

Your job is to implement the company's digital strategy.

Are you making progress on what you have promised?

The velocity and impact of disruption is accelerating at dizzying speed. Adapting to survive and grow has become a reality for most businesses. Customer preferences change, competitors gain traction, and new technology emerges that invalidate long established processes and tools. For many the answer to these challenges is attributed to "digital transformation". But depending on who you talk to, digital transformation can mean a wide variety of things. And that introduces risk and confusion.

Let TechVision Research help you identify the "why" of digital for your enterprise so you know what your are doing well and what you might need to improve.

TechVision Research's Safe Digital Transformation Strategy workshop helps you to design a digital transformation strategy that fits your business, its culture, and practices. This workshop provides guidance to develop a safe and transformational program focused on business outcomes. Activities are oriented to digital transformation and its impact on your products, business practices and how people do their work.

Why should I attend

- **Use a focused, collaborative learning experience** to collapse project timelines and make major program decisions.
- **Use our proven and road-tested methodologies** to get your project on track quickly and effectively.
- **Develop and train your team** through collaboration with our expert principal consulting analysts.
- **Produce a tangible model** for expressing & tying business case to business processes and transformation projects.

Building a top-flight transformation strategy requires multiple stakeholders, including information technology (IT), human resources (HR), sales & marketing, and application owners, to resolve complex technical and process issues. Representatives from these different interests are encouraged to attend.

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Use our knowledge and experience to supercharge your Transformation strategy. Our workshop helps you get the job done for a fraction of the cost of engaging a big five firm and with much less effort than you'd need to do it yourself.



The agenda

The workshop consists of four segments: pre-meeting survey, on-site training, facilitated planning, and post-session reporting. The training portion of the Safe Digital Transformation Workshop is focused at both business and technical levels.

Pre-meeting Survey

Prior to the workshop, TechVision Research sends a brief survey to workshop participants to capture a snapshot of the organization's overall digital efforts and environments. Our consultants use this information to tailor the workshop to the existing customer environment and to fast-track the information gathering component of the 'brainstorming session' on Day 2.

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Safe Digital Transformation Strategy On-site Workshop



TechVision Research conducts the facilitated portion of the Safe Digital Transformation Strategy Onsite Workshop in a 2-day structured format.

Day One

On-site training

Think of the first day of the workshop as an immersion course in digital transformation. Whether you are new to the journey or a seasoned expert you are guaranteed to get something out of the discussions and exercises.

- Getting to know the room - identify organizational roles and specific interests in digital transformation
- Defining digital transformation and how it applies to your organization
- Exploring the business benefits derived from building the digital transformation strategy
- A Rosetta stone of digital transformation terminology and practices
- A deep dive into the TechVision Research Reference Framework for Safe Digital Transformation
- Connecting the dots – how to approach digital transformation that supports business outcomes
- Q&A – relating what we've learned to what we do

Day Two

Facilitated planning

Day 2 is where we blend what you learned on day 1, any homework assignments, and the results of the pre-meeting survey. TechVision Research consultants use proven techniques to interactively explore options with the group to drive consensus toward a safe digital transformation strategy for the enterprise. During this session, the consultants will work with the team to build on the strategy by facilitating the development of a high-level action plan.

- Participants describe their business needs and challenges via 20-minute 'mini presentations' to the workshop group
- TechVision Research facilitates the development of a high-level conceptual transformation strategy
- Jointly develop an action plan for moving forward
- Wrap-up

Post-session reporting

Following the on-site meeting, TechVision Research will provide you with a written assessment. The assessment will include a series of tactical and strategic recommendations, focused on the specific topics above, to move your Digital Transformation Strategy forward.

About Workshop Leader **Karen Hobert**

Karen Hobert is a Principal Consulting Analyst at TechVision Research.

Karen helps organizations eradicate workplace rigidity that is killing their ability to be agile, fast and innovative.

Ms. Hobert has over 30 years' experience in digital technologies covering a broad list of digital transformation areas, including content services, collaboration, messaging, social, information security, cloud platforms, and web services. Over that time, Karen has been a researcher, market analyst, consultant, programmer, educator, project manager, and technical writer.

"Discover the 'why' of your digital strategy through bias free engagement and analysis."

- Workshop Coordinator

"The coverage was detailed and technical. It also covered upcoming issues. As a result, I left the workshop with information on the problems and technologies that I expect to face."

- Workshop Attendee



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