CEO's GUIDE

Digital Transformation

10 ideas to begin your journey

800 million jobs lost to automation by 2030

1 Look outwards

Draw inspiration and new ideas from outside. Look at other companies, other sectors, other countries. Think like an outsider. Rebel against what has become normal in your company.

2 Mobilise your entire company

You cannot make a radical change alone, you will need to engage your entire Board and your entire workforce. Digital transformation is a cultural change.

3 Think like your Gen Z and Millennial customers

Understand what your customers value and identify how much of your company's effort is really focussed on meeting this?

4 Don't let risk rule your business

If you could quantify and manage risk accurately then could you radically improve pricing and service? Do risks in your business activities prevent growth?

85% of UK citizens use smartphones

5 Radical internal redesign

Integrate more closely up and down your value chain to reduce cost and time, to add value, build barriers for the competition and improve customer lock-in.

6 Use artificial intelligence and automation technology

What are the root causes of errors, waste or delays? Can machine learning, language processing, robotic software, blockchain or bots allow you to automate your business or simply 'declutter' it so your people can focus on what matters?

7 Data visualisation can bring about revolution

Up to date, accurate information can be revolutionary. Identify what real-time dashboards would allow you to delegate more authority to managers. Use this as the starting point for your systems strategy.

8 Automate fulfilment and focus your people on real service

Identify functions that should be self-service for your customers and free up your people to focus on outstanding personal service when it really matters. Every one of your customers, suppliers, partners and staff has a smartphone in their pocket – are you there?

Millennials will comprise 75% of the global workforce by 2025

9 Monetise your Intellectual Property

Can you create software to capture the knowledge and expertise in your team to lock in your customers. Or to create new license revenues, or to allow you to build the value in your business beyond the individual people today.

10 Remove barriers to your business being the leader

Understand the strengths in your business and what prevents your company from being the industry leader. Whether it's lack of finance, lack of vision, or just legacy beliefs there is always a way through these barriers.

Imagine...tomorrow morning, you see that one of your competitors has made a radical change that leaves you behind. Be the one who does this first!