Digital Wake-up
Manifesto
WAKE:UP
MANIFESTO
Aleš Štempihar, Askit d.o.o.
CIO Leadership Forum
Zlatibor, Hotel Cigota
September 26th-27th, 2019
ASKIT
with ititude
REPUBLIKA SLOVENIJA
MINISTRSTVO ZA GOSPODARSKI RAZVOJ IN TEHNOLOGIJO
EVROPSKA UNIJA
SLOVENSKI PODJETNIŠKI SKLAD

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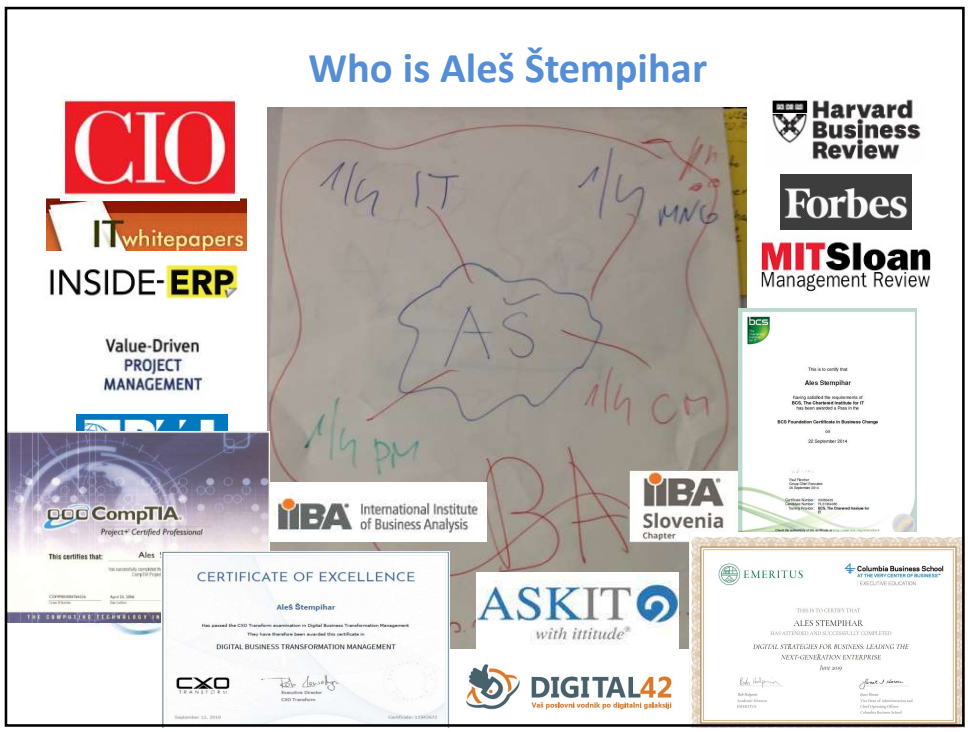
Who is Aleš Štempihar
CIO
ITwhitepapers
INSIDE-ERP
Value-Driven PROJECT MANAGEMENT
Harvard Business Review
Forbes
MITSloan Management Review
CompTIA
Project+ Certified Professional
IIBA International Institute of Business Analysis
IIBA Slovenia Chapter
CERTIFICATE OF EXCELLENCE
Aleš Štempihar
DIGITAL BUSINESS TRANSFORMATION MANAGEMENT
CXO
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DIGITAL42
Vaš poslovni vodnik po digitalni galaksiji
EMERITUS
Columbia Business School
ALES STEMPIHAR
DIGITAL STRATEGIES FOR BUSINESS LEADING THE NEXT-GENERATION ENTERPRISE

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What does digital business really mean?

