



Robin Speculand



# Virtual Course

# Building Your Digital Business

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**BRIDGES™**

Business Consultancy Int.



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# Course Outline

## Case Studies

Pre-Course: Case Reading

DBS: 3 hrs

**Outcomes**

- Transform from traditional to digitalization
- Leaders Role
- Technology re-architecture
- Customer Obsession
- Culture change

Follow -Up

Share key lessons learned

Week 1

## Framework

Four, two-hour modules (outcomes on next page)

Pre-Course: Mix of Surveys, Articles & Videos

1. Why digital implementation fails
2. Ticking Clock™ Model
3. Digital Speedometer ©
4. Digital Leader Six Mindset Shifts

Follow -Up

Apply learning from each module to your organization

Week 2,3,4 and 5

## Build

Pre-Course: Finalize Strat Plan

Digital Scorecard and Implementation: 3 hrs

**Outcomes**

- Identifying and adopting the right digital measures
- Tips for implementation

Follow -Up

Implement one action over next 90 days

Week 6



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# Framework Learning Outcomes

Pre-Course*	Module	Learning Outcomes
Digital Maturity Index	Why digital implementation fails	<ul style="list-style-type: none"> <li>✓ Top three reasons digitalization fails</li> <li>✓ Discussing what digitalization mean to your business</li> <li>✓ Opportunities for each business</li> </ul>
Selected Videos	Ticking Clock™ Model	<ul style="list-style-type: none"> <li>✓ Framework for transforming the business to digitalization</li> <li>✓ Discussing the three strategic steps</li> <li>✓ Discussing the 11 Steps with DBS as examples</li> </ul>
<u>Know Your Customers’ Job to be Done</u> <u>The Head Heart And Hands Of Transformation</u> <u>Why So Many High-Profile Digital Transformations Fail</u>	Digital Speedometer**	<ul style="list-style-type: none"> <li>✓ Identifying the swiftness for transformation based on speed and urgency</li> </ul>
<u>Unlocking Success in Digital Transformations</u>  <small>*Material may be adjusted as course evolves</small> <small>**May invite online guest speakers</small>	Digital Leader Six Mindset Shifts**	<ul style="list-style-type: none"> <li>✓ Being open to growth</li> <li>✓ Empower employees</li> <li>✓ Customer obsessed</li> <li>✓ Leverage data</li> <li>✓ Minimize meetings</li> <li>✓ Holding people accountable</li> </ul>