

BRIDGES™

Business Consultancy Int.



Transformation in a Digital World Keynote

"The winds of change are blowing faster and harder externally than they are internally." – Speculand

Organizations are operating in a hyperconnected world where the strategic landscape is rapidly changing underneath them. As a result, leaders must be aware of what is happening outside their organization and the effect on their key stakeholders. Therefore, they must not *plan* to have a digital strategy; they must ... but to have a strategy in a digital world.

This is not semantics but, rather, a critical positioning for success. Having a *digital strategy* narrows your perspective and opportunities. Having a *strategy in the digital world* dramatically broadens your perspective. You become more aware of what is happening around you including geopolitical shifts, changing customer demands and technology breakthroughs. With the evolution of ecosystems, adopting a broader view is critical in today's increasingly hyperconnected world.

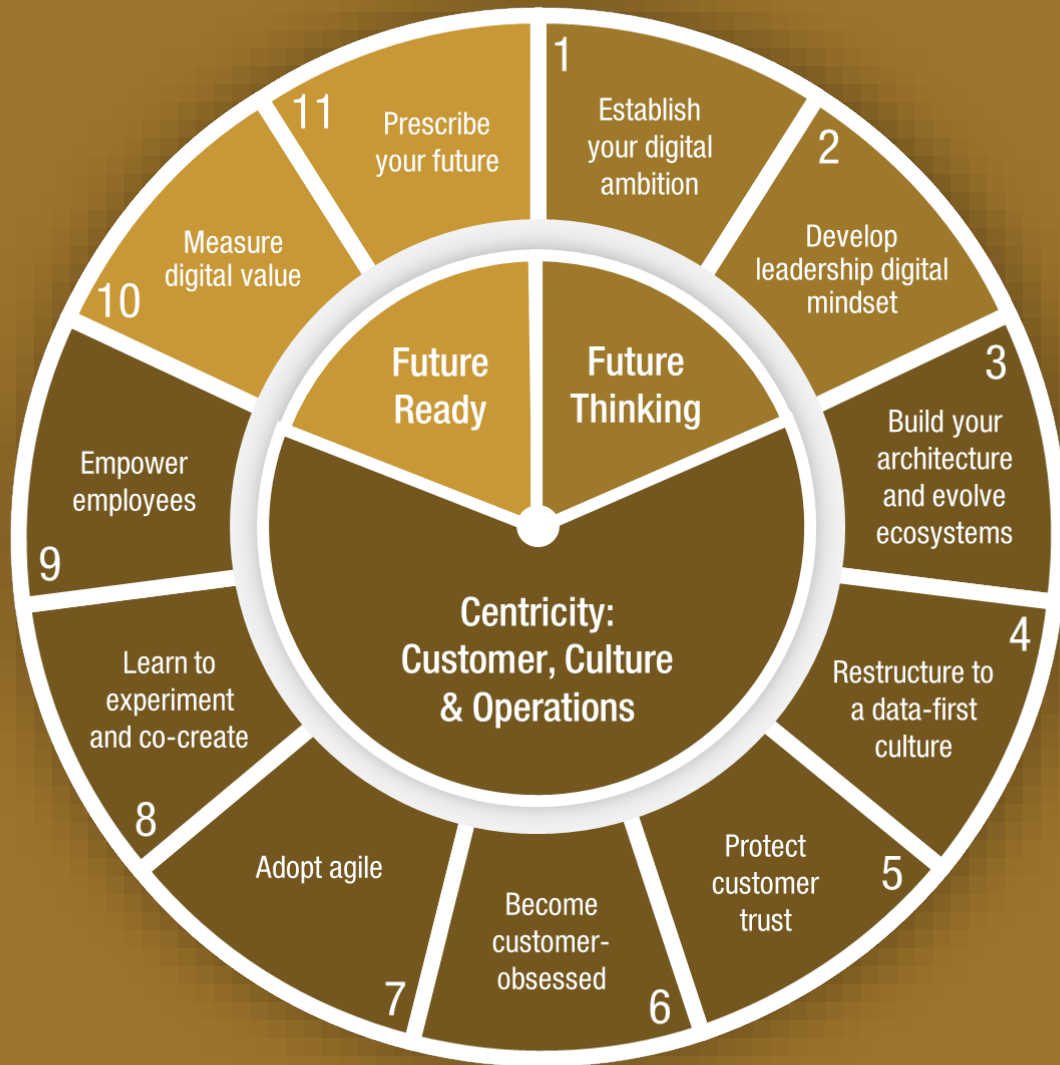
Organizations transforming in a digital world need to respond faster to customer requirements by leveraging technology and data. Leaders require a powerful digital purpose that inspires and aligns the whole organization. That means they need to re-architecture their technology platform while becoming agile and creating a culture that supports adopting a new way of working. To achieve this result requires leaders to shift their mindset and encourage agile experimentation as they shift from vertical to horizontal leadership.

Why is this change needed? Because the top reasons two-thirds of transformations in the digital world fail are:

- Leaders fail to shift their mindset.
- The organization's culture works against the transformation.
- Leaders apply "digital lipstick" instead of guiding a complete business model transformation.

In this informative and engaging keynote, you'll discover what it takes to overcome these common failures. You'll learn how to avoid becoming overwhelmed by the different moving parts of transformation in the digital world and gain hard-won insights from successful organizations. Most important, you'll come away with a framework to guide your complete transformation in the digital world.

Keynote Highlights:



Ticking Clock[®] model

- Pinpointing why digital implementation frequently fails
- The Ticking Clock[®] Model – highlighting the strategic and operational requirements
- Explaining how the Ticking Clock works with examples and use cases to reinforce key points



Robin Speculand is a recognized pioneer and expert in strategy and digital implementation. He is driven to transform strategy implementation by inspiring global leaders to adopt a different mindset and approach. The founder of three companies, Robin is CEO of Bridges Business Consultancy Int and co-founder of the Strategy Implementation Institute and Digital Leadership Specialists. A TEDx presenter and Thinkers50 nominee, he is a facilitator for IMD, NUS, Duke CE, and SMU, and part of Top 30 Global Guru. As a best-selling author, he has written seven books including his most recent ones: *World's Best Bank: A Strategic Guide to Digital Transformation* and *Strategy Implementation Playbook: A Step-By-Step Guide*.



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bridges@bridgesconsultancy.com

www.bridgesconsultancy.com