DIGITAL42
Your business guide to the digital galaxy

http://www.digital42.biz/

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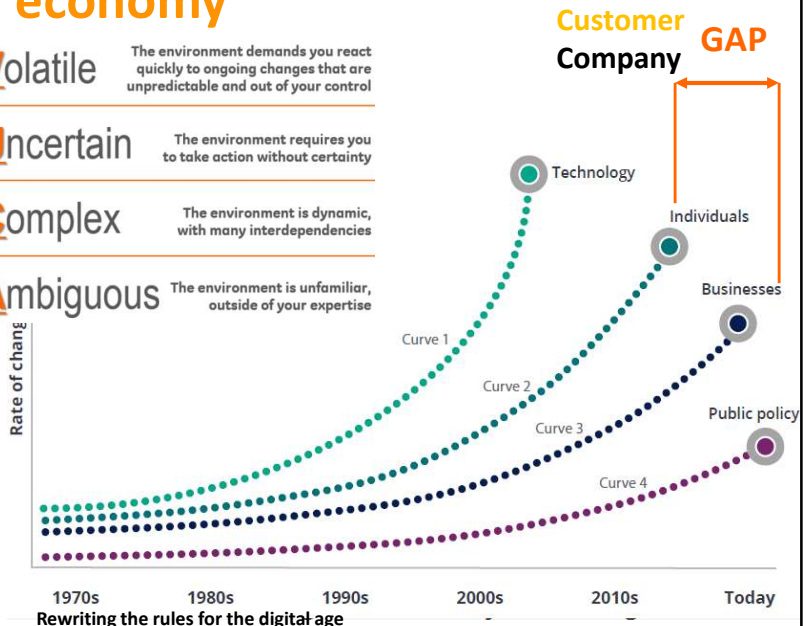
3

Digital economy

VUCA

- **V**olatile — The environment demands you react quickly to ongoing changes that are unpredictable and out of your control
- **U**ncertain — The environment requires you to take action without certainty
- **C**omplex — The environment is dynamic, with many interdependencies
- **A**mbiguous — The environment is unfamiliar, outside of your expertise



Rewriting the rules for the digital age
2017 Deloitte Global Human Capital Trends
https://www2.deloitte.com/insights/us/en/focus/human-capital-trends/2017/digital-transformation-in-hr.html

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Digital Competitors will fill this GAP

Customer
Company

&

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So, your company needs a BUSINESS AGILITY

Business agility stands for 3 things:

Organizational Agility is the capacity to recognize. create and exploit opportunities in a changing environment.

AGILITY
is the ability of an organisation to rapidly adapt to market and environmental changes in productive and cost-effective ways.

1. Agility -> Adapt -> Change frequently

- the ability to quickly adapt the company to external changes, followed by
- ability of continues internal changes;

2. Agility -> Opportunity

- the ability to take advantage of opportunities in changing environment;

3. Agility -> VALUE for customers

- ability of creating real value for customers/consumers.

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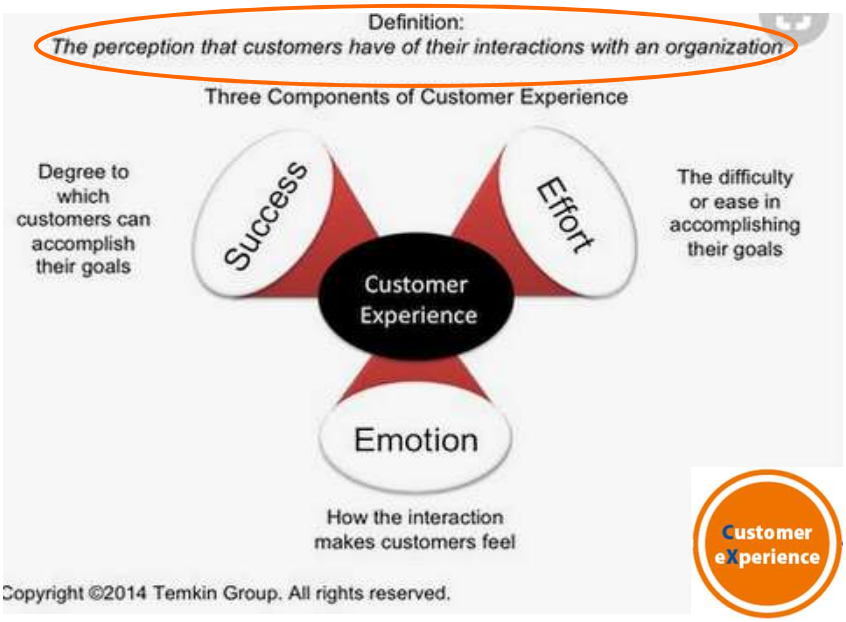
So, your company needs to provide extraordinary Cx



