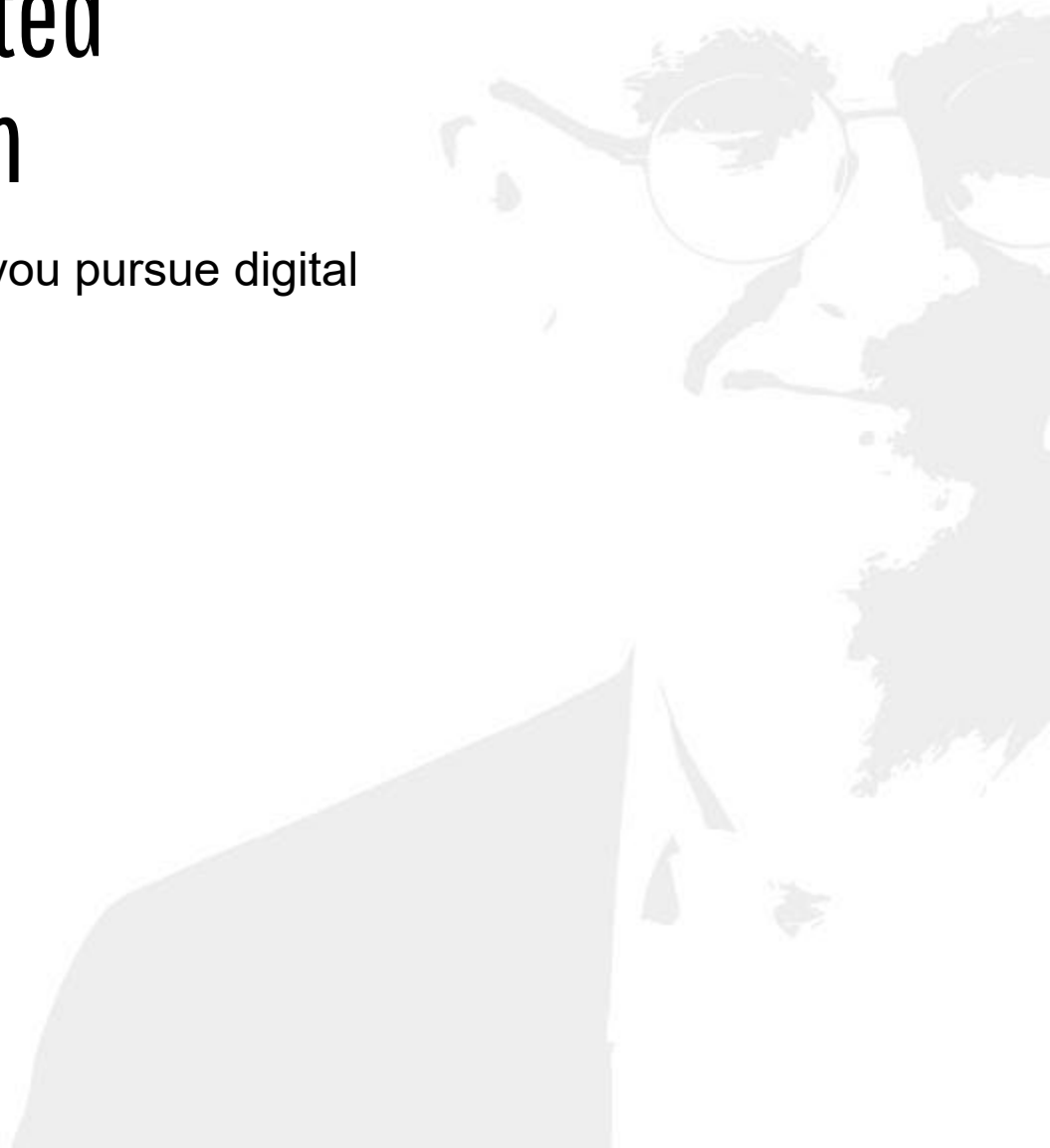




GEOFFREY *Comu*
ACCELERATING DIGITAL ENERGY

Business Directed digital adoption

Where and when should you pursue digital technologies?



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Instructions

When companies adopt digital innovations, they often face two challenges. First, they are unsure of how to proceed and which technologies to adopt. Second, they begin their strategy/roadmap, but it is unfocused and tends towards accumulating digital “stuff” without a clear undergirding structure. The following worksheet will help resolve those two issues.

The value of this sheet will be in determining the nitty-gritty details of digital adoption. It is directed at the particulars of your business, where you want to improve and how much value you want to add to your business. This sheet should provide you with a directed, business-focused timeline of adoption where digital innovations resolve immediate inefficiencies while setting up wider adoption down the road.

First, you need to identify a larger issue within your business. Completing an As-Is strategy cascade ([link](#)), an examination of your orthodoxies ([link](#)), or a business readiness survey ([link](#)) will reveal some of these issues. Next, keeping this in-mind, Identify the ideal end-state of this issue. In other words, if the issue were to be resolved with digital technology, what would it look like? Afterwards, you need to identify potential risks with this future end-state, in order for your next plan to be as de-risked as possible. Then, you need to build a plan. Focus on targeting the issue and achieving your end-state, while keeping the roadmap de-risked.

Issue:

For this exercise, take one of the issues you have identified. Break it down in terms of scale, scope and where it manifests. Also clarify the cost of this issue: how much does it cost to maintain per year, in terms of lost revenue, increased costs or sacrificed productivity.

Scale

Scope

Location

VALUE:

Ideal End-state:

For this exercise, identify what your ideal end-state looks like. Identify an ideal timeline, the locations in your business where it should occur, and how to accomplish it. If necessary, use multiple sheets.

What:

Where:

How:

When:

For this exercise, identify potential risks. Classify them in the following categories, based on the end-state sheets.

Risk profile

What:

Where:

How:

When:

Action plan:

For this exercise, use the End State sheet to build a roadmap. Copy this sheet as many times as you need. Identify the first step, based on you need (say, purchasing an RPA) for immediate benefits. Then, develop towards your end goal, based on what you need to do afterwards. Ensure you de-risk each step.

Step 1:

Step 2:

Step 3:

Assessment:

After you build a roadmap, and begin to put it into place, you need a means of evaluating the success of the roadmap. Develop a set of criteria, based on the nature of the issue at hand. Also base some criteria on value-generated.

