

Digital Transformation for Leaders

How to adopt digital and vertically lead your organization

facilitated by Robin Speculand

BRIDGES[™]

Business Consultancy Int.

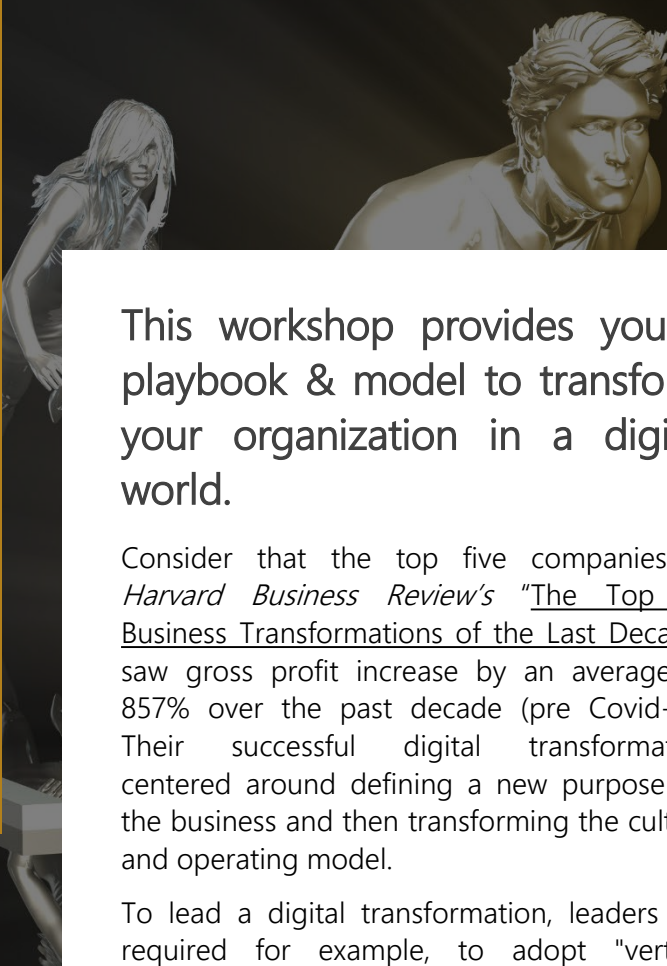
This workshop is designed to support leaders in overcoming the challenges that cause more than two-thirds of digital transformations to fail.

Leaders in many organizations are being asked to digitally transform their organization. They often struggle to overcome the challenges and understand how the many moving parts come together.

When organizations are transforming not to thrive but to survive in these turbulent times, leaders must have the knowledge, skills, and frameworks to guide their organization to success.

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 hinders progress.

Discover the most common digital transformation challenges so that you can overcome them.

A background image featuring a classical-style statue of a woman on the left and a man on the right, both rendered in a light, ethereal glow against a dark background. The woman has long, flowing hair and is looking towards the right. The man has short, curly hair and is looking towards the left.

This workshop provides you a playbook & model to transform your organization in a digital world.

Consider that the top five companies in *Harvard Business Review's* "The Top 20 Business Transformations of the Last Decade" saw gross profit increase by an average of 857% over the past decade (pre Covid-19). Their successful digital transformation centered around defining a new purpose for the business and then transforming the culture and operating model.

To lead a digital transformation, leaders are required for example, to adopt "vertical leadership", be open to learning new skills and empowering their people.

Digital transformation is a bottom-up driven initiative involving, for example, hackathons, customer journeys and design thinking. As a result, leaders no longer go to meetings to make sure people have done what they asked. Rather, they attend them to find out what is happening and adjust from being the first to speak to the last to speak.

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
- Organization assessment
- Ticking Clock© Model

Pre-Workshop Preparation



Digital Maturity Index – Individual Assessment

Before attending this workshop, participants are asked to complete the six-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 40 Best Practices 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

Under the stewardship of Piyush Gupta, CEO, DBS Bank has earned three major banking awards as the best bank in the world. This case study, published in conjunction with Singapore Management University and Harvard, explains the bank's journey to become the world's best and shares 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 digitalization, this resource shows how they can build their own playbook by answering pivotal questions.



