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Business Consultancy Int.



How to Implement Digital Keynote

Digitalization is rapidly becoming a hygiene factor in leading organizations. Leaders have now embraced the need and integrated it into every part of their business while staying focused on its value to customers.

Yet fewer than one in five digital implementations are succeeding.

The top reasons for such a high failure rate is that leaders fail to change their mindset and their organization's culture. They don't recognize it's about *transforming* the whole business model, not applying "digital lipstick."

In fact, leaders often find themselves overwhelmed with many different moving parts when implementing digital. They ask, "Should we start by adopting cloud or becoming agile or leveraging AI or integrating DevOps or focusing on security or training employees in new skills or becoming data-driven . . . ?"

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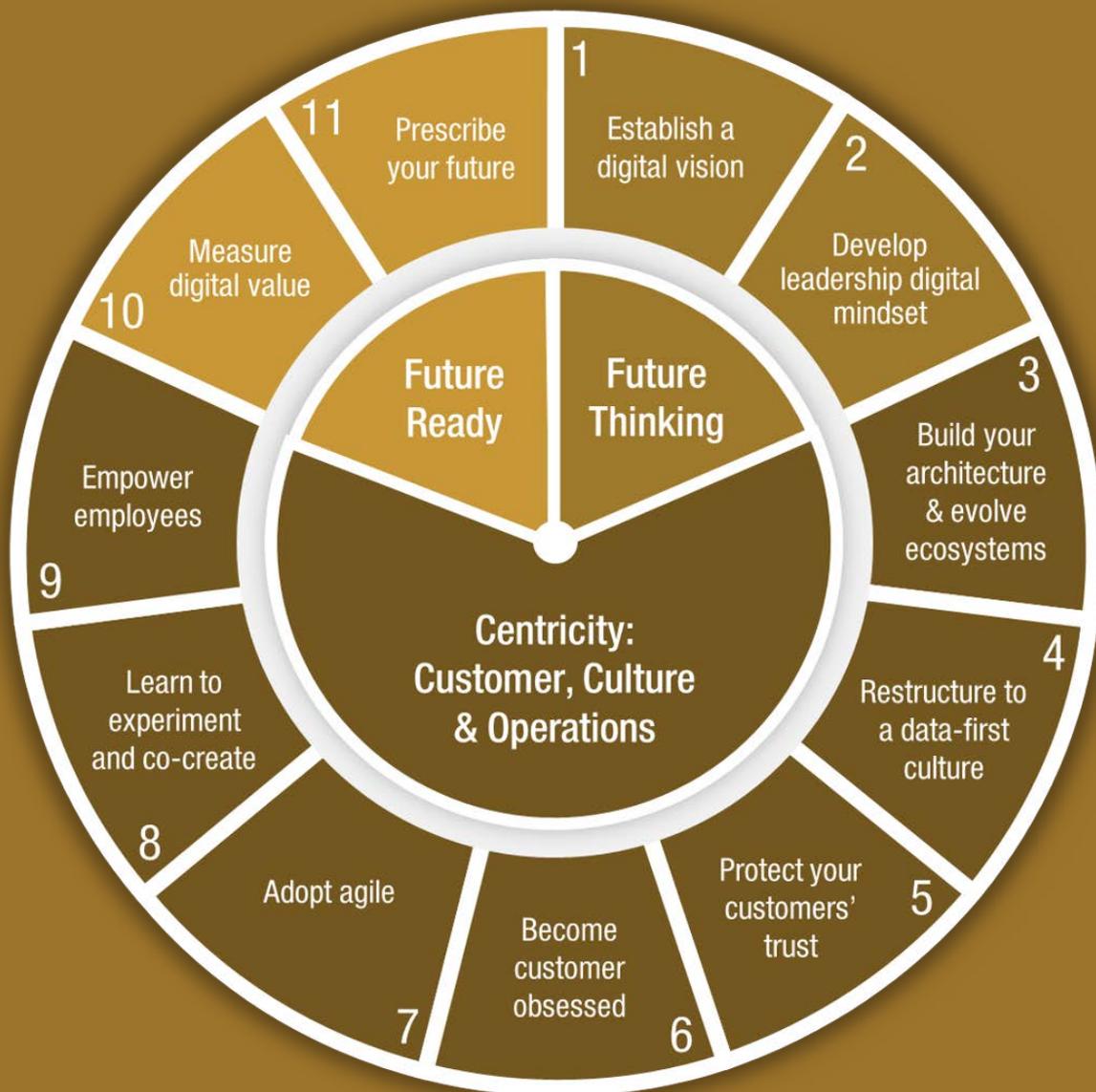
First, a digital vision is required to ensure leaders are creating alignment across the business and consistency in actions and measures. They are then responsible for creating their "playbook" by (1) identifying *how* digitalization affects their customers and (2) deciding *what* needs to transform internally.

Still, many leaders struggle to understand not only what is required for their organization but also *from themselves*. This interactive presentation challenges them to avoid the most common mistakes and guides them toward what works. It presents the Ticking Clock[®] Model that identifies the three strategic stages and 11 operational steps for any organization implementing digital, and it sets up a holistic playbook for leaders to follow.

The presentation also shares digitalization best practices using cases and secrets from around the world while sharing insights from the *Digital Implementation Playbook*.



Presentation Highlights:



Ticking Clock[®] model

- The Ticking Clock[®] Model – highlighting the strategic stages and operational steps requirements
- Pinpointing why digital implementation frequently fails
- Explaining how the Ticking Clock works with examples and use cases to reinforce key points

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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