

DIGITAL TRANSFORMATION: STRATEGY

1 DAY

COURSE SUMMARY

This course will look at how to integrate overall business strategy and digital transformation plans to ensure the best outcomes. Participants will learn how to assess the current state of the business, how to set compelling and practical goals, and the importance of making informed decisions.

COURSE CONTENT

UNDERSTANDING STRATEGY AND THE DIGITAL LANDSCAPE

- Explore the reasons why so many digital transformations fail
- How organizations can avoid becoming failing
- Explore some of the technology opportunities available for businesses

ASSESSING THE CURRENT STATE

- Introduce the SWOT analysis
- Cover why it is valuable and how to do one

SETTING GOALS AND MEASURING PROGRESS

- Explore two ways that organizations can set clear priorities
- Introduce SMART goals and objectives and key results and how to track them

ALIGNING BUSINESS STRATEGY AND DIGITAL PLANS

- Explore the connection between business strategy and digital transformation
- Underline the value of clarity

DATA-DRIVEN DECISION MAKING

- Discuss the power of using data as it relates to decision-making

CUSTOMER-CENTRIC APPROACH

- Discuss the customer experience, why it is paramount and how organizations can find out if they are offering value to those they serve

IMPLEMENTATION

- Develop your own action plan for a digital initiative