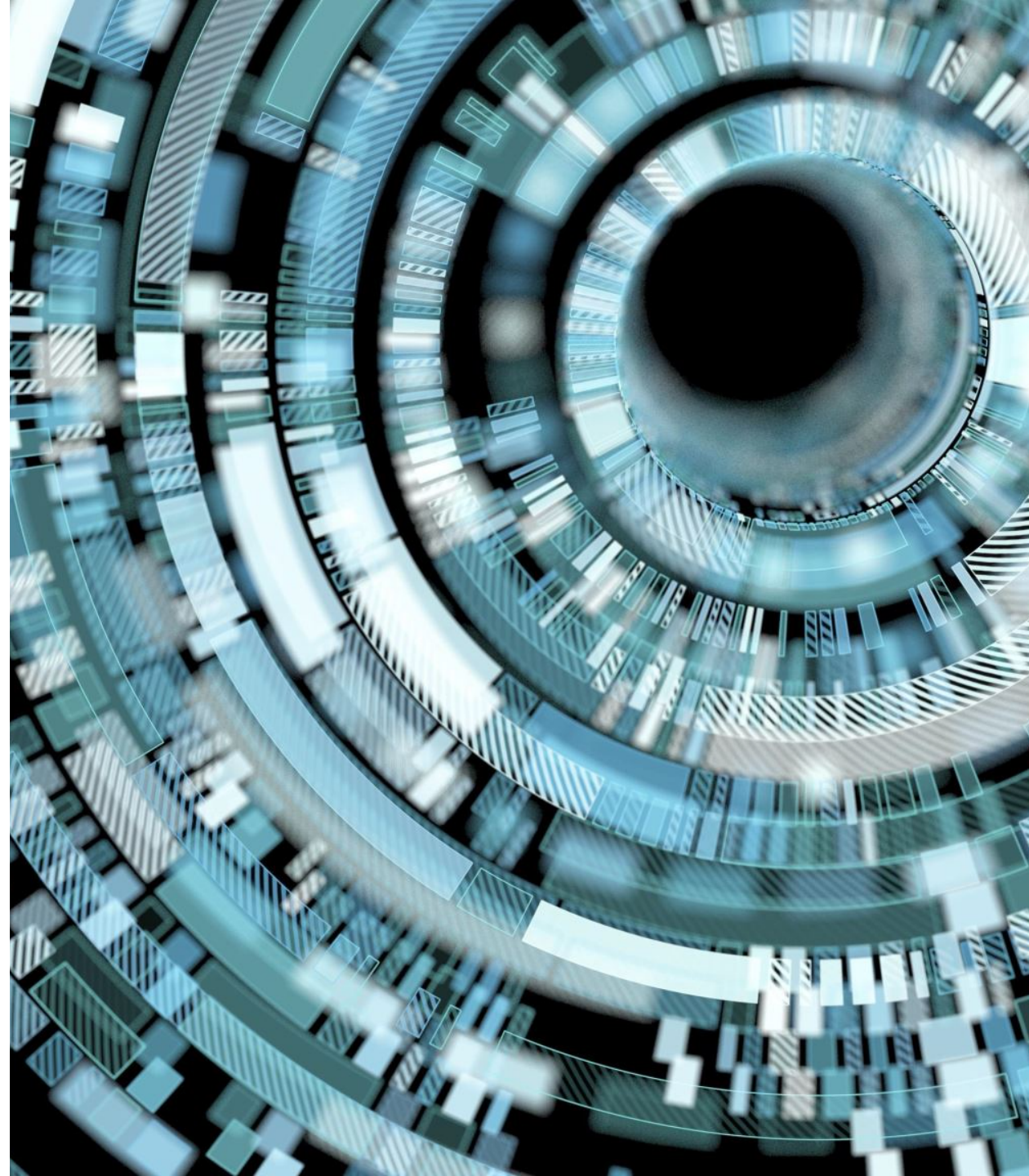


The  
allDigitalfuture  
Playbook™  
An Introduction



# The allDigitalfuture Playbook™

Dr. Dennis Khoo

1. The difficulty of Innovating
2. The allDigitalfuture Playbook
3. Customers
4. Business Model
5. Capabilities
6. People & Leadership

