IMPACT

Embracing the Digital World

the **Art** of **Innovation**

The Divide

Technology is more important than it has ever been, yet technologists are often kept at arm's length from business decisions and discussions.

In a difficult, ever-changing world of problems requiring complex solutions and creative innovations delivered on almost impossible timelines, this **disconnect** has and will continue to **create havoc** in our organizations.

Technologists and technology leaders need to "Get in the Boat" with the business leaders to mitigate the daily challenges in real time and not purely in a reactive mode.

A technologist can be relevant. They can and should be an integral part of an organization's success.
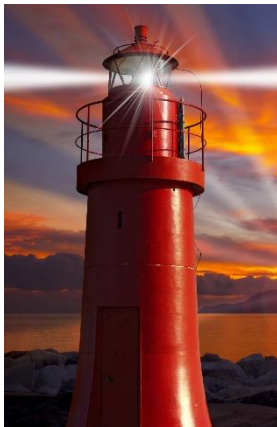
Digital Transformation

Digital Transformation is not just a technology trend, it is at the **center of business strategies** across all industry segments and markets. There must be a balance between strategy and technology as otherwise digitalization projects are doomed to fail. Digital Transformation is all about creating value supporting the business.

But do technologists understand the different colors (functional areas) of business? There are three major areas being strategy, operations and infrastructure and technologists are usually part of infrastructure. Do technologists know what people in strategy and operations care about? Do they know how to communicate with people in strategy and operations, means do they speak their language?

The Journey to Relevance

To be relevant and to be **invited to the leading boat**, technologists need to understand what other functional areas care about and they need to be able to speak their language.

As Viktor E. Frankl said: **When we are no longer able to change a situation, we are challenged to change ourselves.**

For more information: innovate@aoi.digital

the Art of Innovation

IMPACT – Next Level Engagements

Problem Statement. Digital Transformation is creating a substantial change in the way companies go to market and how their customers experience their product and services. This drives the need for higher business agility, forces companies to re-model their business, build new strategies and create new digitized services. This creates an opportunity for technologists to have a different conversation about adding value to their business. BUT - most technologists are focused on infrastructure and not the business functions of their (internal or external) customers.

IMPACT provides a concise and holistic approach to break the bonds of corporate role categorization and expand one's relevance and impact to every part of your company:

- How do strategy and operations work together to drive business/mission outcomes?
- How are technologists connected to these strategies?
- How do we connect the dots between what the business needs and the requirements that the IT organization provides to achieve these outcomes?

Have a look at the picture below and you'll start to see what we are trying to say.
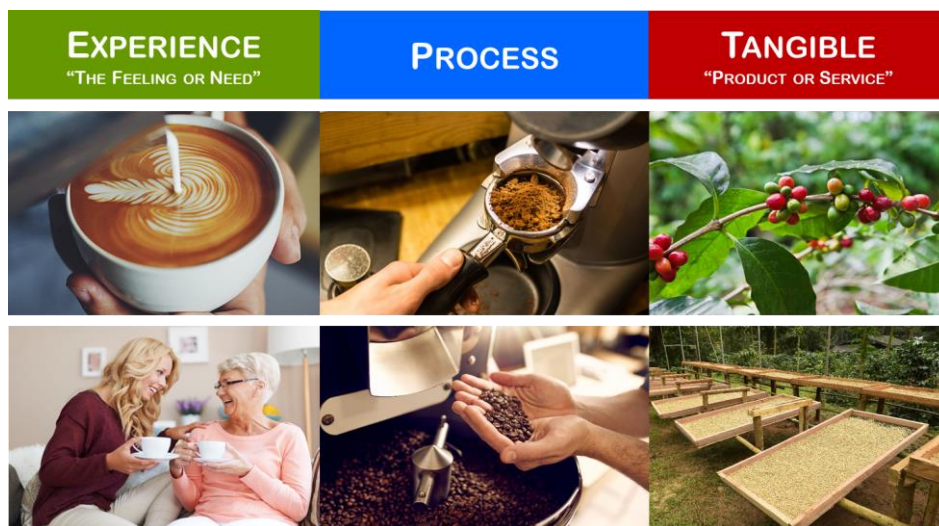
Infrastructure can be compared with (raw) coffee beans which eventually are the engine to fuel a customer experience (need, desire). Reduced to themselves they are just coffee beans and are not providing any business relevance. We need process (operations) to connect the beans to the actual business outcome (catering to a customer need). So, if you decide to focus on the beans without an understanding of process and customer experience you'll have a hard time to be relevant.

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By attending the **IMPACT** workshop, you will:

- gain confidence facing business leaders
- overcome LoB communication failures
- understand the systematic framework that guarantees business level relevance
- understand organizations and where the power is moving
- understand business models, why they change and how to connect
- will be able to plug into the business process of a company in a systematic and organic way
- connect the dots between what a business needs and the product that delivers that need
- be able to effectively communicate value throughout an organization structure

Modules

- Navigating the New Normal

  This module provides guidance and tools to navigate the "new normal" in IT and will help participants to gain the confidence to identify new opportunities within an ever-changing environment.

- Business Architecture

  To have effective conversations with business leaders one needs to have a fundamental knowledge of the different components of a customer's business. In this module the instructor will present a simplified business architecture allowing participants to identify where to find those new influencers and decision makers.

- Who's Who

  This module introduces easy to use, easy to remember approaches to understand those new influences and decision makers, what drives and motivates them. Participants will be exposed to tools allowing them to elevate their conversations, becoming relevant to those stakeholders.

- Business Modeling

  To talk "business outcomes" and help strictly business oriented persons, one need to understand their business model. How does our (internal or external) customer make money? What's the value proposition? What are the capabilities required to sustain value? Bottom line, how to determine their business needs. During this module participants will learn how to identify relevant goals and business initiatives and most importantly, how to chain your value to your customer's business outcomes.

- Process Modeling

  Many new influencers are in business operations. They care about the people, process and technology required to provide capabilities to their business. How can you effectively integrate your product or services into their process? The answer to this question will be key to be relevant to these types of stakeholders. In this module participants will learn to use various tools to connect your products and services into your customer's processes and policies.

- Elevating the Conversation

  Having a business conversation doesn't matter if it does not lead to profitable business. In this module participants will learn how to effectively present solutions to those new buyers by mapping their value to their customer's needs. Ultimately, participants will learn how to be relevant to these new buying powers.

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