

# VALUEBOARD

### WHAT IS BEING DIGITAL?

Digital is about <u>value</u>. It is about discovering new ways of identifying value, and then aligning your entire organisation towards capturing that value.



## INFINITE POSSIBILITIES

## 2. DIGITAL MINDSET

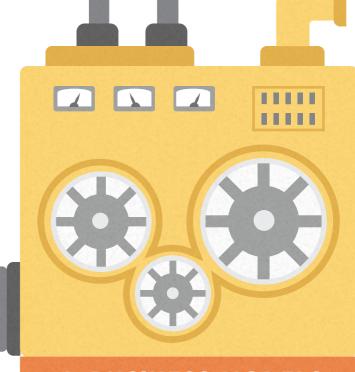
Challenge Status Quo

- Examine assumptions
- What got you here, won't get you there Question your future
- Question & Test hypothesis
- Question how you must deliver value
- Think Employee, Customer, Shareholder, Company

# 3. DIGITAL TRANSFORMATION CATALYSTS

Better Informed Customers Competition with better solutions New Capabilities, with new tech

Digital is about <u>business re-design</u>. It is a way of doing things. It involves business model shifts, customer obsessiveness, brand realignments, process changes, and employee engagement.



#### 4. BUSINESS MODELS

Examine Business Patterns Redesign Business Model Decipher Value Design

# 5. CUSTOMER OBSESSION

Engage with customers.
Understand value drivers & behaviours
Generate & execute value

#### 6. DIGITAL BRAND PATTERNS

Understand customer interactions with your brand/offering
Modify/Create new offerings
Re-align brand
Enhance customer experience
Create digital brand personality