

# Digital Transformation:

## Finding Your Organization's Digital Path



APRIL 10, 2018

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## INTRODUCTIONS



**Christina Phillips**

Director  
cphillips@bkd.com

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## Myths About Digital Transformation?

Myth	Reality
Primarily about the customer experience	Huge opportunities exist also in efficiency productivity & employee leverage
Matters only to technology or B2C firms	Opportunities exist in all industries with no exceptions
Bottom-up activity is the right approach	Digital transformation must be led from the top
If we do enough digital initiatives, we will get there	Strategy trumps volume; intensity is more important for driving overall performance
It will happen despite our IT	Business & IT relationship is still key & a barrier for many companies
Approach is different for every industry & company	Digital leaders exhibit common behaviors & results
Wait & see if a safe approach	Digital leaders are outperforming their peers in every industry today

Source: CIO Enterprise Mobility Conference Presentation by Dr. Bill Limond (CIO)

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## What Is Digital Transformation?



**Enterprise wide  
change enabled  
through technology**

**Leverage digital  
technologies to  
enable innovation of  
the business &  
operating models**

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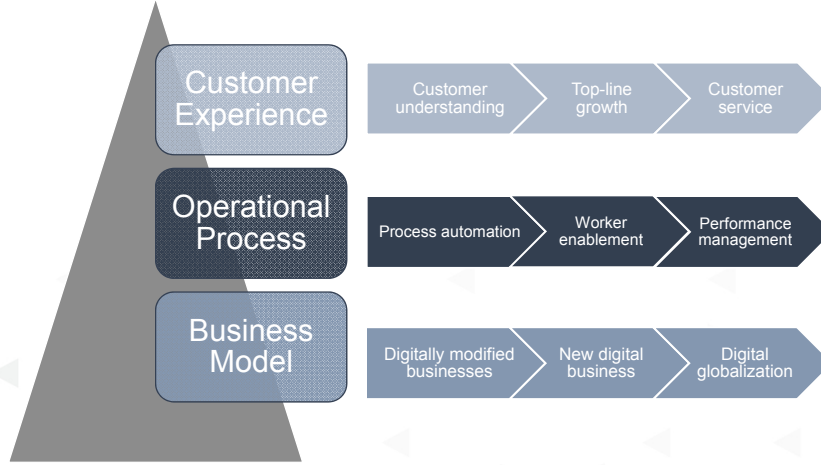
## Why Digital Transformation? Why Now?

- Growth
  - Organic
  - Mergers & Acquisitions
  - Workforce Dynamics
- Marketplace
  - Competition
  - Supply & Demand
  - Industry Trends
- Risk Mitigation
  - IT (operational)
  - Regulation (compliance)



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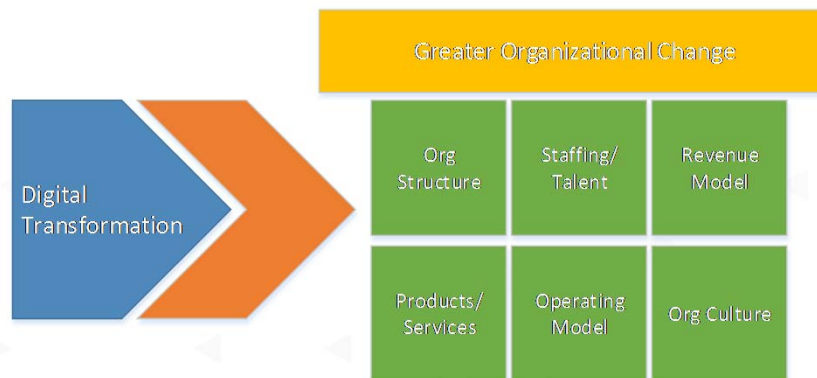
## Common Areas of Focus



Source: Soule, Deborah L. and Puram, Akshita and Westerman, George F. and Bonnet, Didier, *Becoming a Digital Organization: The Journey to Digital Dexterity* (January 5, 2016)



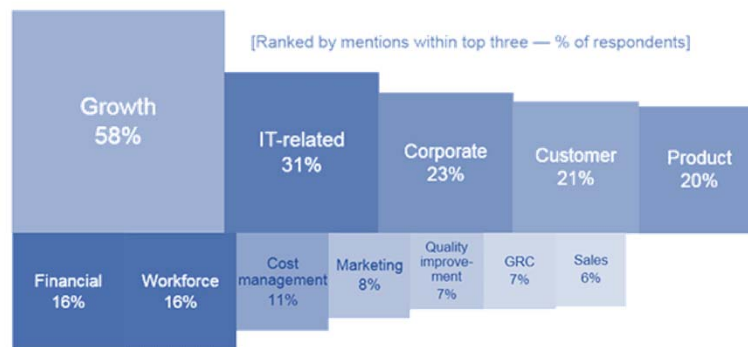
## McKinsey's Trojan Horse Concept



**GARTNER  
APR 2017**

**NUMBERS  
TELL THE  
STORY**

Figure 1: CEO Top Business Priorities for 2017 and 2018



\*Please tell us about your organization's top five strategic business priorities for the next two years (2017/2018) \* (Open-style responses)  
n = 308 CEOs and senior business executives

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## DIGITAL TRANSFORMATION LEADERSHIP

