

## **Digital Transformation: From Engagement to Excellence**

Digital transformation in various forms has been around for a few decades, but has gathered steam particularly during the pandemic. This session will present ways in which companies can embrace digital transformation in an outside-in as well as top-down manner. Based on the author's book series, the audience will benefit from visual representations of digital ecosystem, mapping them onto toolsets and skillsets, and planning appropriate roadmaps.

Frameworks, case studies, management rigour, and inspirational messaging will be covered in this interactive session. Case studies will be presented from India and around the world.

While earlier implementations of IT were centred on resource planning and data management, the new impacts of digital transformation are in decision making, process improvement, and developing new offerings. What are some ways to make sense of this confusing world of information overload, stemming from communications, content, and IoT devices?

A business and research mindset is called for, with practical steps for gathering insights from data and from improved processes. Digital dashboards provide some de-cluttering relief in the digital transformation journey— provided they have the right elements, focus and design.

### **Agenda**

8 hours (4 hours per day online, for two days)

### **Day One**

Digital building blocks: from web to metaverse

Digital value (utility, context, speed, personalisation)

Digital audits and roadmaps (assessment, gaps, competitive positioning, goalposts)

Design thinking in the digital age (empathy, electronic trails, ecosystem, experiments)

### **Day Two**

Trend spotting and creation (consumer expectations, employee workflows)

Risk management: cybersecurity and digital governance

Innovation Ecosystems (digital partnerships, co-creation, crowds)

Metrics and Results (near/medium/far horizons, maturity frameworks)

## **Key takeaways from the workshop**

- Visualisation tools like the Digital Matrix to map the different kinds of technologies
- The Impact Matrix to map out levels and timelines of impacts
- Examples of leader-supported and employee-driven digital changes
- Digital engagement with customers for co-creation of products and services
- Engaging with startup ecosystems for the next wave of digital transformations