

DIGITAL TRANSFORMATION MATCH-UP ACTIVITY

OBJECTIVE:

- Discuss the elements of the company’s digital transformation.
- Consider the expansive and flexible nature of the digital transformation.

KEY:

Normal => Spoken script

Blue => Actions

Red => Discussion

MODALITY:

- Instructor-Led-Training (either on-site or online)

DIGITAL TRANSFORMATION – MATCHUP ACTIVITY (10 MIN)

In the previous module, we looked at the idea of a “digital transformation” within the company. We’re going to an exercise to see how well you recall what elements make up our digital transformation.

- At each table you have two stacks of words that match this table:
- Work with your group to match up the A and B words to create what you feel are the correct elements of our digital transformation.
- I’ll give you a few minutes to discuss and put these together.

A	B
Leverage	Technology
Create	Data Assets
Grow	Capabilities
Optimize	Business

DIGITAL TRANSFORMATION – ACTIVITY DEBRIEF (10 MIN)

- *After about five minutes, the facilitator asks each table to present their pairs and take a minute to explain their reasoning.*
- *Possible outcomes:*
 - *Leverage capabilities*
 - *Grow data assets*
 - *Create technology*
 - *Optimize Business*
 - *Grow Technology*
 - *Leverage Business*
 - *Etc.*

What did our Chief Data & Analytics Officer actually say about our digital transformation?

- “Digital transformation is about leveraging your data assets and technology to create unique capabilities that grow and optimize your current business, while also potentially creating new business opportunities.”

Points to call out:

- We could actually rearrange these in many combinations and it would still be relevant to our digital transformation.
- “Business” could refer to current business or new business opportunities.

Don’t confine your thinking to just one thing – allow yourself to truly think outside the box to truly pursue our digital transformation.