

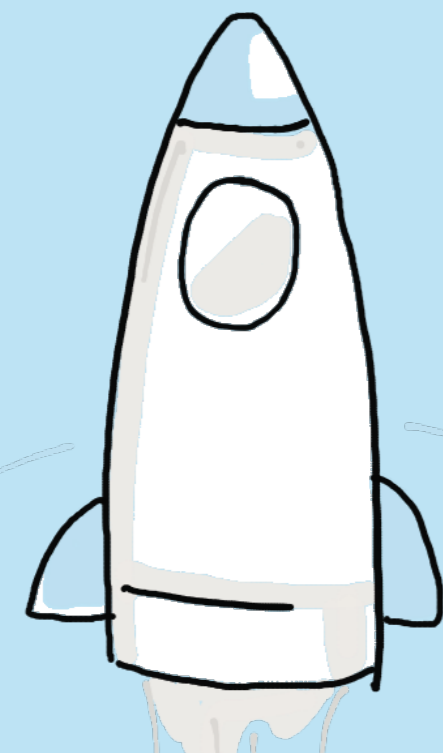
DIGITAL TRANSFORMATION PLAYBOOK

What's inside:

An inspiration for everyone who is facing the challenge of driving digital transformation

A practical guide on how to co-create a shared digital agenda with your organization and deliver tangible results quickly

A collection of proven and easy-to-use tools and facilitation methods to foster innovation



Created by

NOLTE & LAUTH + 3CON

MAKE A MOVE

Start by exploring opportunities and challenges of the digital landscape and make yourself familiar with key technologies. Establish a culture of co-creation and let your team know how to contribute. If they take ownership, you know you have a movement.

TIPS & TRICKS

- Bring your people together, explore everyone's view on digital transformation and commit on a co-creative approach
- Go and see: visit digital leaders, startups and tech firms together with your leadership to get a first-hand impression on digital culture and mindset
- Identify and capture ongoing digital initiatives across functions – look out for potential lighthouse projects and harness the power of digital ambassadors
- Synchronize on the strategic business priorities for digital transformation (enable growth, drive efficiency, foster innovation, etc.)
- Transformation takes time. Manage expectations regarding time & resources
- Give your initiative a name and develop a purpose story for business and IT

TOOLS

- Business Model Canvas - <https://strategyzer.com/>
- Startup and technology landscape <http://angel.co/> - <http://gruenderszene.de>
- Startup Weekend - <https://startupweekend.org/>
- Conferences and leadership events, e.g.: <http://we-connect.com/> - <https://www.noah-conference.com/>
- NOAH conference for the European digital ecosystem <http://p.nundl.com/noah>
- Pluseins - <http://pluseins.nolteundlauth.de>

NEWCO 2020

Ugo Rizzo

1 DISCOVER YOUR CUSTOMER

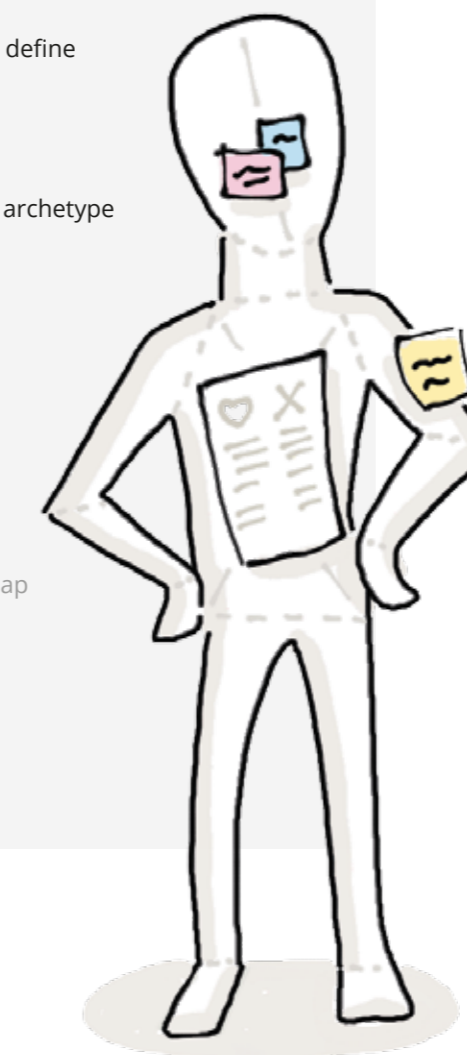
Start with your customers! Develop empathy and a deep understanding of what drives them – in their lives, functional roles and personally.

