

CEO'S

GUIDE TO DIGITAL TRANSFORMATION

8 TIPS FOR LEADING DIGITAL CHANGE

B.M.F!
(Business Model First)
Don't confuse geekiness with making cash. If there's no business model there's no digital transformation ahead.

GLOBAL ATTACK!
If you are doing digital locally, is there any reason you shouldn't be doing it globally? At least consider it.

GO PLUG & PLAY
But be fast and flexible. Get ready to mix and match with best of breed technology. And be ready to change horses mid-race.

IGNORE CULTURE
(That is, if you want to fail!) Culture is a huge part of all successful Digital Transformation.

COMMAND & CONTROL
structures usually don't win in digital transformation. (You'll need to have some people & alliances you can trust.)

DON'T USE DEBT
Debt and digital transformation are not great bedfellows. Aim for cash flow positive digital models.

SOCIAL MEDIA IS VANITY
Profit is still sanity. Don't measure likes when you can measure the behaviours that contribute to your cash flow.

**ITERATIIS
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ITERATIONS**
Most digital projects encounter problems that are - literally - new to the world. You need leaders who can iterate their way to success.