



Digital Transformation

A simple guide to uncover the potential impact digital transformation can have on your organization.

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Identify and evaluating the possibilities for Digital Transformation in your company

What is digital transformation?

Digital transformation is the process of using digital technologies to create new or modify existing processes in all areas of an organization.

When done well, digital transformation doesn't use technology to replicate an existing service in a digital form, but rather use technology to create the most efficient and effective processes for an organization.

Why is digital transformation important?

Digitally transforming your organization will change how you operate and how you deliver value to your customers. Incorporating technology into your organization's strategy can have many benefits, including:

- Reducing costs
- Increasing efficiency
- Increasing accuracy
- Access to data and analytics
- Attracting global talent
- Offering flexibility to employees
- Improve customer service
- Offer new products/services
- Gain a competitive advantage

How do I get started?

Step 1: Identify possible areas

Think about all the functions of your company, (especially those unique to your organization) that could benefit from digital transformation. Are there areas in your organization that are challenging or time consuming? Do you have any manual processes that could be automated? Are you dealing with subpar experiences because you don't have software tailored to your product or service?

Write down areas you could transform in the left column. Then, ask yourself "What would the benefit of transforming this area with technology? In the right column, check all that apply.

Step 2: Dig deeper into your ideas

For each area you've identified, think more about what exists now. Brainstorm how technology could improve your organization, and evaluate the potential return on investment.

Step 3: Prioritize your ideas

Select the top 3 priorities for digital transformation. You may have only identified a couple items on your list of possibilities, you may have double digits. Either way, it's important to prioritize where to start. For each idea selected, sell yourself. Why did you select these ideas as priority 1, 2, and 3?

Step 1: Identify Possibilities for Digital Transformation

Possible focus area

Why?

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|--|--|--|
| | <input type="checkbox"/> Increase efficiency | <input type="checkbox"/> Centralize data |
| | <input type="checkbox"/> Improve accuracy | <input type="checkbox"/> Improve experience |
| | <input type="checkbox"/> Decrease cost | <input type="checkbox"/> Add product/service |
| | <input type="checkbox"/> Create new process | <input type="checkbox"/> Competitive advantage |
| | <input type="checkbox"/> Other: | |
| | <input type="checkbox"/> Increase efficiency | <input type="checkbox"/> Centralize data |
| | <input type="checkbox"/> Improve accuracy | <input type="checkbox"/> Improve experience |
| | <input type="checkbox"/> Decrease cost | <input type="checkbox"/> Add product/service |
| | <input type="checkbox"/> Create new process | <input type="checkbox"/> Competitive advantage |
| | <input type="checkbox"/> Other: | |
| | <input type="checkbox"/> Increase efficiency | <input type="checkbox"/> Centralize data |
| | <input type="checkbox"/> Improve accuracy | <input type="checkbox"/> Improve experience |
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| | <input type="checkbox"/> Decrease cost | <input type="checkbox"/> Add product/service |
| | <input type="checkbox"/> Create new process | <input type="checkbox"/> Competitive advantage |
| | <input type="checkbox"/> Other: | |

Step 2: Evaluate Digital Transformation Focus Area

Focus area

What process exists today?

What are the challenges?

What software could you create?

What would be the key features?

What would the impact be if implemented?

Approximately, how much would it cost to build?

Rank this idea on the estimated return on investment (ROI) scale?



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Step 3: Identify the first 3 areas to focus

Priority 1

Why?

Priority 2

Why?

Priority 3

Why?



Need help?
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