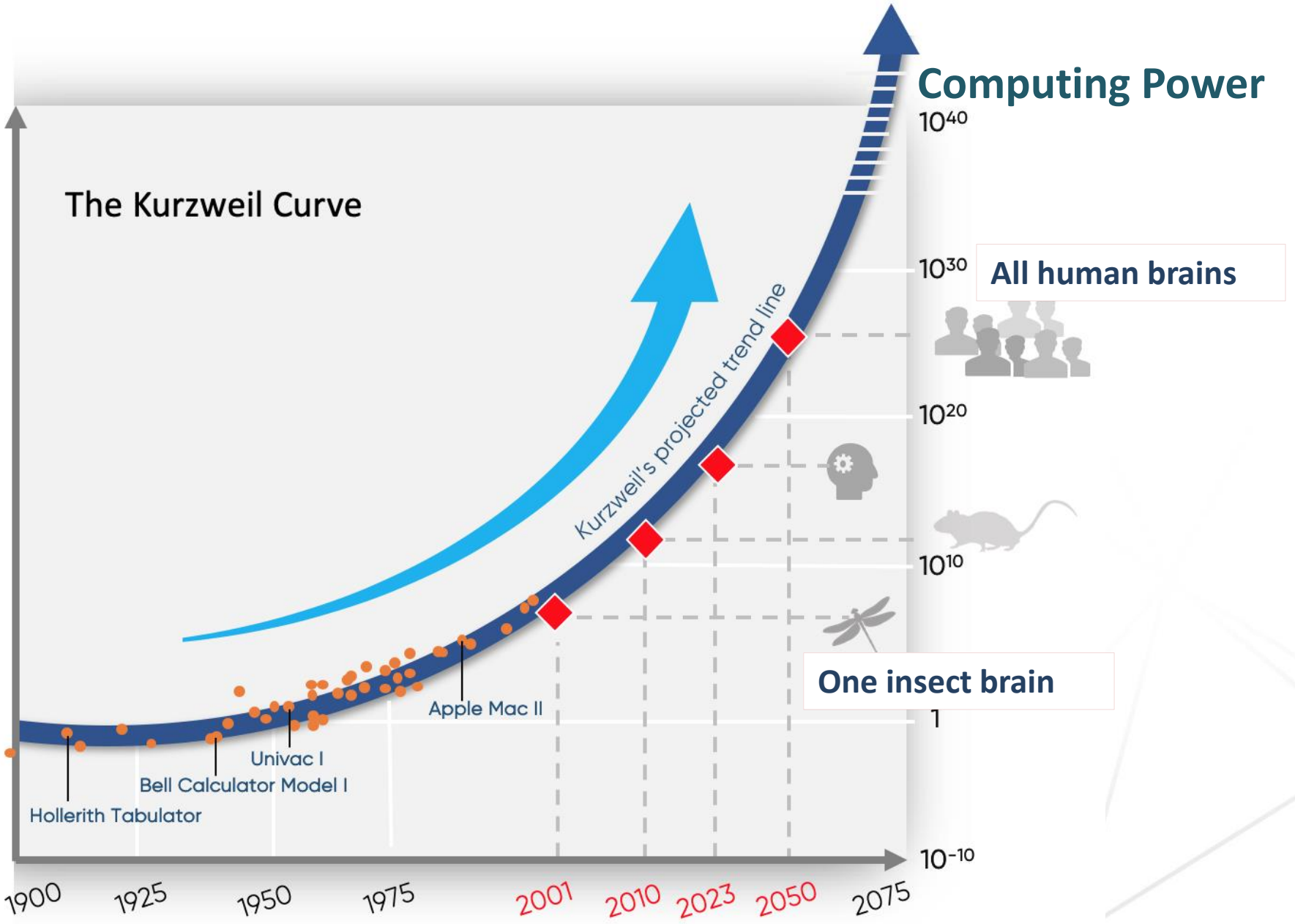
PMI OVOC *proudly presents*

NCPMS 2019

Why Digital Transformation is NOT About Technology

John Hetherington


The Kurzweil Curve
Computing Power
10^{40}
10^{30}
All human brains
10^{20}
10^{10}
One insect brain
1
10^{-10}
Kurzweil's projected trend line
Apple Mac II
Univac I
Bell Calculator Model I
Hollerith Tabulator
1900
1925
1950
1975
2001
2010
2023
2050
2075

