

Transformation in a Digital World

How to digitally transform
your organization

facilitated by Robin Speculand

BRIDGES[™]

Business Consultancy Int.

This workshop is designed to support leaders in overcoming the challenges that causes two-thirds of digital transformations to fail by providing them the playbook for success.

Many leaders in organizations are stumbling and struggling, after the launch, to digitally transform their organization. They find themselves struggling to overcome the challenges and understand how the many moving parts come together.

Transforming in a digital world requires a new way of thinking and a new skill set for most leaders. In addition, transformation has become harder with the challenge of revamping the technology platform, becoming more customer-obsessed, and changing the organization.

Digital transformation fails if departments find themselves competing rather than collaborating with each other or when leaders are reluctant to change their mindset, or when the culture

Discovers the most common digital transformation challenges and how to overcome them. hinders progress.



Discover a playbook and model to transform your organization in a digital world.

Top performing organizations in digital transformation start by asking what does digital mean to our customers, and then to our business model. Then they ask what needs to change internally.

To lead a digital transformation, leaders are required for example, to adopt "horizontal management", be open to learning new skills and empowering their people. Horizontal management involves changing from managing the business by meetings, approval signatures and committees to adopting agile at scale, tremendously data driven and empowering employees so as to be more customer-centric.

To support leaders in changing their leadership style and guiding their organization through the digital transformation, the course includes:

- A personal digital maturity assessment
- Digital transformation case study - DBS Bank
- Organization digital assessment
- Ticking Clock© Model

Pre-Workshop Preparation



Digital Maturity Index – Individual Assessment

Before attending this workshop, participants are asked to complete the four-minute online self-assessment, which reveals their individual's level of digital maturity and position on their digital journey. After completing it, they immediately receive a report with recommendations for digital growth.



Digital Best Practices Benchmark – Organization Assessment

This benchmark allows participants to assess their organization against the key building blocks of digital transformation. It also helps them accelerate their business's transformation by identifying the requirements for a successful implementation.



DBS Case Study , Harvard Listed – Pre-reading

DBS Bank has been awarded 'best bank in the world' five times. This case study, Harvard published case, explains the bank's phenomenal digital transformation and shares hard-won insights and best practices.

Supporting Content



The Ticking Clock© Model

This model guides leaders through the three strategic stages and 11 operational steps of digital transformation and explains how all the moving parts come together.



Digital Leadership Playbook

Designed for leaders to know how to successfully adopt digital, this playbook shows how they can build their own roadmap by answering pivotal questions.



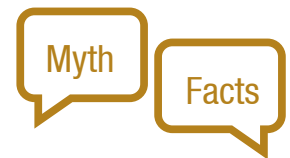
Tick Tock Cards

These cards set in motion an interactive discussion on pivotal questions.

Workshop Outline

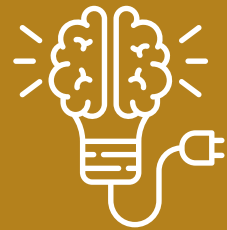
Myth or Fact

The workshop opens with a discussion on key statements about digital and whether they are myth or fact.



Digital Transformation Challenge and Tips

Participants discover the transformation pitfalls leaders need to be aware of and avoid as well as tips for success based on examples from around the world.



The Ticking Clock[®] Model

This model features the three strategic stages and 11 operational steps that guide leaders to implement the many moving parts of digital. The discussion focuses on how leaders can integrate digital into their organization.



Digital Actions

This module provides the opportunity for participants to start building a digital playbook by stepping back and reflecting on what their organization needs based on the Ticking Clock model. The Tick Tock Cards facilitate an interactive discussion about pivotal questions and the right actions to be taken.



The Digital Maturity Index[©]

This brief module reviews the pre-workshop online assessment and identifies individual opportunities for growth.

Digital has leveled the global playing field, with every organization feeling its effect on its customers and business models. The Digital Maturity Index identifies whether individuals are Reacting, Embedding or Strategic.



DBS Bank Case Study – Harvard & Singapore Management University Publication

DBS Bank, has transformed from a traditional bank to being recognized as the best bank in the world. But this is not a banking case, but a digital transformation case study.

In this case study, written by the workshop facilitator, participants discover three strategic principles on technology, customer, and culture that drove the bank's transformation. This case release amazing stories of how every area of the bank adopted Making Banking Joyful (the internal name for DBS's strategy). In addition, participants will view exclusive videos and hear insights drawn from the facilitator's research and his book, *World's Best Bank*.



Digital Best Practices Benchmark

This benchmark assessment allows participants to assess their organization against the key building blocks of digital transformation. It also assists them to accelerate their transformation and identify requirements to successfully implement digitalization. Examples from the DBS transformation for each best practice are provided.



Digital Transformation Playbook

This module identifies what participants can do in the 90 days following the workshop.

It gives them the opportunity to reflect on the course learning and discuss what needs to be adopted into their own organizations.



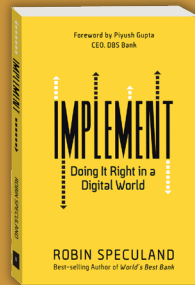
Benefits from Attending Digital Transformation for Leaders

- Understand why two thirds of digital transformations fail.
- Receive a model to guide your organization to success.
- Assess your organization's actions against a world-class organizations.
- Determine the speed your organization needs to digitally transform.
- Use the Digital Maturity Index to identify your place on your digital journey.
- Discover how DBS Bank successfully transformed in a digital world.
- Learn best practices and success secrets from around the world.

For further information, contact bridges@bridgesconsultancy.com

Robin Speculand

Strategy & Digital Implementation Specialist



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As a global expert on strategy and digital implementation, Robin Speculand supports C-suite and boards in transforming their organizations.

Robin is among the world's most prolific writers on implementation, having authored nine books including, *World's Best Bank: A Strategic Guide to Digital Transformation* and *Implement: Doing It Right in a Digital World*. Robin is the founder of [Bridges Business Consultancy Int](#) and co-founder of the [Strategy Implementation Institute](#) and [Digital Leadership Specialists](#).

In 2014, Robin recognized that digital transformation presented new and more difficult challenges than previous strategy implementations. He developed critical models and created a suite of effective tools to support leaders in successful strategy implementation.

Robin's expertise has been featured on CNN, BBC World, CNBC, Forbes, and other media. He is a frequent keynote speaker, a facilitator at business schools, and a Harvard-listed award-winning case study writer. With Piyush Gupta, CEO of DBS Bank, he was nominated for the Thinkers50 "Ideas into Practice Award" and is an Ambassador for the Peter Drucker Forum.

A resident of Singapore and a native of Scotland, Robin was recognized by the First Minister of Scotland as a "GlobalScot" for his passionate contribution to international business. Outside of work, he enjoys training for and competing in Ironman events around the world.

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