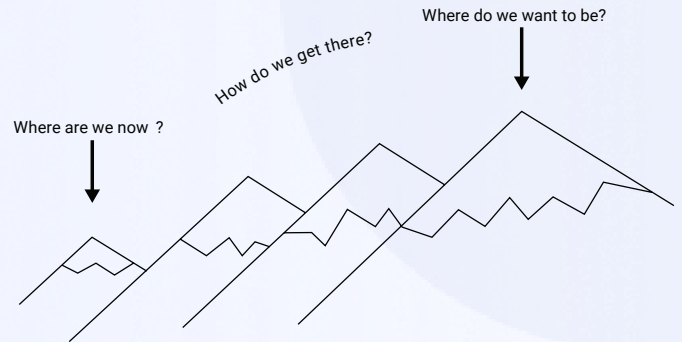




Digital Strategy Compass

**Understand your Digital vulnerabilities.
Define and deploy your Digital aspiration,
winning logic and innovation portfolio**



"At least 40% of all businesses will die in the next 10 years - if they don't figure out how to change their entire company to accommodate new technologies." - John Chambers, Cisco Systems

Defining and Deploying your Digital Strategy

Understand your Digital vulnerabilities. Develop your Digital innovation thesis and initiative portfolio. Understand the mindset, skill-set, culture and management systems required to sustain your transformation. Understand your blockers and how to eliminate them. Learn how to develop and communicate a compelling Digital Aspiration and winning logic.

Key benefits

- Experience our proven Digital Innovation Compass framework through real-life case studies.
- Explore the potential of disruptive technologies guided by seasoned executive mentors.
- Assess your existing Mindsets, Culture and management system.
- Gain practical knowledge on how to remove blockers.
- Learn with executive peers in a safe, relaxed environment
- Define your Digital strategy in a clear, easy to communicate way.

Participants Profile

Senior executives who seek to a) understand their Digital vulnerabilities, b) develop clear, easy-to-communicate Digital strategies and, c) effectively lead their Digital transformation.

Program content

This module focuses on Defining and Deploying your Strategy

1. What is Strategy?

- Strategy – the Big Questions
- Hoshin Kanri for a Digital world
- Mindset, Skill-set and Culture fundamentals
- The Lighthouse and Tiered management system

2. The Digital Innovation Compass Process

- Disruption Mapping – what are your Digital vulnerabilities?
- Mapping Capability: Technology, People, Process and Management System
- The Investment Hypothesis – aligning your Digital and overall Strategy
- The Balanced Innovation Portfolio – stackable and scalable innovation

3. Innovation Compass in Action – Practical Case Studies

- Interactive teams apply the Innovation Compass Framework on a real-life case
- Teams develop Disruption Map, and Capability Map and report out
- Teams develop Investment Hypothesis and Innovation Portfolio and report out
- Teams report Digital Aspiration and winning logic for peer feedback
- Debriefing – what have we learned? What will you do differently next time and why?

4. Getting Ready for your Business Environment

- Develop Disruption Map for your organization
- Use Digital Pathways audits to assess your existing Mindsets and Culture gaps
- Use Digital Pathways audits to assess existing Skill-set and Technology gaps
- Identify blockers and build draft go forward plan.



Practical matters

How long does a typical Digital Strategy Compass session run?

Each Digital Strategy Compass session can be offered over a cumulative period of one or two days, in a range of flexible formats. The first day will help you master Steps 1 and 2 (Define and Deploy) of our pragmatic Strategy Execution approach. The second day (optional) is dedicated to applying your new capability to your business context.

Are learning sessions done in-person or remotely?

Learning sessions are done both in-person and remotely.

What does a typical Digital Strategy Compass session entail?

Each session typically entails:

- a short practical lesson including a demonstration or computer simulation
- Practical activities (e.g. walking part of a value stream or customer journey, attending a team huddle, identifying process bottlenecks)
- a debrief, and homework.
- Frequently there is pre-work including videos, case studies and article review.

What does a typical Applied Learning Projects (ALP) entail?

ALP projects are designed to grow your proficiency at Digital Innovation and Digital Strategy Execution. If you choose a 2-day intervention, our world class mentors will help you select real business problems on which you can apply new capabilities within the context of your actual job and organization.

Why does this work?

Our Digital Strategy Execution program is based on extensive experience in strategy execution and technology-enabled innovation, from concept to commercialization. Our approach emphasizes practical use cases and methods derived from the co-founders' work and award-winning books:

- *Getting the Right Things Done - A Leader's Guide to Planning & Execution*
- *Harnessing Digital Disruption – How Companies Win with Design Thinking, Agile & Lean Startup*

Beyond actionable insights, what do we get with Executive Coaching Modules?

- The Digital Strategy Execution playbook including a full set of case studies and exercises.
- Electronic copy of *Harnessing Digital Disruption*, Pascal Dennis and Laurent Simon's latest book.
- Official Certificate of completion, which can be shared with your LinkedIn network.
- Access to our private Slack workspace to enable our members to communicate and receive unlimited support after the course.
- Opportunity to book a one-on-one mentoring session.
- Opportunity to enrol in our Premium Certification Program (based on actual value realized, from direct application into your work environment).

You're in good company



'Our digital strategy compass, transformation lighthouse and management system have helped us survive the pandemic and pivot smartly to e-commerce'

Harry Zechman,
COO, Stoner Solutions

'Our Digital Strategy Compass has enabled us to define our growth opportunity and the pathway to grab it rapidly.'

Naresh Bangia,
CEO, AJB Software Design

Selected client logos



Schedule a free 30' consultation

www.digitalpathways.io/strategy