TIPS & TRICKS

- Group in cross-functional teams to explore and understand your customer's needs and motivations
- Then define customer archetypes and prioritize by strategic importance
- Make sure to consider all of your customer's functional roles (B2B) you share an interface with (e.g., procurement, product management, quality, etc.)
- Visually map the current customer journey of each archetype and define jobs to be done, pain points and gains for each step
- Go beyond job descriptions and go through day-to-day scenarios
- Use a physical object (e.g. a mannequin) representing a customer archetype to facilitate and improve team discussions

TOOLS

- Customer Archetype - <http://p.nundl.com/archetype>
- Persona Canvas - <http://p.nundl.com/persona>
- Value Proposition Canvas - <https://strategyzer.com/>
- Job Statement Canvas - <http://p.nundl.com/jobstatement>
- Customer Journey Map (as Is-Map) - <http://p.nundl.com/journeymap>



2 DEFINE BUSINESS ASSUMPTIONS

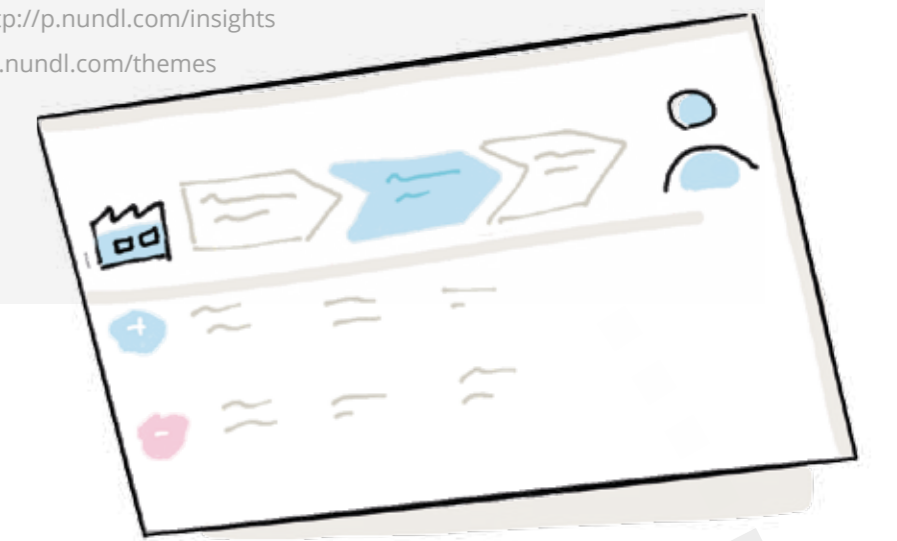
Jointly take a look at your industry dynamics. Consider future technologies and sort out what will come and what will stay. And what does all this mean for your customers?

TIPS & TRICKS

- Prepare this exercise with some desk research on relevant trends and stakeholder interviews
- Invite external partners to get an outside-in view of your business and market
- Make sure to assess your end-to-end value chain: What are the stages, what is your contribution and what are success factors within each stage?
- How can each component potentially be disrupted by new technology, new business models or changed customer behavior?
- Take a glimpse into the future: How will your value chain change when transaction costs become irrelevant? Find themes and formulate insight statements.

