# DIGITAL TRANSFORMATION FRAMEWORK

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## 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.