VS

VS

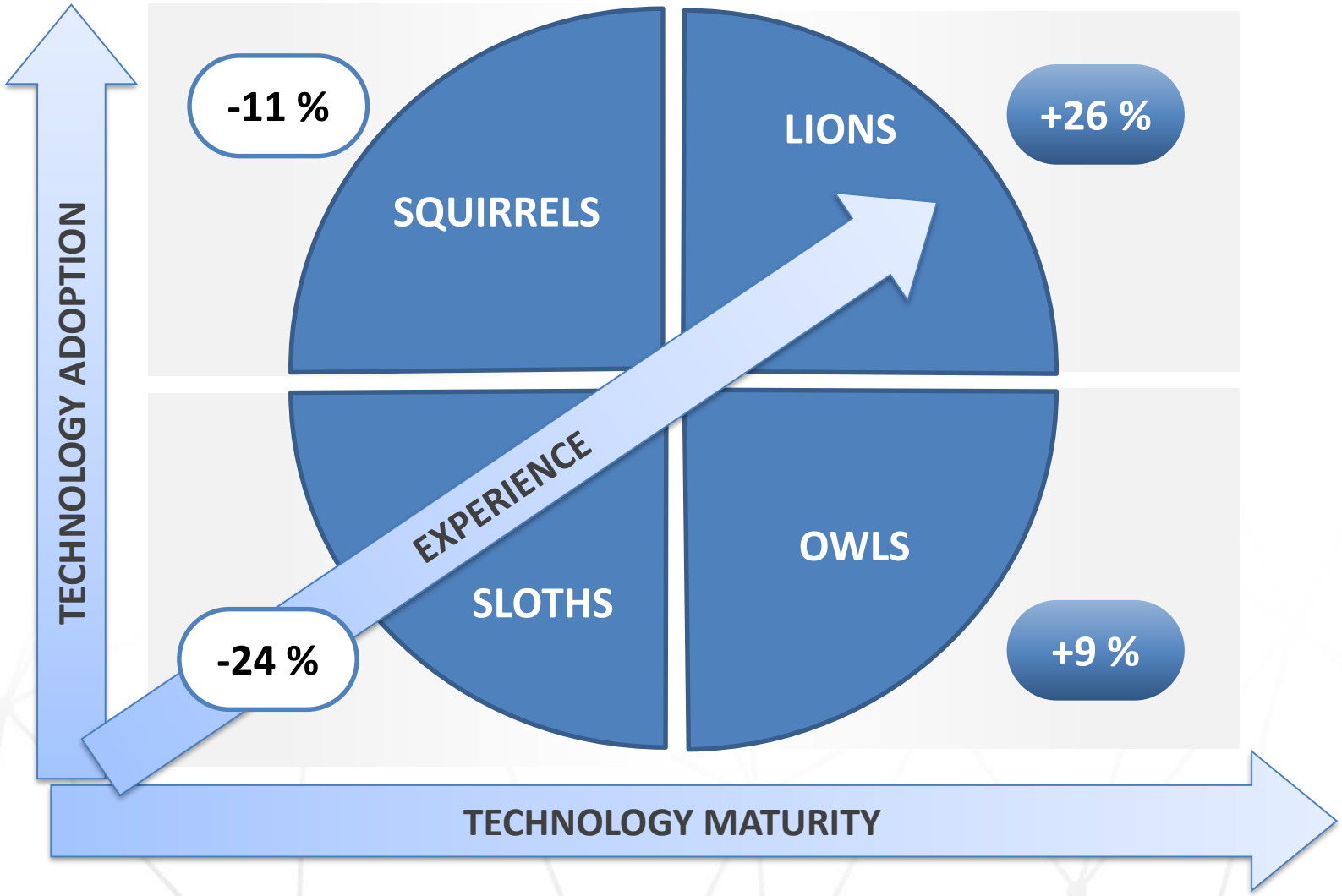
VS

Digital Thinking	**New customer experience**
Digital Leadership	**New digital skills**
Digital Planning	**New business model**