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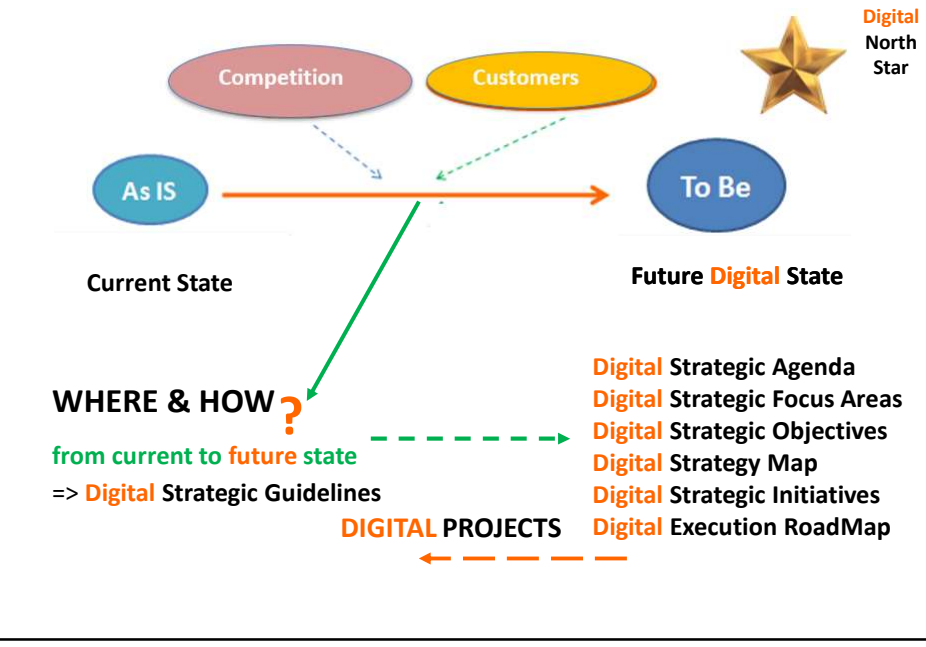
So, your company needs a Digital Strategy?



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But is this enough?

A survey of 340 senior executives from large global companies, contained some disturbing findings:
A full 70% of the companies surveyed said they had a formalized digital strategy –
But just 10% said they had a plan to fully deploy that strategy.
Perhaps not surprisingly, given this, only one-quarter of the companies surveyed said they were reaping the benefits of their digital initiatives.

Clearly, there is a huge gap between digital strategy and execution.

HCL Technologies Ltd. [IN] | hcltech.com/campaign/digital-strategy-to-execution
(The report "Bringing Digital to Life: 6 Ways to Bridge the Gap Between Strategy and Execution")

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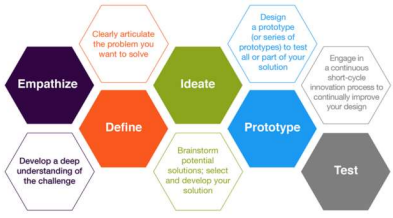
We need a new Mindset, Approaches, and Frameworks to put Digital Strategy to Digital Operations

IIBA
Changing Change.
Develop the Professional. Develop the Profession.



