

# Digital Transformation (DT/DX) Assessment & Strategy Development



- **40%** of all technology spending went towards digital transformations, with enterprises spending in excess of \$2 trillion in 2019.
- *Disruption is happening across all industries, and investment in digital transformation is essential to stay relevant and create new opportunities.*
- 80% of companies expect to accelerate digital transformation efforts due to coronavirus providing a wakeup call for digital capabilities to be at the forefront of the technology stack.
- Less than 30% of an organizations' technology vendors are currently active partners in their digital transformation initiatives!
- Enterprises have core competencies - things that they excel at and should focus on.
- Identifying and fully leveraging critical partners to support initiatives outside those core competencies not only accelerates transformation, but also creates new opportunities and fosters collaboration internally and externally.

#### About Approach Consulting

**Enabling your business & technology success today, helping your people with change.**

We are a trusted, independent, and objective Consulting firm providing Technology Advisory, Organizational Transformation and Project-based Services.

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- 68% of executives believe that collaboration between people and AI will be key to the future of businesses.

Recent digital transformation market reports have revealed that digital technologies have indeed touched key industries and continue to spread to other sectors. Massive reception of technology is mainly due to the **financial and growth opportunities that come with digitization.**

The use of digital technology has also resulted in the creation of new corporate roles that require digital skills. Given these developments, **practicality dictates that adoption be immediate!**

### **But what is Digital Transformation?**

There are so many definitions of what Digital Transformation is, but what truly matters is how you define it for your organization.

In the event that it helps you to think about how you define it, here's our version:

***“Digital Transformation is the process of changing current business practices, company roles, and/or technologies from a manual (or non-digital) model to a digital problem-solving focus, with an emphasis on shifting culture & customer obsession, so that we optimize our outcomes that drive value in our organizations, through improved efficiency, faster time to market, performance, revenue, risk management, cost control, and employee &/or customer experience.”***

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Even attempting to define it is where many organizations get hung up. Because there are so many differing opinions, organizations often struggle to agree on a definition, let alone what challenges need to be solved!

If we consider why we might embark upon a DT journey, many times it is because we need to meet changing business and/or market requirements.

However we define it, one thing is for sure and so often overlooked, we must remember that *what we are in fact triggering via our need to transform is a large amount of change*. This transformation typically requires encouraging innovation, developing new business models and a different way of thinking.

**Digital transformation impacts employees directly.** This influence can either be positive or negative, depending on one's standpoint. On the lighter side, **digital transformation cannot occur without employees**, which also entails the acquisition of highly coveted digital skills.

Simply put, change drives change, and the mindset of “this is how we do things here” has no place in today's business world!

1. When we engage to help you with your DT journey, we will firstly seek to understand exactly what it is that you are trying to achieve. DT means so much to so many, so effort here to ensure understanding, alignment & organizational desire is extremely valuable time invested.

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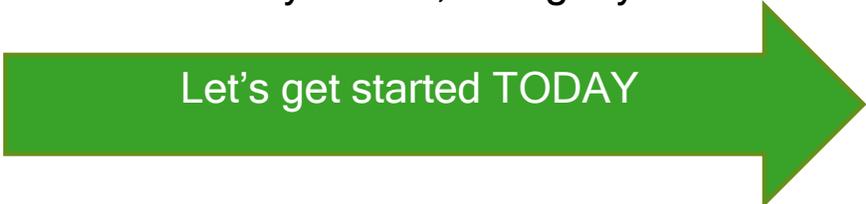
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2. Next, we will discuss & agree where (if anywhere) we are at in that journey, and if any tasks that align with your needs have been completed already. Once in agreement, we can then work towards (jointly) developing your DT strategy to jump start your transition AND get you closer to realizing your ROI.
  
3. In parallel to drafting your DT strategy, we will undertake a gap assessment to determine what is missing from your current environment, so that we can determine our transition needs to get us to our desired future state. Here we will spend a good amount of time ensuring that our strategy is refined to incorporate all stakeholder voices, and wider organizational culture, mission, vision & values.

Developing a strategy can be a complex, involved process. As it involves asking human beings to do things differently (i.e. change how they perform their job, interact with your company), implementing such a strategy is another challenge in and of itself!

Ultimately, if you care about your people (staff, customers, investors, community), you will have to accept the fact that Digital Transformation in its purest form is asking people to change.

If you are stuck at a fork in the road, want to create your DT roadmap and aren't sure which way to turn, let's get you on the right path!



Let's get started TODAY

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