



Robin Speculand

Virtual Course



Building Your Digital Business

Robin Speculand

Specialist in Strategy &
Digital Implementation

BRIDGES™

Business Consultancy Int.



Course Outline

Six modules (all 2-hrs, except DBS Case)

Framework

(Outcomes on next page)

Pre-Course: Digital Maturity Index

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 1, 2,3 and 4

Case Study

Pre-Course: Case Reading

5 DBS: 3 hrs

Outcomes

- Transform from traditional to digitalization
- Leader's Role
- Technology re-architecture
- Customer Obsession
- Culture change

Follow -Up

Share and apply key lessons from Case

Week 5

Build

Pre-Course: Finalize Plan

6 Digital Scorecard and Implementation

Outcomes

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

Follow -Up

Implement one action per leader over next 90 days

Week 6



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Framework Learning Outcomes

Pre–Course*	Module	Learning Outcomes
<p>Digital Maturity Index Individual assessment of where each participant is on the digital maturity journey</p>	<p>Why digital implementation fails</p>	<ul style="list-style-type: none"> • Top three reasons digitalization fails • Discussing what digitalization mean to your business • Opportunities for your business
<p>Selected Videos</p>	<p>Ticking Clock™ Model</p>	<ul style="list-style-type: none"> • Framework for transforming the business to digitalization • Discussing the three strategic steps • Discussing the 11 Steps
<p>Selected Articles: <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></p>	<p>Digital Speedometer**</p>	<ul style="list-style-type: none"> • Identifying the swiftness for transformation based on speed and urgency
	<p>Digital Leader Six Mindset Shifts**</p>	<ul style="list-style-type: none"> • Being open to growth • Empower employees • Customer obsessed • Leverage data • Minimize meetings • Holding people accountable

*Material may be adjusted as course evolves