Helping Business do
BUSINESS BETTER

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Customers	~~over~~	Shareholders
Value	~~over~~	Costs
Strategy	~~over~~	Operations
Leadership	~~over~~	Management

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DIGITAL42 Wake-up Manifesto

Customer	first,	than	Shareholders
Value	first,	than	Costs
Strategy	first,	than	Operations
Leadership	first,	than	Management

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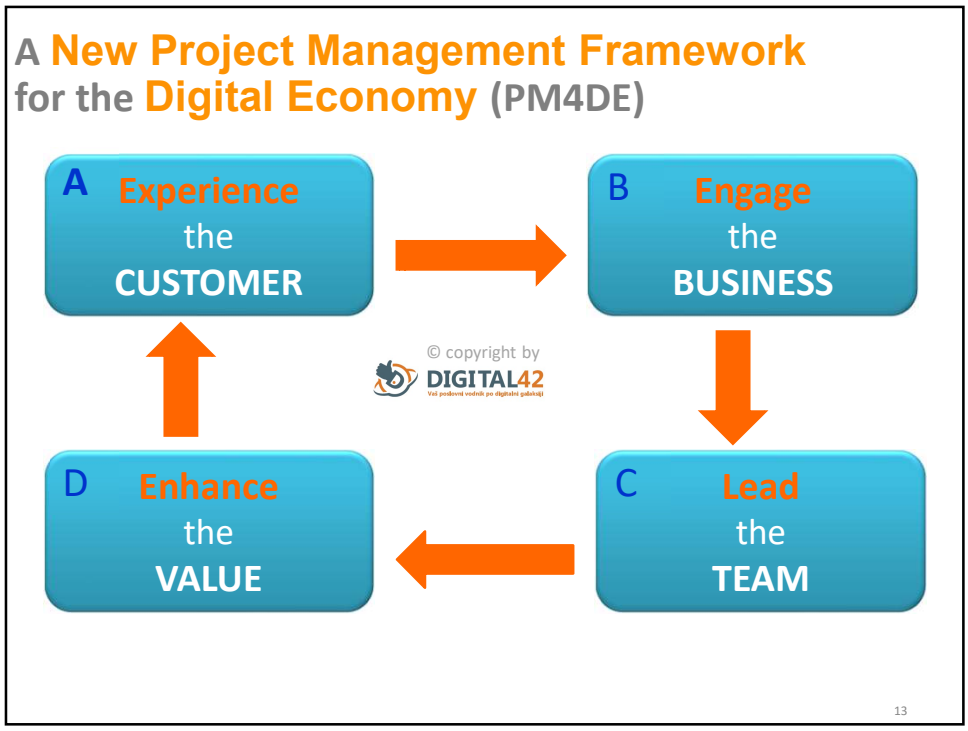
A New Project Management Framework
for the Digital Economy (PM4DE)
A Experience the CUSTOMER
B Engage the BUSINESS
C Lead the TEAM
D Enhance the VALUE
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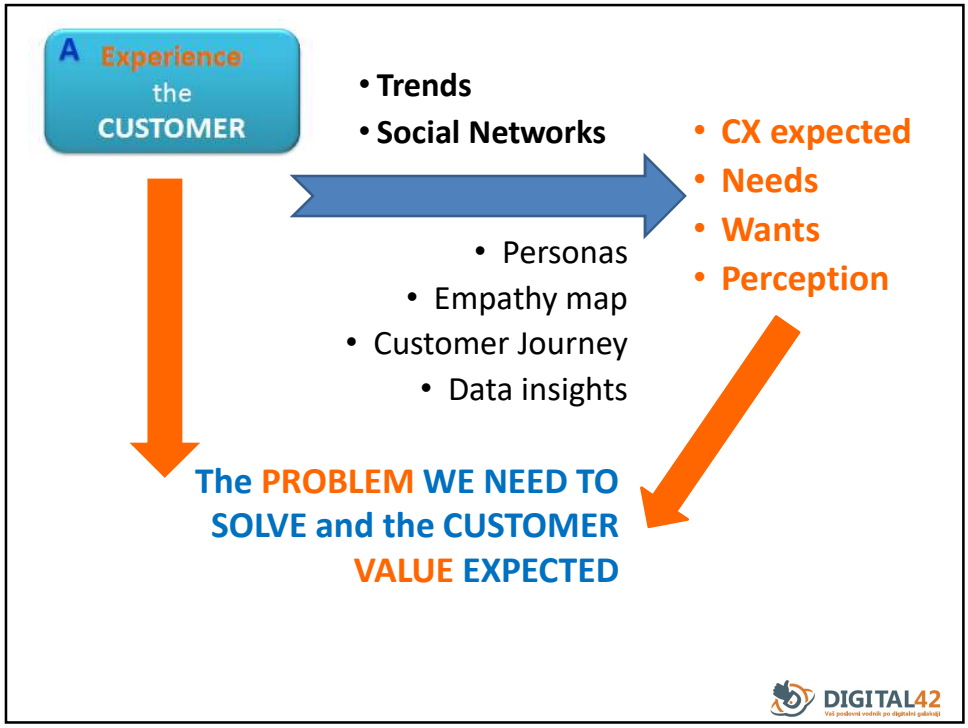
A Experience the CUSTOMER
• Trends
• Social Networks
• CX expected
• Needs
• Wants
• Perception
• Personas
• Empathy map
• Customer Journey
• Data insights
The PROBLEM WE NEED TO SOLVE and the CUSTOMER VALUE EXPECTED
DIGITAL42