Digital Transformation is…

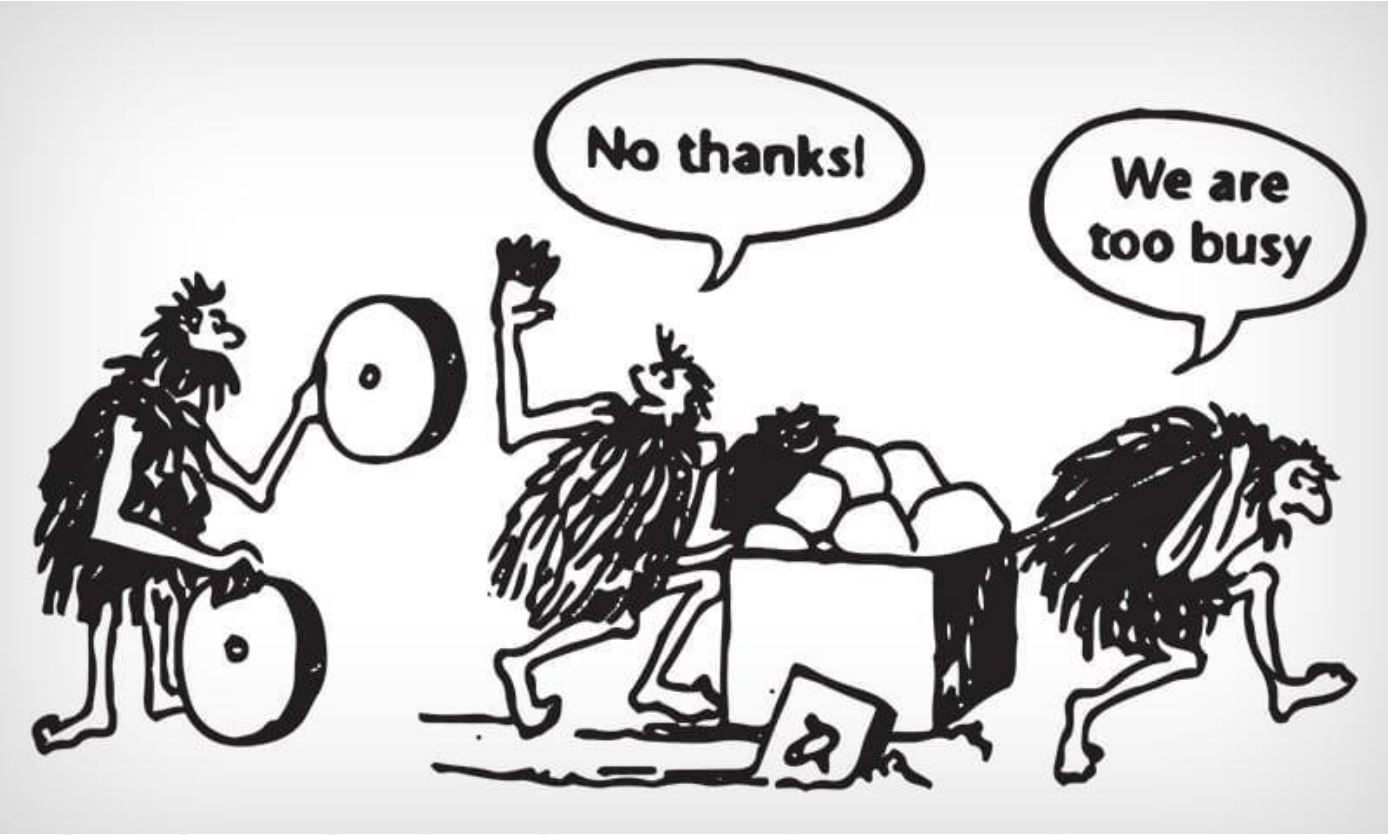
Using technology to transform existing processes and deliver a **significantly better customer experience**.