## Most Digital Innovations or Transformations Fail! Why?

1. Solution before problem
2. Content and Process is key
3. Connecting the dots is very hard
4. Cheat sheets & short-cuts don't work
5. Desirable, Viable & Feasible

## Definition: Idea vs Innovation

Idea: a suggestion or plan for doing something

(Cambridge Dictionary)

New Idea: a <sup>*Novel*</sup> suggestion or plan for doing something  
^

(Dennis Khoo)

Innovation: A novel proposition that is

- 1) Desirable : Customer wants (to pay for) it
- 2) Viable : Profitable & sustainable
- 3) Feasible : Can be executed

(Dennis Khoo)

Desirable

Feasible

Viable



QuickTake Camera

Apple



Fire Phone

Amazon

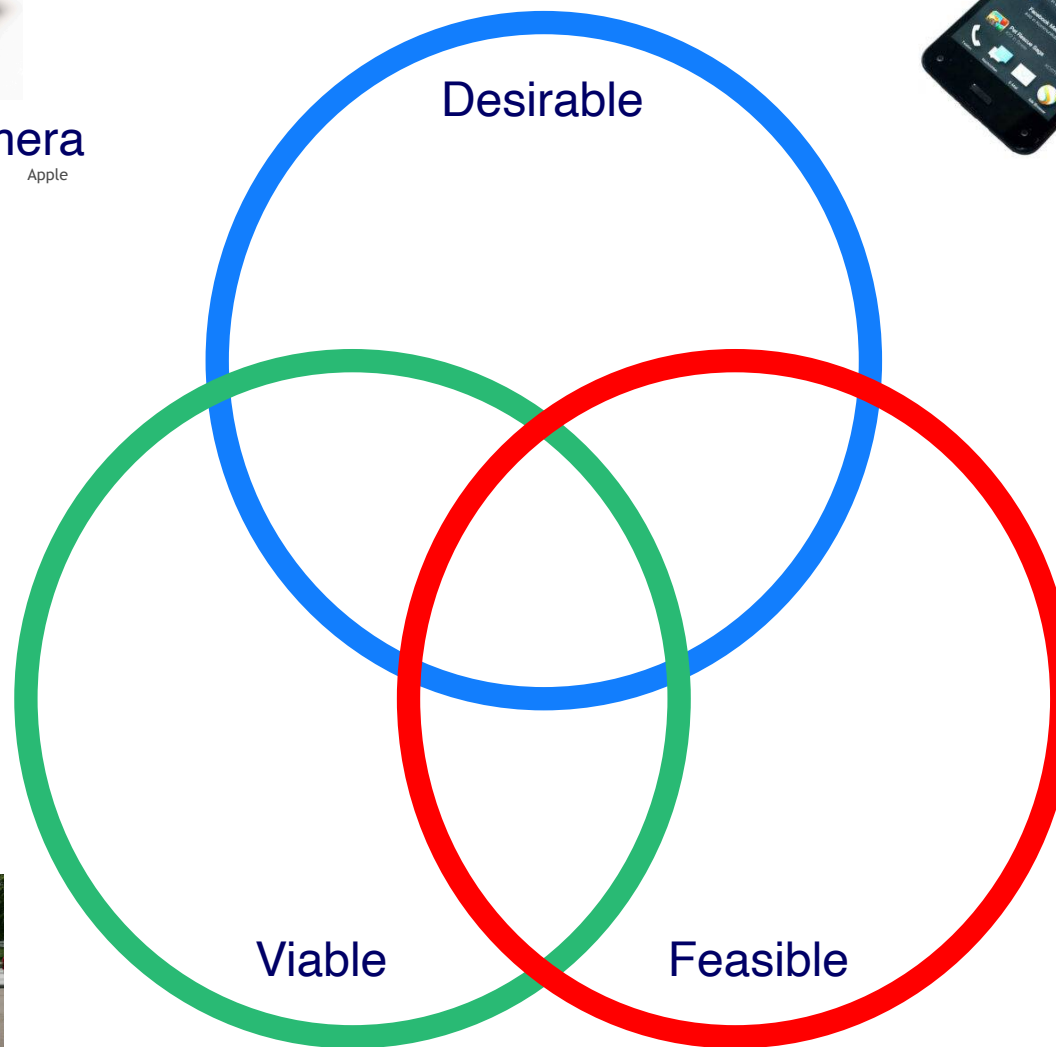


Segway



Iridium

Motorola





Desirable

Viabile

Feasible

Desirable



Galaxy Fold  
Samsung



Fire Phone  
Amazon



Post-it  
3M



Segway



QuickTake  
Camera  
Apple



Edisel  
Ford



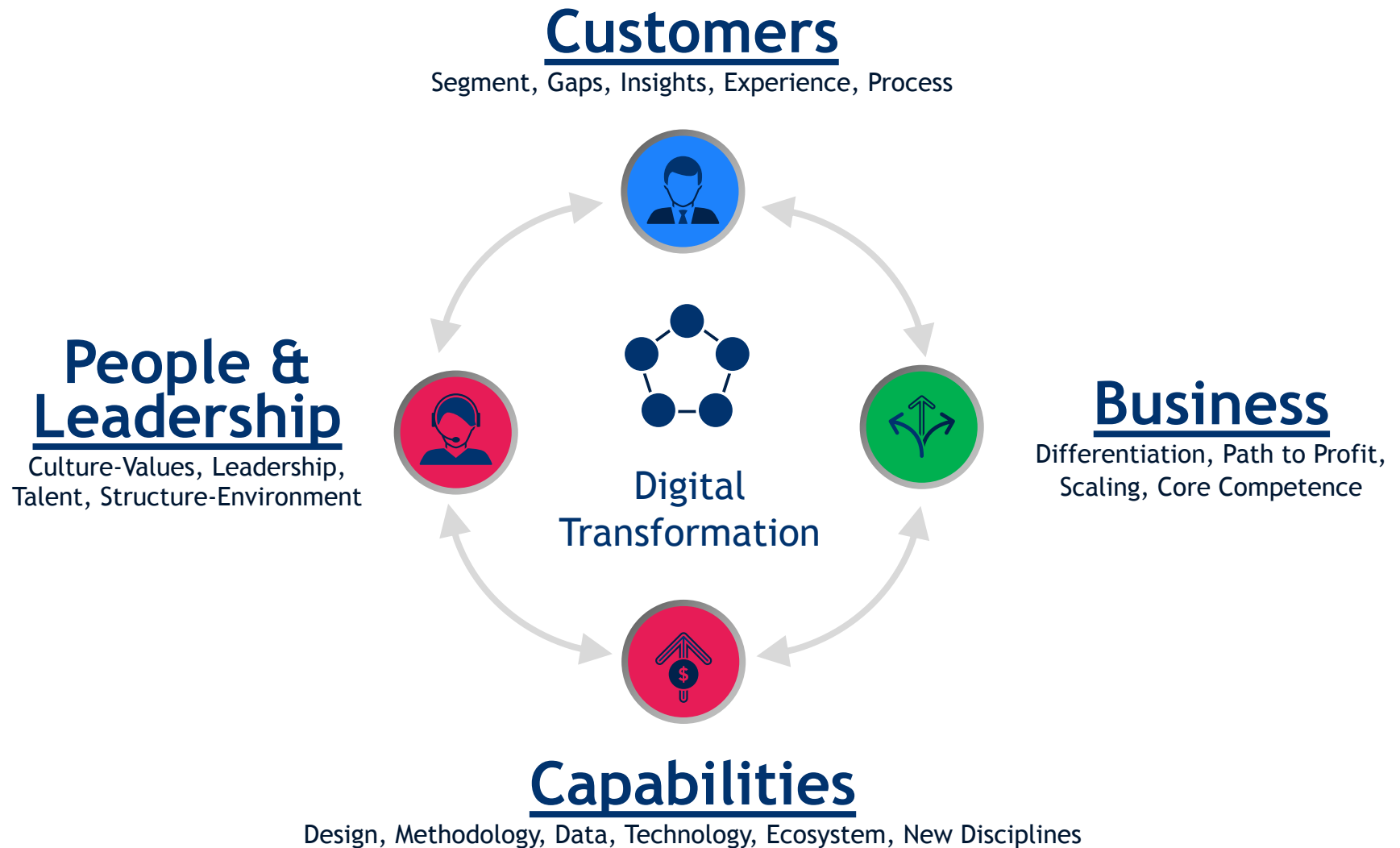
Iridium  
Motorola

Viabile

Feasible

# The allDigitalfuture Playbook™

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A practical step-by-step playbook for successful digital transformation of your business.