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Ideas vs Problems

We are not looking for Great Ideas

We are looking for Great Problems (that need solving)

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- Customer Needs & Wants
- CX needed
- Big picture
- Business risks
- Data insights

- Strategy mapping
- Value defined / ROI

B Engage the BUSINESS

- Customer centricity
- Active ownership
- Initiative priority
- Budget needed

PROBLEM/VALUE WE WANT TO SOLVE/DELIVER

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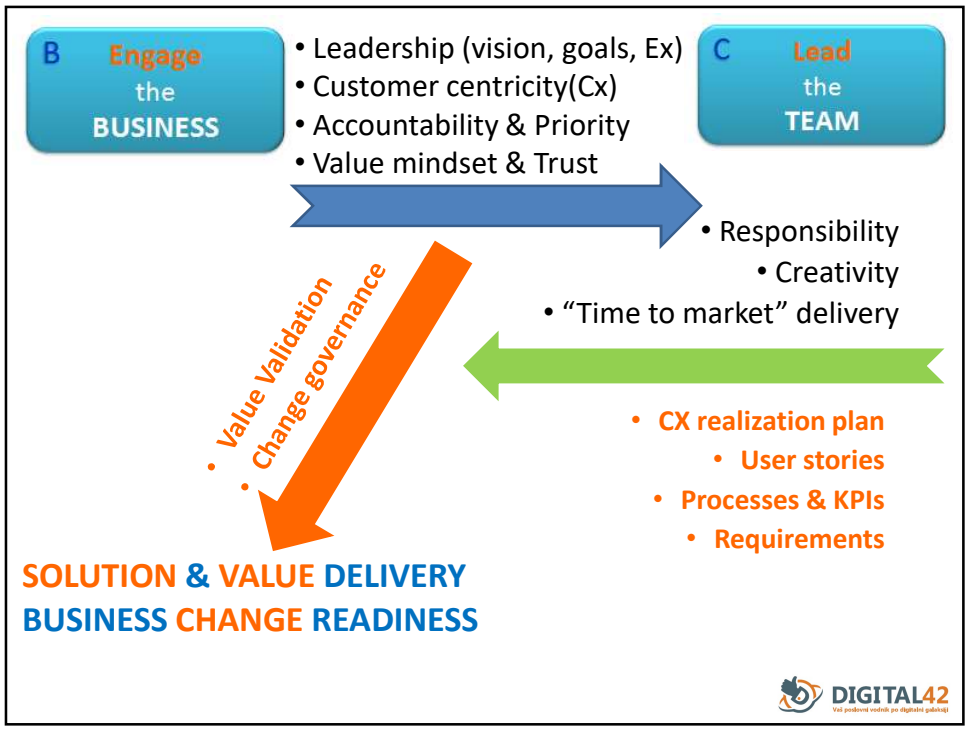
B Engage the BUSINESS
• Leadership (vision, goals, Ex)
• Customer centricity(Cx)
• Accountability & Priority
• Value mindset & Trust
C Lead the TEAM
• Responsibility
• Creativity
• "Time to market" delivery
• Value Validation
• Change governance
• CX realization plan
• User stories
• Processes & KPIs
• Requirements
SOLUTION & VALUE DELIVERY
BUSINESS CHANGE READINESS
DIGITAL42