TOOLS

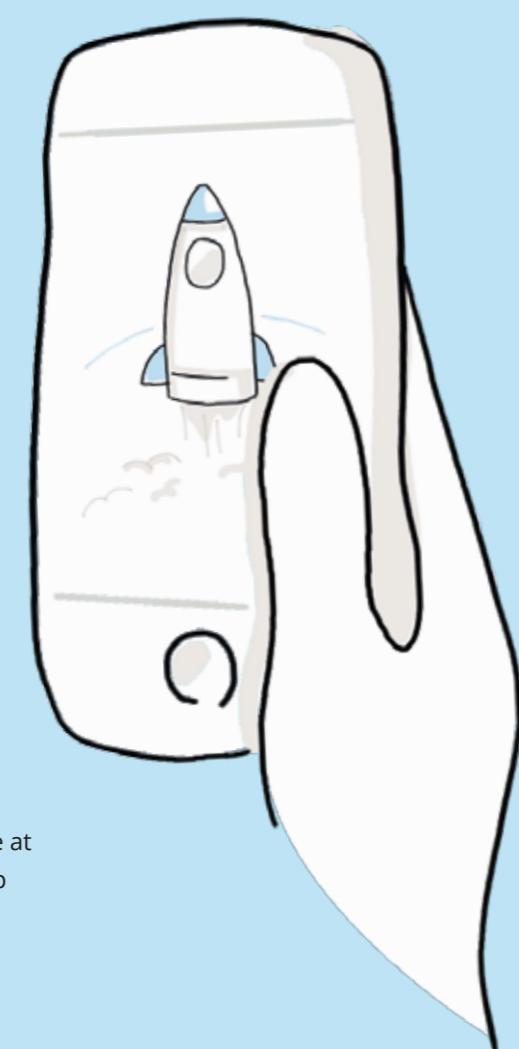
- Context Map - <http://p.nundl.com/contextmap>
- Trend map (Zukunftsinstitut) - <http://p.nundl.com/trendmap>
- Value Chain Disruption Canvas - <http://p.nundl.com/valuechain>
- Competitive forces analysis - <http://p.nundl.com/competitiveforces>
- Interviews - <http://p.nundl.com/interviews>
- Insight statements - <http://p.nundl.com/insights>
- Theme finder - <http://p.nundl.com/themes>



CO-CREATE THE DIGITAL TRANSFORMATION PLAYBOOK

Meet your peers to discuss experiences, pitfalls and success factors of digital transformation.

Get in touch: <https://pluseins.nolteundlauth.de/>



NOLTE & LAUTH

We are an experience solution company. At NOLTE&LAUTH, we put a deep understanding of real people at the center of business decision-making. We take full ownership and empower enterprises to deliver high-impact solutions. <http://www.nolte-lauth.com>

3CON

We are an exclusive management consultancy focusing on innovation and transformation of operations and organizations. We enable growth and we drive efficiency – by co-creating viable solutions to pressing business issues together with our clients. <http://www.3con-consultants.com>

MAKE IT HAPPEN

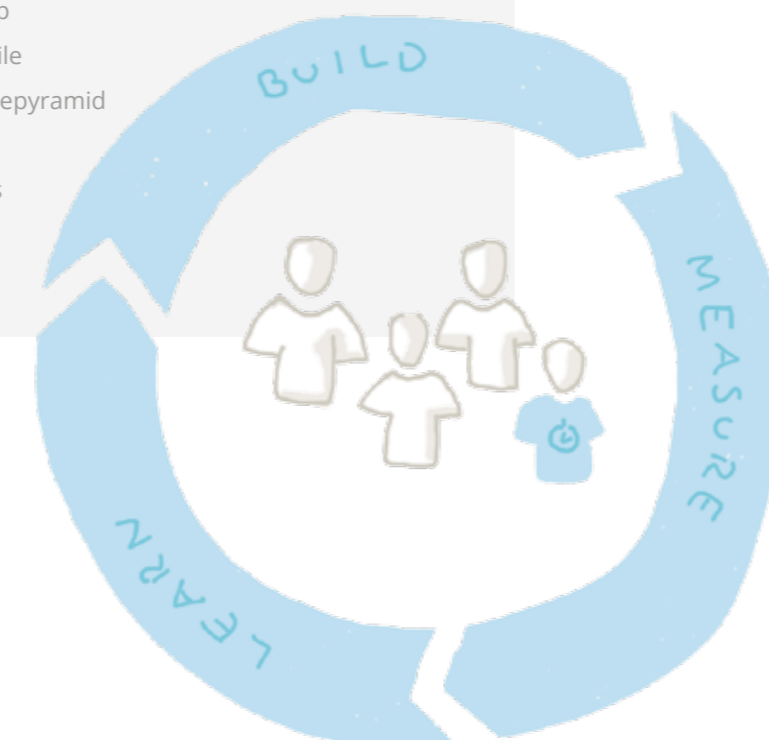
Delivery is what it is all about now. Get things done at maximum speed and stay adaptable by leveraging lean and agile ways of working. Nurture co-creation and involve your organization in transparent purpose teams.