It looks  
like a kids  
playbook?  
Too easy!

All 4 dimensions interact internally & externally  
You have to keep iterating till you meet all 3 criteria



### Customers

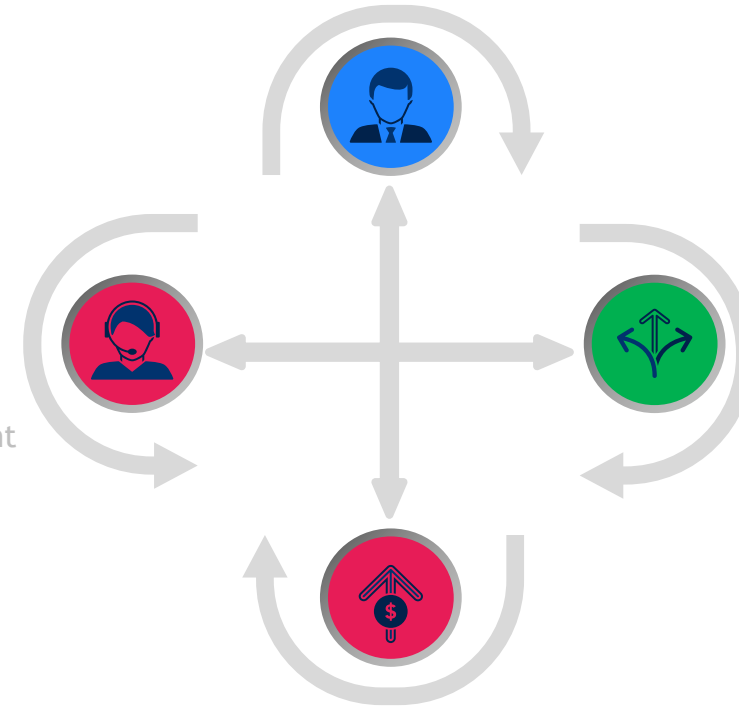
Segment, Gaps, Insights,  
Experience, Process