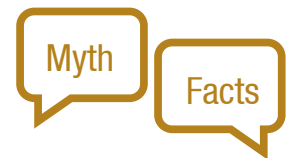
Tick Tock Cards

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

Workshop Outline

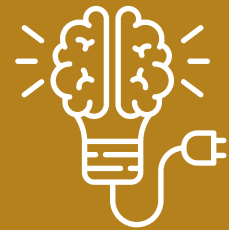
Myth or Fact

Digital Transformation for Leaders opens with a discussion on key statements about digitalization 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 digitalization. The discussion focuses on the operational steps and how leaders can integrate them into their organization.



Digital Actions

This module provides the opportunity for participants to start building their 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.

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



DBS Bank Case Study – Harvard & Singapore Management University Publication

DBS Bank, under the stewardship of CEO Piyush Gupta, has transformed from a traditional bank to being recognized as the best bank in the world.

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 40 Best Practices 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

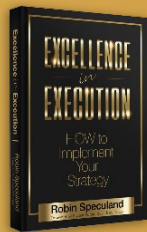
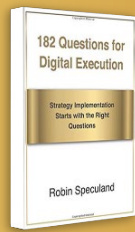
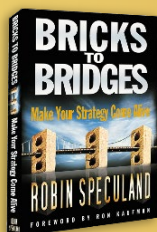
- Understand why two-thirds of digital transformations fail.
- Receive a model to guide your whole organization to success.
- Assess your organization's actions against successful organizations.
- Determine the speed your organization needs to digitally transform.
- Use the Digital Maturity Index to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

Note: This workshop, *Digital Transformation for Leaders*, is for leaders responsible for implementing digital. We also offer a half-day briefing called *C-Suite Guide to Digital Transformation* for executives and board members. The Ticking Clock© model is applied in both to create a common language and approach.

For further information, contact bridges@bridgesconsultancy.com

Robin Speculand

Strategy & Digital Implementation Specialist



BRIDGES™

Business Consultancy Int.

Robin Speculand passionately lives and breathes strategy and digital implementation. He continually creates new approaches to support leaders in transforming their organizations and is one of the world's most prolific writers on the subject.

Robin has founded three companies, three business associations and is the CEO of [Bridges Business Consultancy Int.](#) Singapore Airlines was among the first organizations to embrace this new field and engage Robin to support its global strategy implementation.

Robin is known for his breakthroughs on implementation methodology and techniques, including the [Implementation Compass™](#), a proprietary framework built on the eight areas for excellence for execution; [Readiness2Execute Assessment](#); [IMPACT](#), a toolkit for implementing actions in 90 days; [Ticking Clock® Model](#), a framework for digitalizing an organization; [Digital Maturity Index](#), a self-assessment that reveals a person's level of digital maturity; and the [40 Digital Best Practices Benchmark](#).

[Robin also co-founded an online education forum—the Strategy Implementation Institute—](#) that provides leaders with a community, online course and online certification in the field.

[In 2014, Robin recognized that implementing digitalization was markedly](#) different than previous strategy implementations. He researched the challenges globally and, in 2018, co-authored the white paper [Transforming Your Company into a Digital-Driven Business](#). In 2021 he co-authored the white paper [The Future of Strategy Implementation](#).

In 2021 Robin was co-nominated with Piyush Gupta, CEO of DBS Bank, for the Thinkers50 "Ideas into Practice Award" and was the winner of the "Business Strategist" Singapore 2021-22 by Prestige.

Robin has published five books on strategy implementation. His latest, [World's Best Bank—A Strategic Guide to Digital Transformation](#), is an Amazon best seller. His pioneering work has been featured in media worldwide, including BBC World and *Forbes*. He is a TEDx speaker and an educator for Duke CE, IMD, and an adjunct member of Singapore Management University. He is an award-winning and [Harvard listed case](#) writer and a GlobalScot appointed by the First Minister of Scotland.

Outside of work, Robin competes in ironman events around the world and calls Singapore home.

BRIDGES[™]

Business Consultancy Int.

bridges@bridgesconsultancy.com

www.bridgesconsultancy.com