

30 minutes

Exercise: Understanding Digital Transformation

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Goals

To understand the complex nature of digital transformation.

To appreciate the various perspectives and components that make up digital transformation.

To collaboratively create a comprehensive definition that can guide our future discussions and projects.

Introduction (5 minutes)

Briefly explain the objective of the exercise: to develop a shared understanding of digital transformation by analyzing various definitions.

Form Small Groups

Small groups of 3-4 people will be formed on Teams.

Definitions Analysis (15 minutes)

Individually review the definitions from the document.

Select 4 or 5 that most appeal to you

Returning to your group, analyze your definitions and identify common themes, key elements, and differences.

Encourage groups to discuss and debate within their teams.

Group Presentations (10 minutes)

Each group present findings to the larger group, highlighting the common themes and key elements they identified. Encourage other groups to ask questions or provide additional insights.

Wrap-up (5-10 minutes)

Summarize the key insights and themes that emerged from the group discussions.

Emphasize the multifaceted nature of digital transformation, encompassing various aspects such as technology adoption, business model innovation, process optimization, and cultural change.

Highlight the importance of developing a shared understanding of digital transformation within the organization to align efforts and drive successful transformation initiatives.