**People & Leadership**  
Culture-Values,  
Leadership, Talent,  
Structure-Environment

**Business Model**  
Differentiation, Path to Profit,  
Scaling, Core Competence,

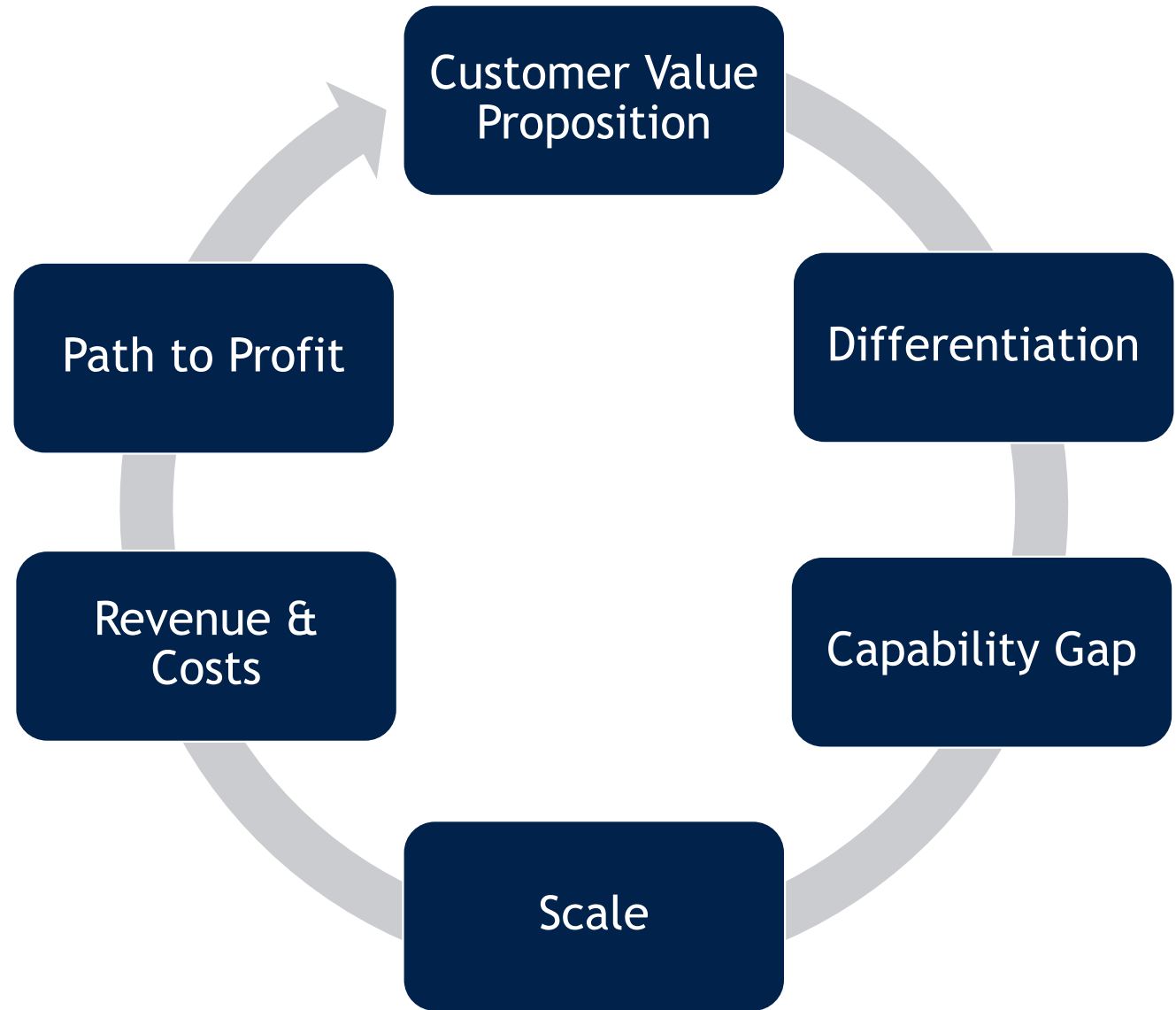
### Capabilities

Design, Methodologies, Data,  
Technology, Ecosystems, New Disciplines



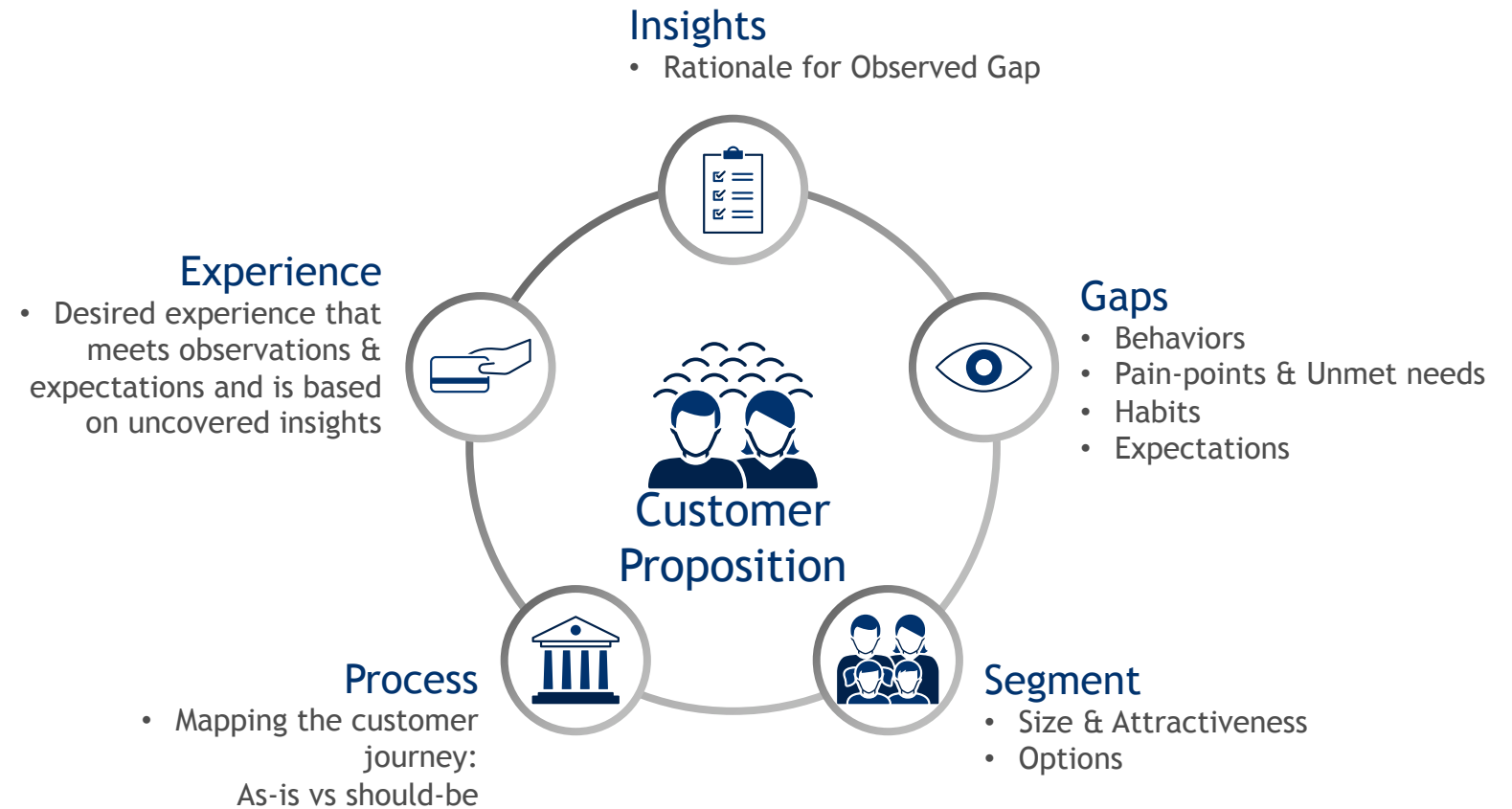


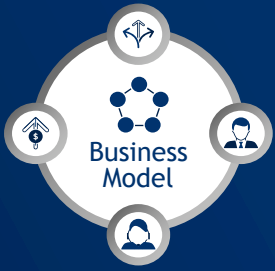
Interaction  
causes  
complexity





# Designed for Customers





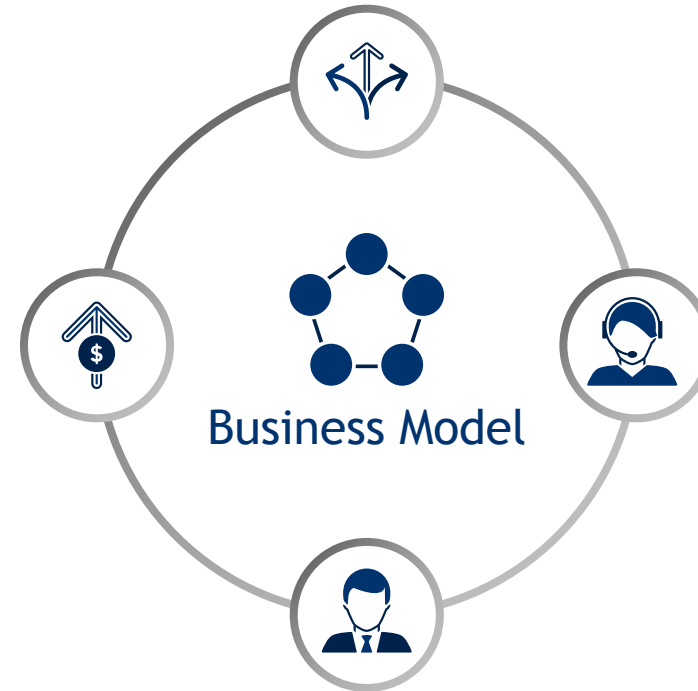
# But also Designed for Business

## Path to Profit

- Economic Attractiveness
- Volume vs Value
- Marginal Contribution
- Annual fixed cost outlay
- One-time spend outlay

## Differentiation

- Environmental Scanning
- Competitor Analysis
- Imitability & Ability to stay ahead



## Core Competence

- Current vs Needed DNA

## Scale

- Global Reach Ability
- Industry Configuration
- Distribution Approach
- Customer Capture
- Brand



# New Capabilities needed

## New Disciplines

- Manufacturing
- Instrumentation
- Predictive Analytics
- Artificial Intelligence
- etc

