LMU IMPACT INSIGHTS WEBINAR

Digital strategies to enable you to capitalize on evolving business and technology trends, respond to increasing customer expectation and manage ambiguity during times of crisis.

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KIRAN ROUZIE, MBA

Certified Coach & Change Management Expert

Kiran Rouzie has a proven track record of developing high performing organizations that grow profit and revenue.

Her work as a CTO and transformational digital leader has helped executives solve the most critical and strategic challenges facing companies today.

As a certified coach, strategy advisor and certified change management expert she has delivered undeniable results -- transforming leaders, teams and organizations for clients such as:

Apple Google ThoughtWorks USC Target Ritz-Carlton Zappos Amazon

Author of upcoming book & podcast "Unlock Your Team's Genius! Create Sustained Engagement, Extraordinary Performance and Profitability."

WORLD'S #1 EXPERT ON THE EVOLVED TEAM AS FEATURED IN

Inc. SUCCESS Entrepreneur Forbes

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KEYNOTE SPEAKER | AUTHOR | AWARD-WINNING ENTREPRENEUR | BOARD MEMBER

ThoughtWorks®

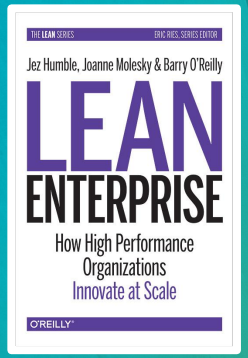
We're a global software consultancy solving complex problems with technology. We connect strategy and execution, helping our clients to strengthen their core technology, scale with flexibility and create seamless digital experiences.

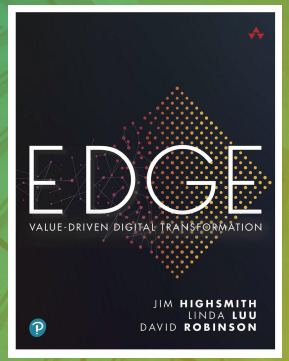
From our extensive experience in developing software, we pioneered open-source products that support development teams to create better software. We partner with our clients to continuously evolve their tech and enable an adaptive mindset to meet their business goals.

We are not just implementers.

We are creators, authors (100+ books written), bloggers and speakers who are constantly pushing the state of the art and championing the development of an ecosystem that brings competitive advantage to digital businesses

We are proud to help shape the community by leveraging our learnings and experiences in strategy, advisory and delivery of complex systems to create thought leadership.





BUSINESS IMPERATIVES FOR CHANGE

Data proliferation

Competing horizons

Customer empowerment

Speed and volatility

ACCORDING TO FORRESTER, THOUGHTWORKS APPROACH RESULTS IN

- ***69%*** ***Improved time-to-benefit***
- ***57%*** ***Reduced cost***
- ***62%*** ***Reduced effort***
- ***80%*** ***Reduced critical defects***
- ***60%*** ***Reduced overall defects***

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ORGANIZATIONS

Outperform What's Expected.

Build a Technology Organization that consistently outperforms market expectations.

Align your teams to execute brilliantly.

Hire, develop and retain top tech talent and next-level leaders.

Develop an internal capability for change and adaptability to make the seemingly impossible happen.

Build a Technology Organization that can empower customers, manage speed and volatility, competing horizons and data proliferation.

Improve retention of women tech leaders in your Organization.

LEADERS

Unlock Your Full Potential.

Take your teams and organization to a more ambitious, performant and profitable place.

Inspire and bring out the best in your people, always.

Thrive and lead in times of uncertainty, ambiguity, and disruption.

Tackle the most complex and strategic challenges facing your business.

Communicate influentially, purposefully and in ways that connect, build trust, align and drives clarity of vision.

Develop skills necessary to demonstrate the interconnection between technology goals & business priorities.

Develop the mindset, habits and behaviors needed for continuous growth and evolution.

TEAMS

Unlock Your Team's Genius.