Canon
Canon
Canon
3e



Source: Capgemini MIT loan

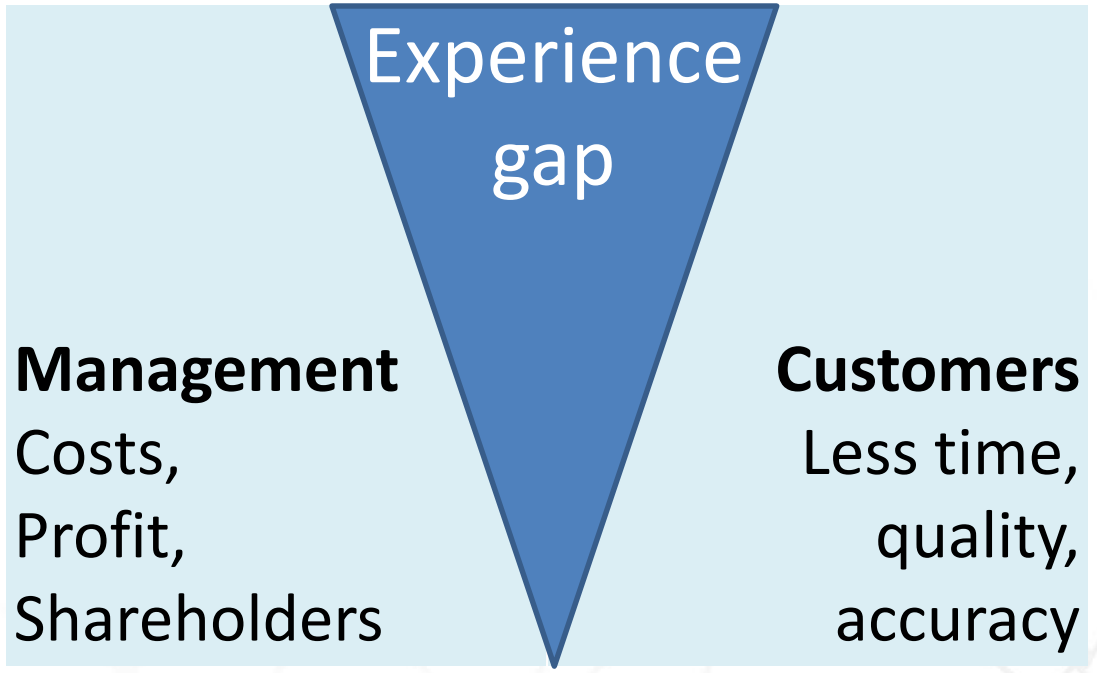
Status Quo Bias



1. Avoid uncertainty
2. Avoid contradiction
3. Avoid regret

