

A framework to approach your digital transformation efforts

Technology and consumer expectations are changing faster than organization's ability to adapt.

Organizations are still grappling with “doing digital” effectively - how to leverage digital channels to support business goals - while simultaneously learning how to “be digital” – developing a culture of innovation, adapting to the ever increasing demands of the always-on consumer and a changing digital workforce.

How does an organization and its people adapt and evolve to reach the next stage of growth in the digital age?

A digital transformation road map is your blueprint for how the organization will leverage and deploy digital technologies to create value for the business and its customers and ultimately improve overall performance. It must address other performance drivers such as business processes, culture, innovation practices and of course technology to help the organization compete effectively in a digital world.

Transformation requires an awareness of the challenge, understanding your starting point and deciding where you want to go



Competing in today's digital-centric and complex business environment requires more than emerging technology. There are a host of key drivers that appear to be colliding but in fact require parallel and systematic investments and management. We've developed the COLIDE framework to help organizations think about these key drivers:



CUSTOMER EXPERIENCE

Designing an end to end digital customer experience, understanding the needs and behaviours of the digitally enabled consumer.



OPERATIONS AND TECHNOLOGY

Digitally-enabled processes built for agility as well as an underlying architecture that enables seamless, real time delivery of digital services.



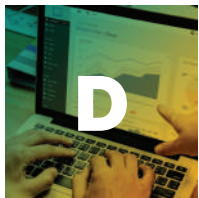
LEADERSHIP

Leading through change and complexity. Adapting and evolving the organization, business model and capabilities for the digital age



INNOVATION

Innovation programs and efforts that generate new ideas, inside and outside the organization. Providing employees with the methodology and tools for systematic evaluation and prioritization of new opportunities.



DATA

Data driven planning for continual improvements and lower risk. The ability to harness and leverage insight from internal sources and all digitally -enabled customer touchpoints.



ENGAGEMENT AND CULTURE

Formal "digital readiness" programs and a culture that prioritizes continuous improvements, data driven decision making and calculated risk taking, agility and collaboration and of course, customer centricity.

About Differly

Differly is a collective of executive leaders focused on digital transformation, based in Ottawa, Canada. We are seasoned practitioners and strategists with diverse backgrounds in strategic planning, marketing and growth, digital strategy, tech enablement and data-driven customer engagement.

We help organizations address head on the profound changes driven by digital disruption and the always-connected consumer. We firmly believe that organizations don't disrupt, people do, which is why we take a people and culture-first approach to any digital strategy development or technology implementation. Where we start depends on the overall digital maturity of your organization and where you need us most.