Unite in shared purpose and vision.

Amplify trust, alignment, unique strengths and diversity of thought to produce exceptional work.

Develop a learning mindset, new approaches, habits, behaviors and ways of working needed to reach extraordinary performance.

Embrace change and uncertainty, a willingness to challenge the status quo and step into the unknown, together.

Develop a solutions orientation and the ability to work autonomously and cross-functionally more effectively.

Improve adoption and adaptability to new frameworks and methodologies.

Develop resilience.

COACHING IMPACT

Clarity of Purpose & Vision

Sustained Engagement

Alignment

Extraordinary Performance & Profitability

LEADERS
2.5X *Increased Profits*

TEAMS
3X *Increased Operating Profit Margins*

ORGANIZATIONS
3-5X *Increased Profits*
40-50% *Increase in YOY Growth*

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BUILDING BLOCKS OF A MODERN DIGITAL BUSINESS

Identify key required investments to achieve your aspiration across all building blocks.

Frictionless Operating Model

- Agile fundamentals
- Portfolio-driven management
- Strategy alignment
- Adaptive leadership
- Organizational design

Platform Strategy

- Technology strategy & roadmapping
- Legacy modernization
- Cloud migration
- Delivery Infrastructure
- API Architecture
- Experimental Infrastructure

Experience Design and Product Capability

- Product innovation
- Product evolution
- Experience Design and Product Management capability

Intelligence Driven Decision Making

- Data strategy
- Data Pipeline Design
- CD4ML
- Data Lake Design
- Data as Product
- Data Governance

Engineering Culture, Delivery Mindset

- CI / CD
- DevOps & Tooling
- Thin slice execution
- Evolutionary & Adaptive architectures

EXAMPLE INVESTMENT AREAS IN RESPONSE TO COVID

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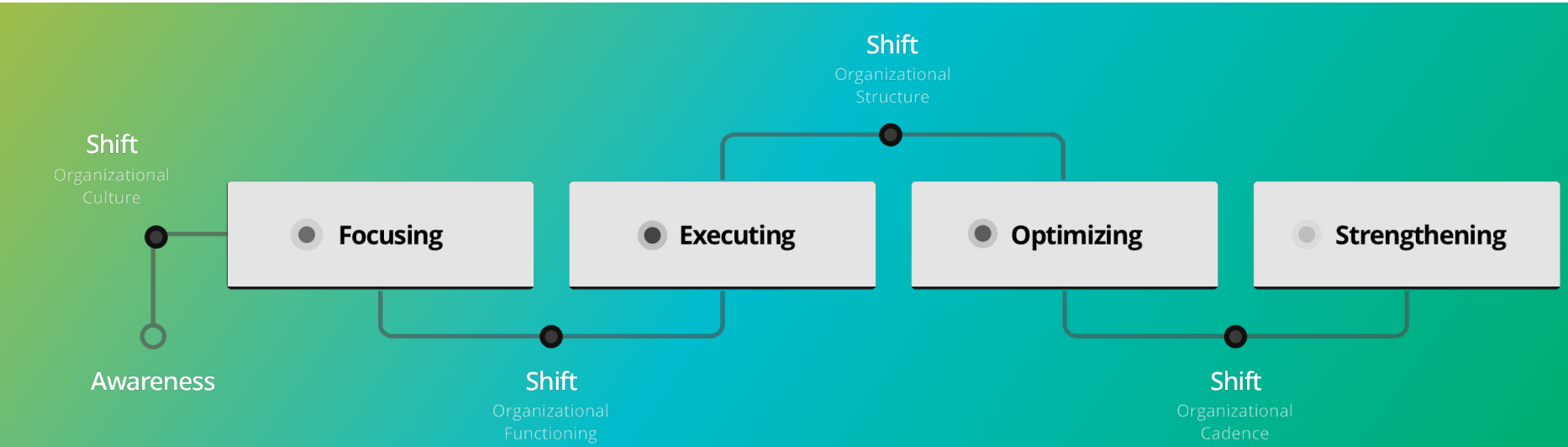
BUILDING A RESILIENT MODERN DIGITAL BUSINESS

The Digital Fluency Model will help you minimize your investment risk, build organizational resilience and accelerate transformation.



