



Digital Implementation for Leaders

A one-day impactful and
informative workshop

facilitated by Robin Speculand

BRIDGES[™]

Business Consultancy Int.

- No conference tables – learn in an open environment
- No printed workbook – receive online link to all materials
- No fixed agenda – fluid building blocks with time to dive into what you need

Leaders in many organizations are being asked to implement digital initiatives, and they often struggle to understand how the many moving parts come together. This workshop is designed to support leaders in overcoming the challenges that cause more than 80% of digital implementations to fail.

It has been borne out of identifying the divide emerging among those responsible for setting strategy in a digital world and the leaders required to implement it. Different mindsets and skillsets are required.

Organizations struggle if department heads find themselves competing rather than collaborating with each other. Our research reveals that a unifying digital purpose is needed to drive the transformation. This ensures all are aligned toward common goals and measures.



Consider that the top five companies in *Harvard Business Review's* "The Top 20 Business Transformations of the Last Decade" saw gross profit increase by an average of 857% over the past decade (pre Covid-19). Their successful implementation of digitalization centered around defining a new purpose for the business and then transforming its culture and its business.

To lead a digital transformation, leaders are required to be open to going back to school as they need to learn a new language and approach to successfully implement it. Digital implementation is a bottom-up-driven initiative involving, for example, hackathons, customer journeys and design thinking. As a result, leaders no longer go to meetings to make sure people have done what they asked. Rather, they go to them to find out what is happening!

At this workshop, participants won't see round conference tables with white tablecloths, workbooks and a fixed agenda. Instead, they'll find an agile environment that encourages free-flowing conversation and addresses their specific digitalization needs and questions, which supports the culture an organization needs to adopt.

The workshop is supported by a personal digital maturity assessment, case study on one of *Harvard Business Review's* top ten digital transformations, an organizational 40 Digital Implementation Best Practices assessment and a provoking e-playbook.

Pre-Workshop Preparation



Digital Maturity Index – Individual Assessment

Before attending this workshop, participants are asked to complete the six-minute online self-assessment, which reveals their individual's level of digital maturity and position on their digital journey. After completing it, they immediately receive a report with recommendations for digital growth.



40 Digital Best Practices Benchmark – Organization Assessment

This 40 Best Practices Benchmark allows participants to assess their organization against the key building blocks of digital transformation. It also helps them accelerate their business's transformation and see what it takes to successfully implement digitalization.



DBS Case Study – Pre-reading

Under the stewardship of Piyush Gupta, CEO, DBS Bank has earned three major banking awards as the best bank in the world. This case study, published in conjunction with Singapore Management University, explains the bank's journey to become the world's best and shares best practices.

Supporting Content



The Ticking Clock© model

This model was developed and published in the White Paper [Digitally Driven Business](#) (2019). It's based on research conducted on 1,874 leaders across Asia Pacific, North America and Europe who shared their views on digital transformation and their readiness to implement it.



Digital Implementation Playbook

Designed for leaders to know how to successfully adopt digitalization, it shows how they can build their own playbook by answering pivotal questions.



Tick Tock Cards

These cards set in motion an interactive discussion on pivotal questions.

Workshop Outline

Myth or Fact

Digital Implementation for Leaders opens with a discussion on key statements about digitalization and whether they are myth or fact.



Digital Implementation Challenge and Tips

Participants discover the implementation pitfalls leaders need to be aware of and avoid as well as tips for success based on examples from around the world.



The Ticking Clock[®] Model

This model features the three strategic stages and 11 operational steps that guide leaders to implement the many moving parts of digitalization. The discussion focuses on the operational steps and how leaders can integrate them into their organization.



Digital Actions

This module provides the opportunity for participants to step back and reflect on what their organization needs based on the Ticking Clock model. The Tick Tock Cards facilitate an interactive discussion about pivotal questions and the right actions to be taken.



The Digital Maturity Index[©]

This brief module reviews the pre-workshop online assessment and identifies individual opportunities for growth.

Digitalization has leveled the global playing field, with every organization feeling its effect on its customers and business models. The Digital Maturity Index identifies whether leaders are Reacting, Embedding or Strategic when leveraging digitalization.



DBS Bank Case Study – Singapore Management University Publication

DBS Bank, under the stewardship of CEO Piyush Gupta, has transformed from a traditional bank to being recognized as the best bank in the world.

In this case study written by the workshop facilitator, participants discover three strategic principles on technology, customer and culture that drove the bank's transformation. It shares amazing stories of how every area of the bank adopted Making Banking Joyful (the internal name for DBS's strategy). In addition, participants will view exclusive videos and hear insights drawn from the facilitator's research and his book, *World's Best Bank*



40 Digital Best Practices Benchmark

This 40 Best Practices Benchmark assessment allows participants to assess their organization against the key building blocks of digital transformation. It also assists them to accelerate their transformation and see what it takes to successfully implement digitalization. Examples from the DBS transformation for each best practice are provided.



Digital Implementation Action Plan

This module identifies what participants can do in the 90 days following the workshop.

It gives them the opportunity to reflect on the day's learning and discuss what needs to be adopted into their own organizations.



Benefits from Attending Digital Implementation for Leaders

- Understand why more than four out of five digitalization efforts fail.
- Receive a model to guide your whole organization to success.
- Assess your organization's actions against the Ticking Clock Model.
- Determine the speed your organization needs to implement its strategy.
- Use the Digital Maturity Index to identify your place on your digital journey.
- Discover how DBS Bank successfully transformed to digital.
- Learn best practices and success secrets from around the world

Note: This workshop *Digital Implementation for Leaders* is for middle to senior leaders. We also offer a half-day briefing called *C-Suite Guide to Implementing Digitalization* for executives and board members. The Ticking Clock[®] model is applied in both to create a common language and approach.

For further information, contact bridges@bridgesconsultancy.com

Robin Speculand

Strategy & Digital Implementation Specialist



Robin Speculand passionately lives and breathes strategy implementation. He continuously creates and develops new approaches to support leaders in transforming their organizations and is one of the world's most prolific writers on the subject.

He is founder of three companies, three business associations and CEO of Bridges Business Consultancy Int. Singapore Airlines was among the first organizations to embrace this new field and engaged Robin to support its global strategy implementation.

He is known for his breakthroughs on implementation methodology and techniques, including the *Implementation Compass™*, a proprietary framework; built on the eight areas for excellence for execution; *Readiness2Execute Assessment*; *IMPACT*, a toolkit for implementing actions in 90 days; *the Ticking Clock® Model*, a framework for digitalizing an organization; *Digital Maturity Index*, the *Implementation Hub*, featuring more than 650 online resources and the 40 Digital Best Practices Benchmark.

Robin also cofounded an online education forum—the *Strategy Implementation Institute*—that provides leaders with a community, online course and online certification in the field.

In 2015, Robin recognized that implementing digitalization was particularly different than previous strategy implementations. He researched the challenges globally and in 2018 co-authored *Transforming Your Company into a Digital-Driven Business*.

Robin has published four books on strategy implementation and will soon publish his third book on implementing digitalization. His pioneering work has been featured in media worldwide including BBC World and Forbes. He is a TEDx speaker, an educator for Duke CE, IMD, and an adjunct member of Singapore Management University and National University of Singapore. He is an award-winning case writer and a GlobalScot appointed by the First Minister of Scotland.

Outside of work, Robin competes in ironman events around the world and calls Singapore home.



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