## Ecosystem

- Ecosystem Mapping
- Partner vs Produce
- Platforms

## Design

- Considerations

## Methodology

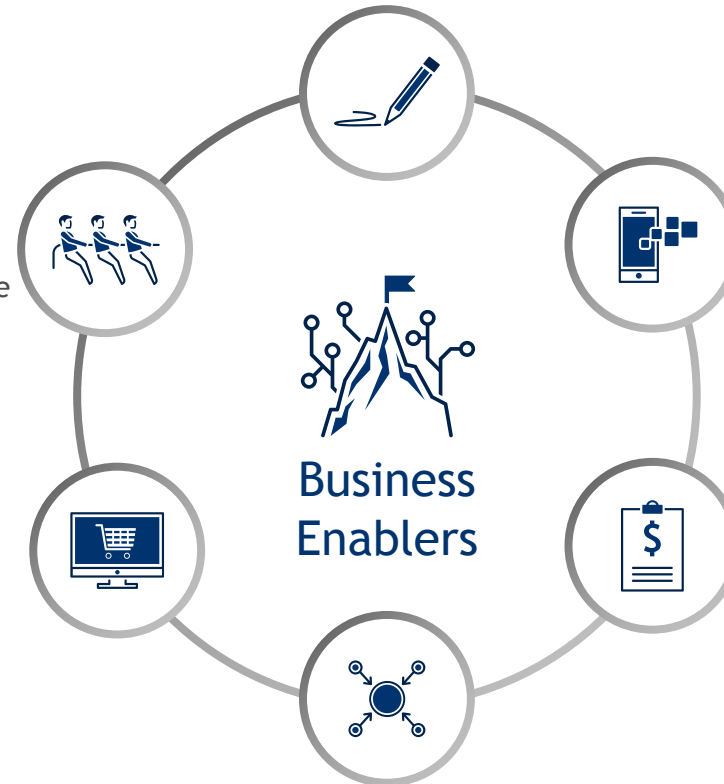
- Design Thinking
- LEAN approach
- Agile-at-scale
- etc

## Data

- Collect
- Clean
- Enhance & categorize
- Deploy

## Technology

- Architecture
- Develop vs Buy
- Software, Hardware, Services components





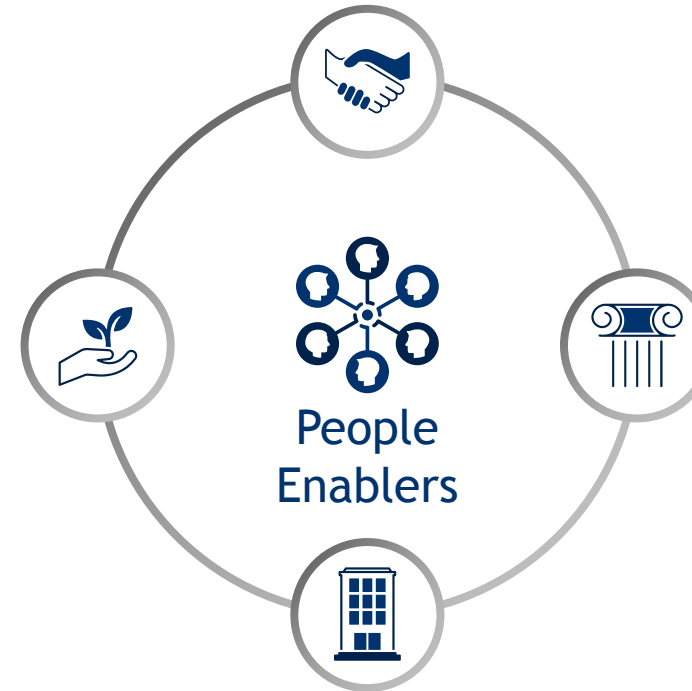
# People & Leadership

## Talent Gap

- Current vs Needed
- Hire vs Buy
- Internal vs External
- How to hire?

## Structure-Environment

- Organisational Alignment
- Organisation Structure
- Country vs HQ
- Physical Environment



## Culture-Values

- Mission & Vision
- Values & Expected Behaviors
- Measurements

## Leadership

- Co-ordination vs Depth
- Fostering Innovation
- The Balanced Leader