

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

1. DIGITAL VALUE CHAINS

Value Chains are getting granular and fractionalised. Value is atomising, and migrating from old & traditional business designs to new digital ones.

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 business re-design. 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