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KEY CHARACTERISTICS OF A DIGITAL MINDSET

Identify key required investments to achieve your aspiration across all building blocks.

Customer Value Focus drives all operations and creates immersive experiences.

Outcome Aligned Organization value measures, funding and structures align to outcomes.

Responsive to Market Shifts, smaller workloads, faster feedback loops enabling the ability to rapidly change direction.

Modern digital businesses know that digital isn't an outcome, it's a mindset. So, what sets them apart?

Technology is at the Core of the business strategy with appropriate voice and influence in the boardroom.

Structures and Governance enable speed by reducing friction and pushing decision making closer to the work.

Strategic Use of Information Assets fuels decision making, data is easily consumable creating knowledge and value maximization.

A Test and Learn Culture weaves an experimental mindset throughout all aspects of the organization including product strategy and development.

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DIGITAL STRATEGIES IN TIMES OF CRISIS

Bold Learning at Scale.

Thriving in the next normal requires accelerating your transformation efforts.

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DIGITAL STRATEGIES DURING CRISIS

EVOLVE YOUR BUSINESS PORTFOLIO - M&A strategy to acquire at low valuation, adopt digital technologies early at scale to improve short-term and long-term profitability.

FOCUS ON TIGHTLY INTEGRATED DIGITAL STRATEGIES - Re-evaluate your business and technology strategies more frequently and in parallel. Heavy resource allocation to improve EBITA growth rate.

- What bold digital initiatives or actions have you hesitated to pursue in the past that you know you eventually would be required?
- Invest in entirely new digital offerings
- Use this time while you have a captive audience to experiment,, focusing on usability, data security and scalability

LEVERAGE DESIGN THINKING - Into new offerings to see significant first-move advantage and to grab market share.

QUICKEN YOUR DATA REVIEWS - Define your single source of truth and evaluate the shifting needs of your customers, business partners as well as your own performance.

STRATEGIES TO THRIVE

Treat customer data "differently" now as it is likely not the same as your typical seasonal trends.

Observe changes in consumer behavior across 8 dimensions: Work, shopping & consumption, life at home, learning, travel & mobility, health and wellbeing.

There is an acceleration of past behaviors and new ones.

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DIGITAL STRATEGIES DURING CRISIS

REINVENT YOUR BUSINESS MODEL AT ITS CORE - Companies investing in custom software delivery for their IP (secret sauce), taming the beast of SAP, Design Thinking, AI tools, algorithms, Data as product at scale are outperforming their peers. Focus on cost structure pre crisis, during crisis and post crisis.

- Supply chain transparency and flexibility
- Remote workforce automation
- Data security

LEARNING AT THE PACE OF CRISIS - Bold action and strategies and the ability to learn are highly interrelated.

- Use multiple sources of customer data to assess unmet needs weekly
- Dedicate time to learn about digital technologies weekly
- Share test-and-learn findings across organization weekly
- Reallocate digital talent among business units or functions weekly
- Use scenarios to time and size potential shifts in industry economics monthly
- Evaluate portfolio for opportunities to add/divest business in light of digital
- Evaluate profit pools based on competitive-landscape shifts
- Reallocate CAPEX expenditures across BU's
- Use Lean Value Tree to defund unperforming initiatives
- Begin with customer facing initiatives, use automation and predictive analytics to isolate opportunities, standardize your tools

STRATEGIES TO THRIVE

Customer behavior changes will reshape consumer decision journeys including how the consumer gets information, what they purchase and where.

Be sure you are addressing basket re-composition, hierarchy of needs, format polarization, brand-preference re-evaluation.

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