TIPS & TRICKS

- Consolidate winning solutions, fill and prioritize project backlog
- Form multi-functional purpose teams and establish required roles of an agile and lean work mode (pace maker, product owner)
- Ruthlessly adapt standard concepts of agile and lean management (e.g. scrum) to your specific needs and context
- Design a physical space for co-creation and creativity (open, flexible, inspiring)
- Integrate HR to help find the right people and adjust the employer branding
- Develop a communication routine and start talking about your progress

TOOLS

- Lean Startup - <http://p.nundl.com/leanstartup>
- Agile methodologies - <http://p.nundl.com/agile>
- Venture Pyramid - <http://p.nundl.com/venturepyramid>
- 70-20-10 - <http://p.nundl.com/70-20-10>
- Lean Canvas - <http://p.nundl.com/leancanvas>



4 CREATE HERO SERVICES

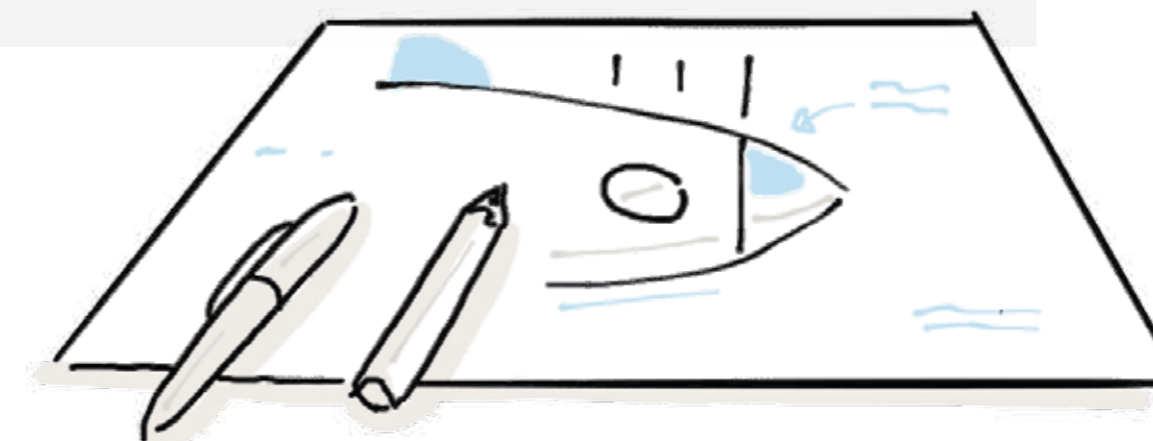
Focus on the strongest ideas and make them tangible. Tell a customer story and visualize the possible future experience.

TIPS & TRICKS

- Make a quick team vote for to focus on 3-4 of the most promising ideas
- Formulate a job story that your solution will serve
- Tell stories and don't stick to feature descriptions. Focus on what your customers will experience and how they feel about it
- A hero service can be anything of physical shape – a wall of post-it notes, a role-playing activity, an object, an interface, visual aids or even a storyboard
- Give your solution a name and draft a logo
- Disruptive solutions may as well require a draft of the business model canvas

TOOLS

- Hero Service Canvas - <http://p.nundl.com/heroservices>
- Job stories - <http://p.nundl.com/jobstories>
- Business Model Canvas - <https://strategyzer.com/>
- Storytelling Canvas - <http://p.nundl.com/storytelling>
- Storyboarding - <http://p.nundl.com/storyboarding>
- Prototype Canvas - <http://p.nundl.com/prototyping>



3 IDEATE FUTURE EXPERIENCES

Generate as much ideas and concepts as possible. Build on your insights regarding customers and business environment.

TIPS & TRICKS

- Don't judge or limit your thoughts
- Use customer pain points and problems as a starting point
- Establish a creative environment and encourage everybody in the team to contribute – everyone has ideas!
- Cluster your ideas and outcomes
- Reconnect to your findings on customer needs and industry trends to stay focused
- Make a team vote to bring your ideas into the right order

TOOLS

- How might we...? - <http://p.nundl.com/howmightwe>
- Wall of Ideas - <http://p.nundl.com/wallofideas>
- 6-3-5-Methode - <http://p.nundl.com/635>
- Ideas Capture - <http://p.nundl.com/ideascapture>
- Creativity Card Decks - <http://p.nundl.com/creativitycards>

