WHAT IS
DIGITAL TRANSFORMATION
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PROFOUND TRANSFORMATION...

of processes, business activities and competencies
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RADICAL PERFORMANCE IMPROVEMENT
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RADICAL PERFORMANCE IMPROVEMENT

EXTEND REACH
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DIGITAL STRATEGY
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EXTEND REACH
DIGITAL STRATEGY

DIGITAL TECHNOLOGY
IMPROVE PROBABILITY OF SUCCESS
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PROBABILITY OF SUCCESS

CLEAR GOALS
CEO TAKES THE LEAD
TAKE FUTURE LEADERS OUT OF CURRENT ROLES
STAY THE COURSE

STRONG TECHNOLOGY TEAM
ONE TEAM
IMPROVE
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What is Digital Transformation

- Digital transformation is a profound transformation of processes, business activities and competencies
- It should lead to radical performance improvement
- It usually allows your company to extend your reach - new customers, new partners, new geographies, new businesses, new revenue streams
- It starts and ends with a Digital strategy
- It inevitably involves harnessing new Digital technology
• The Board and CEO must have clear goals
• The CEO must take the lead
• You must take your future leaders out of their current roles into this initiative
• You must have a strong technology team
• One Team
• You must be prepared to “stay the course”
THANK YOU

INNOVATION. CONNECT. ECONOMY