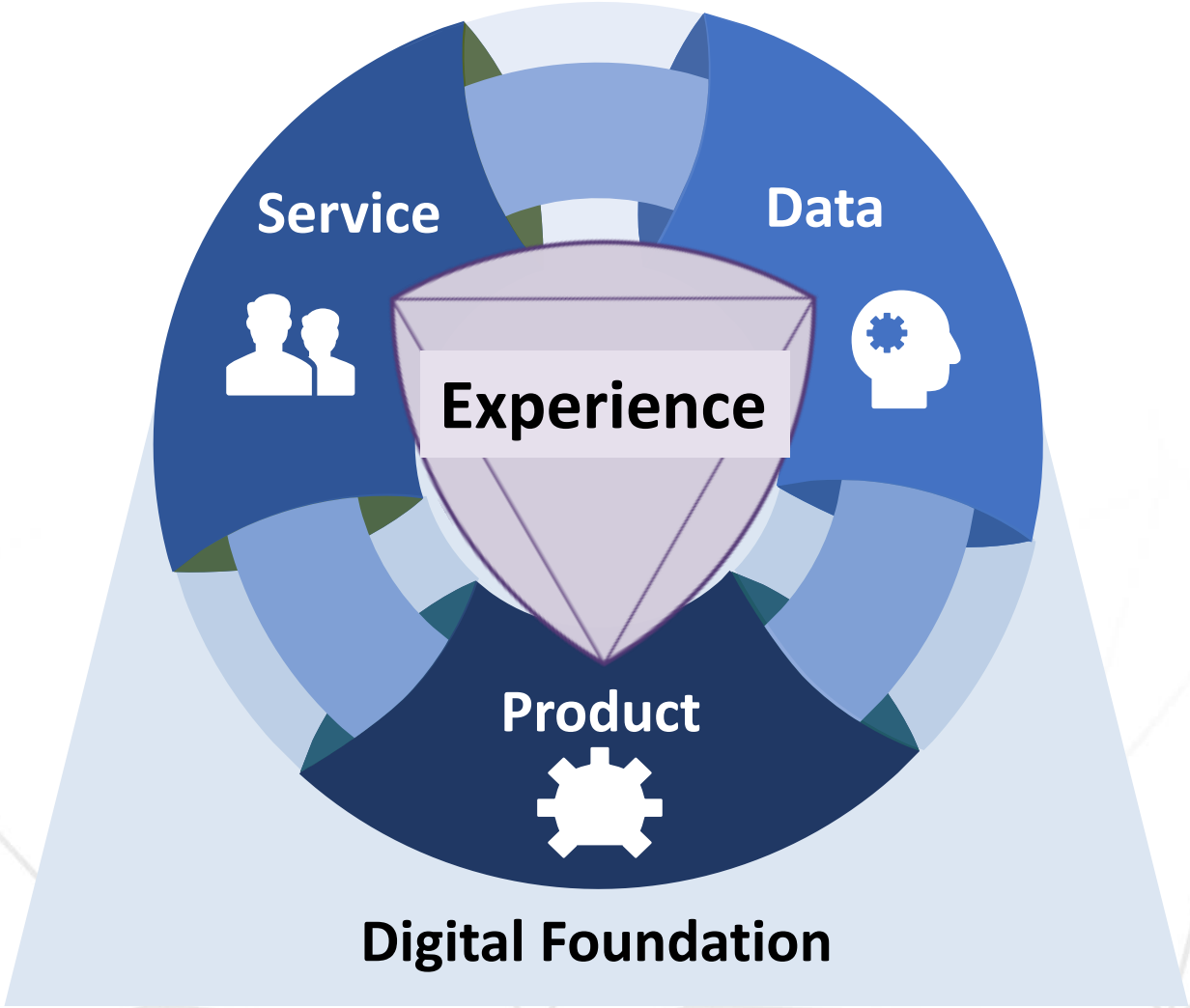
Success factors of Digital Change

1. Digital thinking



“The best way to predict the future is to create it”

Peter Drucker.



