

# Digital Innovation Strategy – *Develop Your Digital Compass*

## 1. Value Proposition

To grow and thrive in transformative times, leaders need to

- *Understand today's transformative technologies*
- *Grasp new strategic choices* and reframe thinking
- *Explore, imagine & communicate* a compelling vision for transformative change
- *Understand the Innovation Framework* required to fully harness these technologies
- *Develop a compelling innovation thesis and portfolio*, excite and mobilize stakeholders
- *Anticipate, embrace and capitalize* on exponential technologies

## 2. Benefits

- *Develop future-focused strategies* based on a solid grasp of emerging technologies
- *Articulate a compelling future vision* to energize your entire organization
- *Explore emerging opportunities* and determine where and when to place strategic bets
- *Apply your learning* to create a sense of urgency and plan to harness disruptive change
- *Lay the foundation for an Innovation Framework* to enable and sustain your strategy
- *Mobilize leaders, stakeholders* and the entire organization to create your future

## 3. How We Deliver Benefits

- Compelling, interactive case studies – learn by doing
- Demonstrations by leading FinTechs – see exponential technologies in action
- Executive panels, shared stories and experiences

## 4. Our Credentials

- Respected international practitioners and coaches
- Broad experience in Financial Services and major industries in great flux
- Senior advisors to leading international companies
- Extensive practical experience advising senior leaders in transformative technologies and practices

## 5. Instructor(s)

*Pascal Dennis* – Strategy & Digital transformation Sherpa, author, 4-time Shingo Prize winner



<https://www.amazon.com/pascaldennishdd>



<https://www.linkedin.com/in/pascaldennishdd>

# Course Agenda

This workshop is offered as a *full day, half day, four 2-hour sessions*, or as a *four-week lecture series*. We use a realistic business case study to enable participants to focus on what really matters: experience the principles, tools and practices that define the Digital Compass framework.

## **Introduction: *What is Strategy? What is innovation?***

- Fundamentals of Directive & Emergent Strategy – what are they, why you need both & how they fit together
- Introduction to Hoshin Kanri
- Disruptive, sustaining and efficiency innovation: purpose, focus, metrics, language
- Core methodologies
- Key enablers: *Belief System, Work System, Management System*

## **Innovation Compass – *Emergent Strategy in a Digital World***

- Overall process & rationale:
- *Disruption Mapping*
- *People & Technology capability mapping*
- *Investment Hypotheses: A + B + C = D*
- Balanced Innovation Portfolio aligned with Purpose, addressing critical innovation segments & horizons

## **Innovation Compass – *Business Cases drawn from our coaching practice***

- Define Purpose and overall strategy
- Develop management system
- Develop aligned Digital Strategy using Innovation Compass
- Tell your story using the Digital Strategy A3 process
- Report out to the Board for feedback

## **Debriefing [Post-Case Study]**

- What helped you build this Digital Strategy, despite all the unknowns and constraints?
- Which process elements were the most / least valuable?
- If you were to tackle this problem again from scratch, what would you do differently and why?

## **Conclusion**

- Getting ready for your business environment
- Assess current processes around Breakthrough, Sustaining and Efficiency innovation
- Assess enablers: Work, Management & Belief Systems
- Develop your Innovation Compass; develop an Innovation support plan

**Note:** *Our workshops are available in a range of flexible formats, both on-line and in-person, tailored to your needs. Please ask about available options.*