

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.