IoT

Cloud

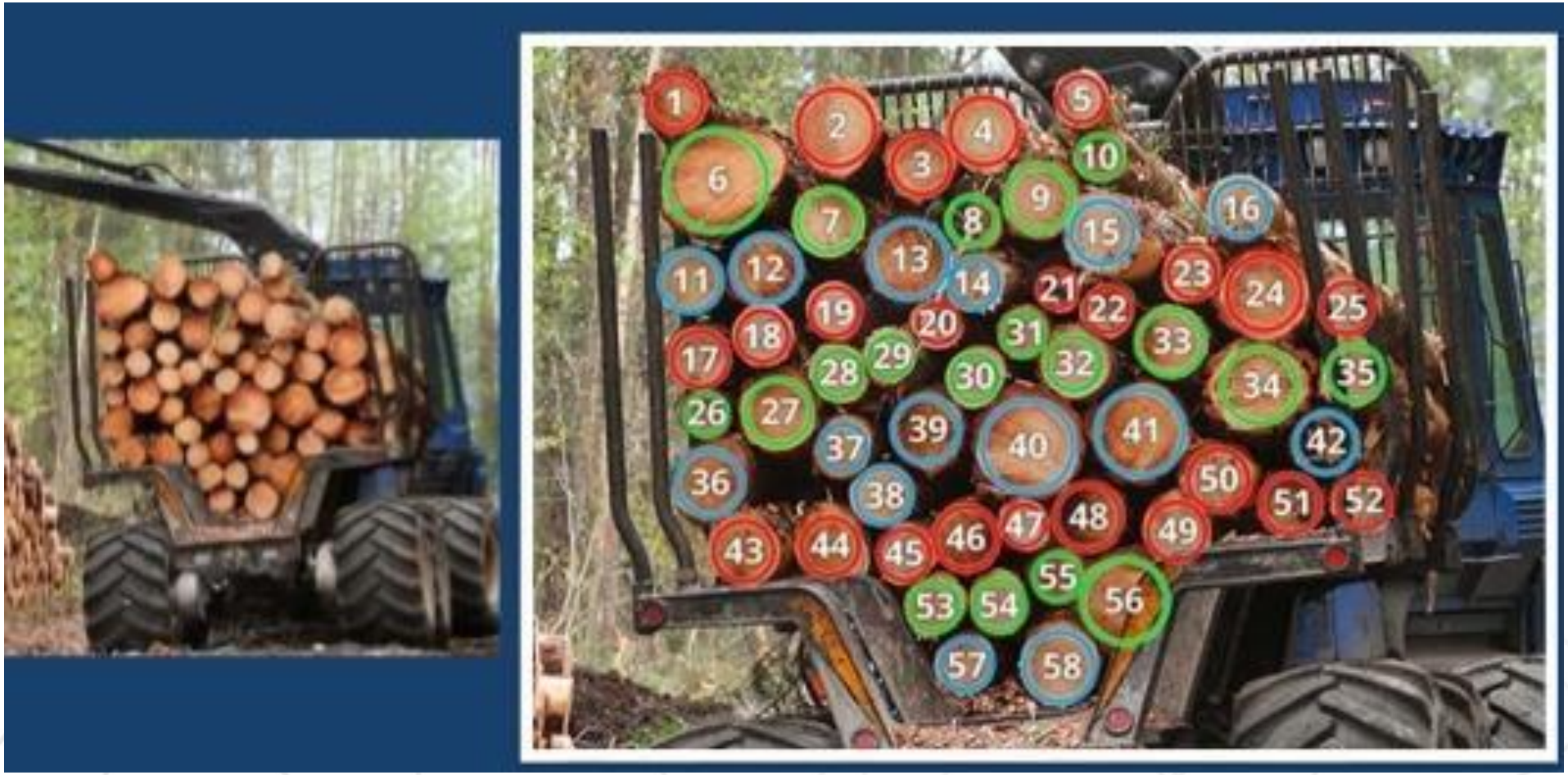
Data Analytics

AI/Machine Learning

Mobile

Collaboration

Digital Planning



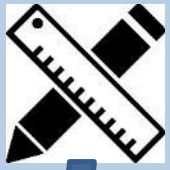
Digital Transformation playbook

Goals.
Feedback.
Champions.

Learning.
Agile-like delivery.
Collaboration.
Break data silos.

Feedback

Design



Define

Deliver

Elevate

Refine

Refine

Assess capabilities.
Success Sliders.
PoCs.

Break org silos.
Constant innovation.
Rapid scaling.

3. Digital Leadership

Then	Now
Competition	Collaboration
Waterfall	Agile
Tasks	Innovation
Output	Creativity
Decider in chief	Questioner in chief
Process	Embracing change

Next steps

Tomorrow 01

Change

- Experience
- Digital Thinking

Next week 02

Adapt

- Start small
- Digital Planning

Next month 03

Lead

- Avoid SQB
- Digital Leadership

Thank you!

(403) 619-3246

john@johnhetheringtonconsulting.com

https://Johnhetheringtonconsulting.com