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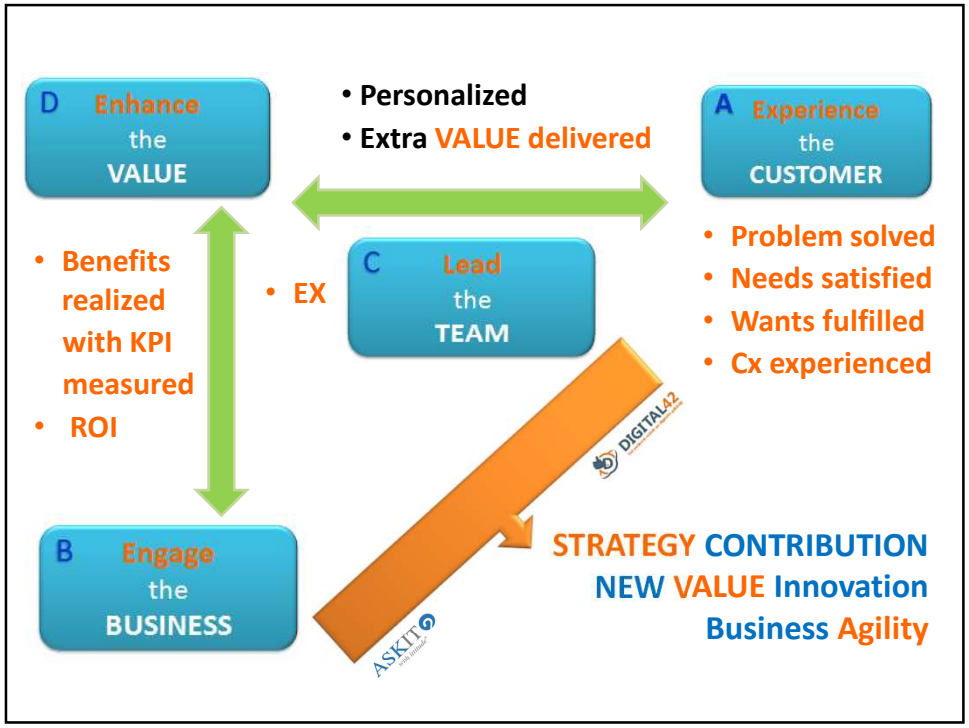
D Enhance the VALUE
• Personalized
• Extra VALUE delivered
A Experience the CUSTOMER
• Benefits realized with KPI measured
• ROI
• EX
C Lead the TEAM
• Problem solved
• Needs satisfied
• Wants fulfilled
• Cx experienced
B Engage the BUSINESS
STRATEGY CONTRIBUTION
NEW VALUE Innovation
Business Agility
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ASKIT
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Experience
the CUSTOMER
Engage
the BUSINESS
Q&A
Enhance
the VALUE
Lead
the TEAM
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Thank you!
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