

# BREATHING NEW LIFE INTO YOUR BUSINESS.

## KEY OUTPUTS

### ACTIONABLE TRANSFORMATIVE IDEAS

- Presentation summarizing workshop findings and generated ideas
- Actionable plan to kick-start innovation pilot
- Key business concept storyboarded, and expressed as a journey map, design mockup, or clickable prototype

## WORKSHOP STRUCTURE



### ORGANIZATIONAL ALIGNMENT

Discover the context, challenges, and opportunities that will enable innovation



### PREVIEW THE FUTURE OF COMMERCE

Review inspiring examples of innovation (business models, customer experiences, start-ups) from within and outside your industry



### ENVISION YOUR FUTURE

Identify the factors that make a company or experience successful in one context and then translate those factors to another context



### OUTLINE INNOVATION AGENDA

Define future success and develop an innovation mission statement



### INNOVATION IDEATION & PRIORITIZATION

Brainstorm and shape ideas in the context of mission statement, identified business challenges, and customer needs, while prioritizing by feasibility, desirability, and viability



### PITCH & PRESENT

Working in teams, top ideas will be presented to executive stakeholder panel who will assess, score, and select winning team



### PLAN & CLOSE

Blueprint an actionable plan to progress, prototype, and pilot top ideas

## EXECUTIVE PRESENTATION

### PROTOTYPE & ACTION PLAN

- Summary of actionable concepts
- Tangible prototype of winning innovation
- Pilot plan for testing and bringing to market

# RAPIDLY FORGING A ROADMAP OF DIGITAL INITIATIVES, CENTERED AROUND BUSINESS VALUE

## KEY OUTPUTS

### CURRENT STATE ANALYSIS

- Current state assessment across people, process, and technology
- Rapid identification of critical needs and known demand
- Capabilities and gap assessment

### FUTURE STATE VISION

- A common digital vision identifying new opportunities and supporting strategic business goals
- Defined KPIs and measures of success
- Future state technology vision and architecture

### ROADMAP & ENGAGEMENT MODEL

- Focused initiatives and recommendations prioritized based upon value model (business, experience, feasibility)
- Refined engagement model in support of critical needs, early wins, and future state roadmap

## DAY 1: CURRENT STATE REVIEW



### OBJECTIVES ALIGNMENT

Align the business across objectives, current challenges, known initiatives and engagement goals



### ORGANIZATIONAL ALIGNMENT

Focus on the organizational landscape, responsibilities, challenges and goals



### DEFINING SUCCESS

Review of data (benchmarks & KPI's), competition, gaps, opportunities and priorities



### UNDERSTANDING THE JOURNEY

Examination of customer personas and journeys, and current/future capabilities



### TECHNOLOGY ROUNDTABLE

Assess architecture and technology landscape, integrations, and initiatives

## DAY 2: FUTURE STATE VISIONING REVIEW



### FRAMING THE VISION STATE

Explore various thought starters and new opportunities



### FUTURE STATE SOLUTION DESIGN

Future vision state across experience, operations, & technology while validating business objective and KPI's



### BUILDING THE EXPERIENCE

Aligning the customer personas to the future state journey while validating capabilities and identifying gaps.



### ARCHITECTING THE FUTURE

Map capabilities to future state while defining feature set and leveraging any current state reuse



### PLANNING & PRIORITIZATION

Align capabilities to outcomes and prioritization based upon defined objectives

## EXECUTIVE PRESENTATION

### FINAL ROADMAP & ACTION PLAN

- High Level Vision State with Assessment Summary and Recommendations
- High Level Roadmap and Action Plan with a Prioritized List of Initiatives
- Implementation Proposal and Engagement Model