State of constant disruption/revolution/transformation

- “Culture of constant change”

Start with C-level conversations/objectives/vision

- CEO/CIO collaborative leadership
- Translate to actionable/measurable

Leadership alignment & common vision to execute

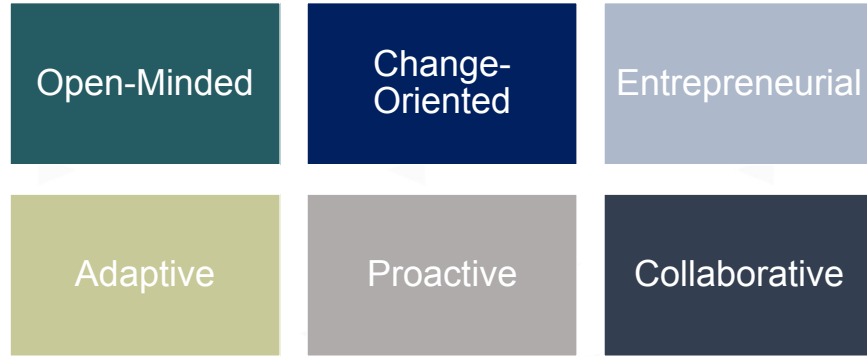
- What it means to the business
- “Less of a thing & more of a way of doing things”

Change of management & leadership mindset

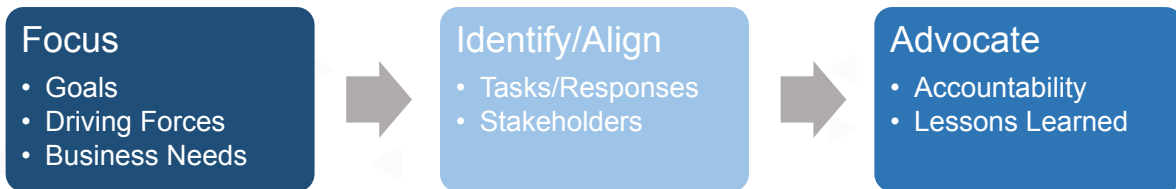
- “Digital first” view of business change
- “Digital is about unlocking growth now”

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## C-Level Keywords



## DEVELOPING A DIGITAL VISION



# FOCUSING THE VISION

## Customer Experience

- eCommerce
- CRM
- Social Media

## Operational Agility

- Business Process Automation
- System Integration/ERP Solutions
- Data Analytics

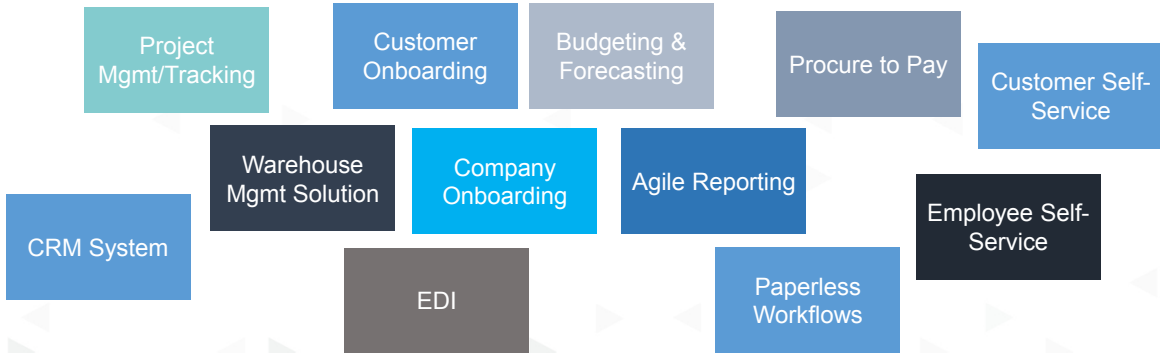
## Workforce Enablement

- Mobility
- System User Experience
- Empowerment & Efficiency



# IDENTIFY RESPONSES

- Align to focus/vision
- Identify stakeholders & accountability



## ADVOCACY

- C-Level support & leadership required
- Support for ongoing reassessment & evolution

State of  
Constant  
Change

Comfort in  
Disruption

Collaborative  
Leadership

Shift of  
Mindset

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BKD Technologies



## BKD Technologies Digital Transformation Series: What Is Your Organization's Digital Path?

Do you have a "digital" vision for your organization? How's your business adapting to the constant advancements in technology? Are you leveraging those technologies to transform your business ecosystem in a more innovative and efficient way? BKD Technologies advisors are sharing their insights to help you strategize on how to revolutionize your business through digital transformation.

**Register** April 10 – Digital Transformation: Finding Your Organization's Digital Path

### Upcoming Webinars

May 8 – Driving Profitability with Technology & System Efficiencies

June 5 – Leveraging Cloud & Subscription Services for Agility & Stability

August 7 – Power Up Your Analytics with a "Digital First" Approach

September 11 – Where Do We Go from Here? Adopting a Next-Generation Digital Mindset

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**May 8 @ 2 p.m. Central time**



**Digital Transformation:**  
Driving Profitability with Technology &  
System Efficiencies



# Questions?

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# Thank You!

Christina Phillips | [cphillips@bkd.com](mailto:cphillips@bkd.com)

