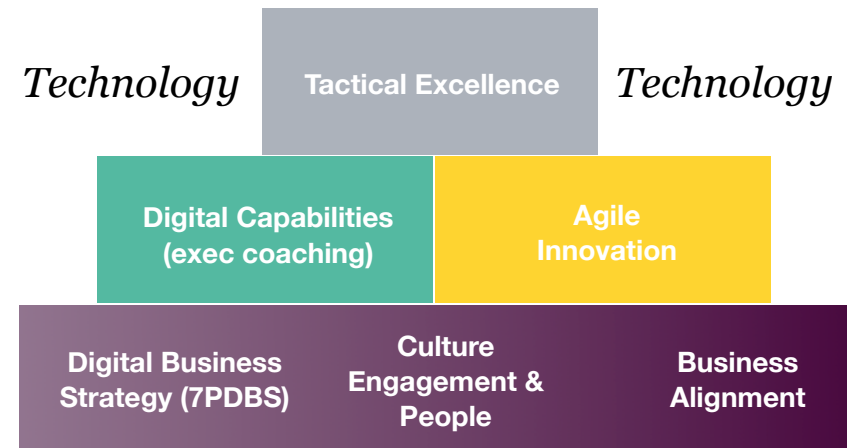
The CIO is the natural leader. The CIO is the bridge between technology, business strategy and marketing helping explain and deliver transformation at the board room table.

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 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.

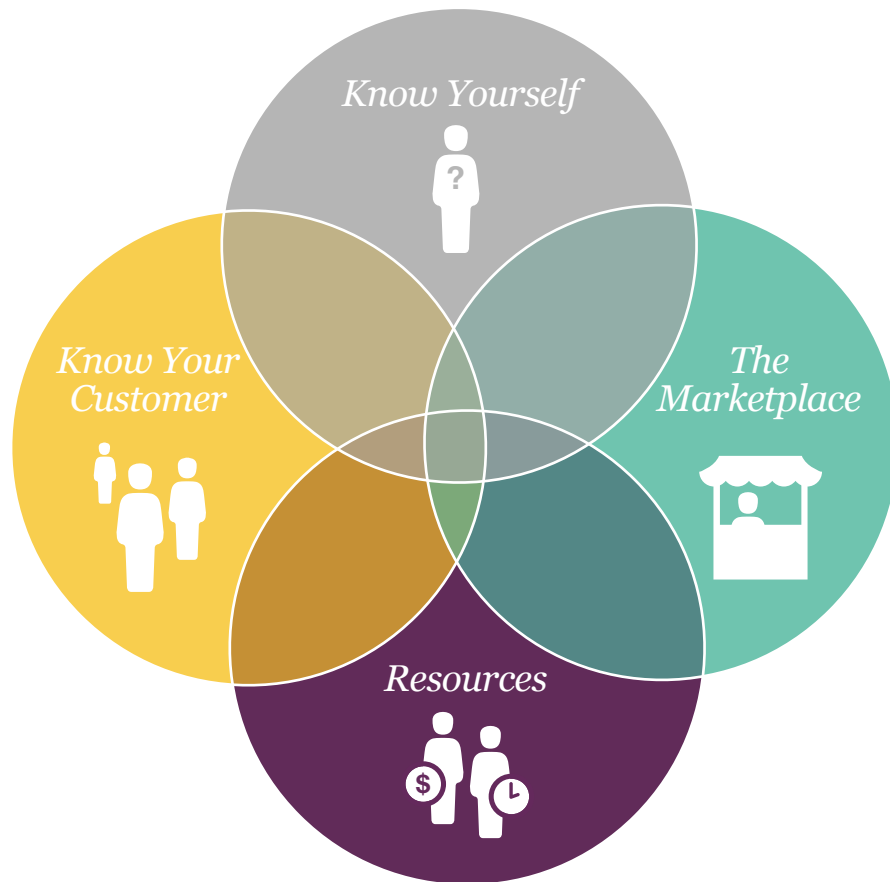


Ionology's 7 Principles of Digital Business Strategy

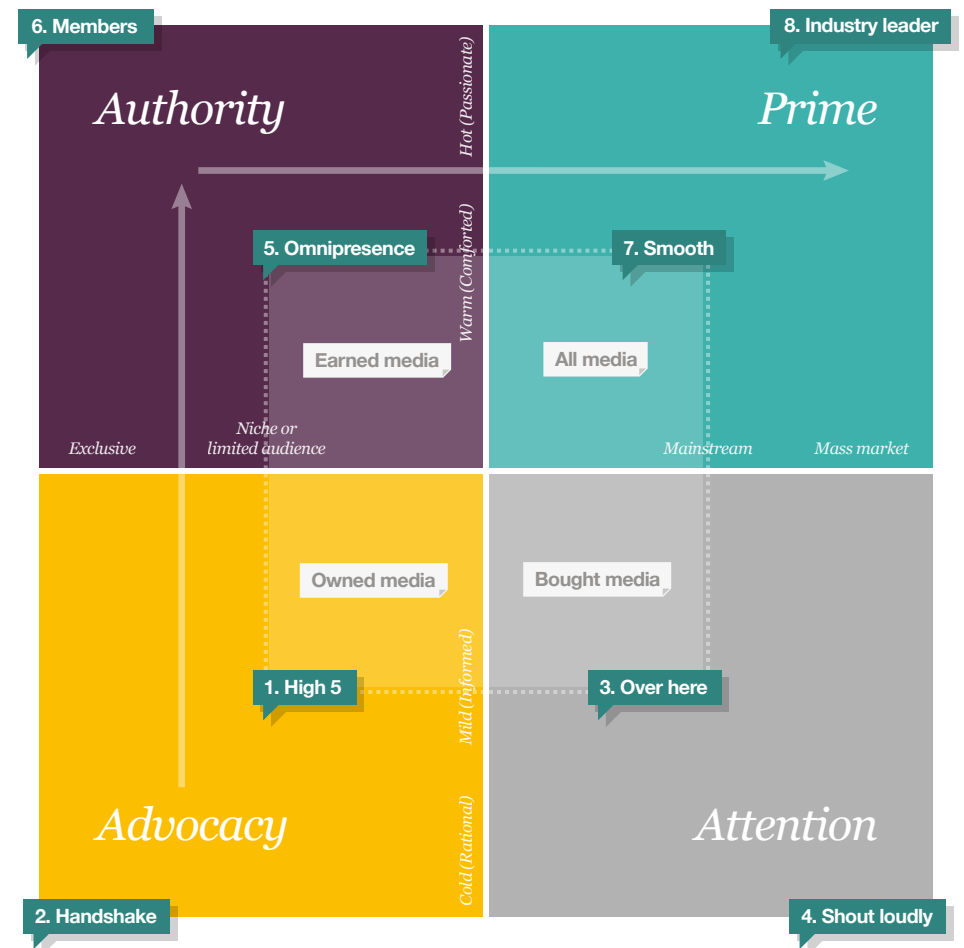
The 7 Principles process includes a clear diagnosis of the challenges facing the business, a thorough roadmap of the journey to transformation and a strategy to get you there.

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

We help you on your journey.



Ionology's Venn Diagram



Ionology's Digital Strategy Quadrant

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Contact us to talk about your Digital
Transformation Strategy

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