

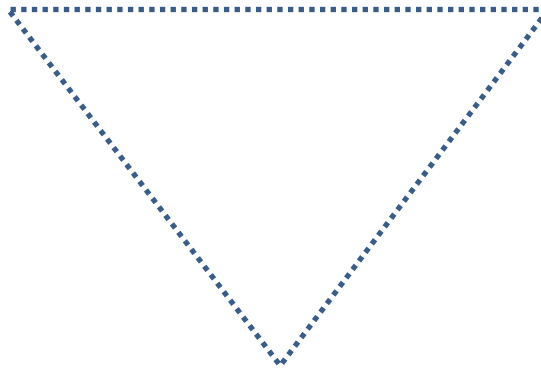
Advantage Note 35

The Digital Series

13 Recent Papers relating to Digital Transformation

by

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Advantage Note Digital Series

Note 13 CSF's and Pitfalls when implementing social collaboration platforms (2013)

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Advantage notes can be downloaded at <http://intelligentorg.com/note-pdf-versions-white-papers/>

Advantage Book “A Roadmap for Entrepreneurs and Leaders in the Digital Age”

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Background to Advantage Notes

Advantage is what creates value for you, your customers and your organisation. Focusing on advantage and sources of advantage through the life cycle of a business, whether it be commercial or not for profit, ensures entrepreneurs and leaders minimise risk and maximise value. In the book “Advantage” a framework is presented called “The Business Advantage Model (BAM™)” that supports leaders in the identification, creation, proving, securing, leveraging and changing of advantage. It is about doing the right things the right way at the right time across every aspect of starting, scaling and readjusting a business.

The book is a practical guide for entrepreneurs who wish to implement more agile and experimental approaches to business which are learning centric. It is aligned with latest theory and research that address the issues related to traditional sequential approaches that are focused on static business plans. It offers an approach based on learning, facts and data which inform the evolutionary stages of a business and provides more accuracy and reality to starting and scaling a business. It enables a living business plan and a dynamic start up. By adopting this agile information centric approach with a focus on Advantage we reduce risk and improve success rates in new and scaling businesses.

Leaders and teams perform best when they have 1. a framework/model and a 2. focus and the BAM™ provides both.

Academic Reviewers have commended and recommended this new approach, as have IBM Innovation and Silicon Valley entrepreneurs.

Its goal is to help create more high performance organisations.

Advantage Notes

Advantage notes are a series of guides which expand in a pragmatic way how the BAM™ is applied and outline pointers for Entrepreneurs and Leaders on the opportunities and impacts when adopting more Agile, Experimental approaches to starting and scaling a business.

Digital Series Advantage Notes

The Digital Series of Notes address the topic of digital transformation in an organisation in order to participate in, and leverage the “Digital Economy”. Each topic is driven by the business needs/opportunities and the alignment of the technology and cultural aspects of change. They cover transformation overall and specific Digital technologies and behaviours and attempt to simplify what can be reasonably sophisticated change. This paper introduces each of the existing 13 Digital topics.





About the Author

Declan is an International advisor and entrepreneur with over 38 years' experience in technology related business. He graduated in Engineering in 1979 and worked with several multinational ICT (Hardware, Software & Services) related organisations rising to CEO level and acquiring an ACCA & MBA along the way. He jumped into the entrepreneurial world as a consultant in 2000 and founded his own successful software services company in 2003 which was acquired by Capgemini in 2008. His work today involves advising and supporting technology and technology enabled organisations with strategy development and execution. He also is an advisor to the Innovation Value Institute at Maynooth University on Technology Research and Commercialisation and, is involved in some technology sector entrepreneurial initiatives.

Over his career he has had significant experience in change management as it relates to the organisation and individuals, these included, starting, scaling, merging, demerging, rightsizing, turnaround and transformation of organisations and their performance. Much of his current work relates to "Digital Business & Workplace" performance transformation and improvement. His home base is Dublin, Ireland and his client base spans the globe, he is also author of "Advantage – A Roadmap for entrepreneurs and leaders in the Digital Age" and co-author and co-editor of IT CMF "A Management Guide".

@Note 13 CSF's and Pitfalls when implementing social collaboration platforms (2013)

The purpose of this paper is to provide the reader with some tools and techniques which will accelerate their organization's performance, towards the leadership position in their space, enabling significant changes in how people work and collaborate. In addition to ensure that investment in social collaboration platforms gains maximum traction and avoids the major pitfalls.

Underpinning the approach is recognition that collaboration and collaboration maturity are complex human behaviours and, that deployment of social connection platforms to release an organization's talent will not deliver unless they are underpinned by strong levels of organization maturity and learning.

There has been a general recognition in business that there is a strong Organization Development (OD) element to accelerating collaboration, however there is a tendency to be driven by the simple definition of collaboration behaviours such as "it's about trust, sharing of goals and communications" and using Social Network Analysis measurements as indicators. The reality is there are 20 core OD dynamics that influence collaboration maturity and outcomes, and in the paper, we introduce a simple diagnostic to measure these so that personal, organization and platform development can be aligned for maximum traction.

COLLABORATION DEFINITION

Where individuals & groups share common global goals and, value the specific goals of others within a common framework of the common environment they interact. They are mutually supportive and pro-active in innovating new outcomes for the shared good. They will engage once-off, periodically or on an on-going basis as required to achieve common goals.

The top five pitfalls for collaboration deployment

1. Failure to sufficiently recognise that we are enabling **a change in how people work** together and, as such the deployment of collaboration strategies and platforms are an important organisation development activity.
2. Failure to recognise that collaboration **is a human activity** and human system activity; it's about people, their style, their behaviours, their motivations and their incentives.

3. Deployment of social media collaboration platforms are often **treated as an IT** or System upgrade **project** rather than core business change initiatives.
4. Failure to create an explicit and strong **connection to the business case**, goals and KPI's of the business in the eyes of the stakeholders.
5. The absence of a suitable **framework to deploy** a collaboration strategy and *attain the target ROI*.

Though there are many other pitfalls they are generally avoided, if we adopt a collaboration strategy that addresses the top five pitfalls.

[\(more..\)](#)

[@Note 16](#) Embedded systems an attractive growth market (2014)

This Note, explains the market dynamics and opportunity that exist for embedded systems, it indicates the size and growth rates which make it an attractive market and, it outlines the hardware and software elements where opportunity exists. It explores the end user market drivers such as Automotive, Aerospace, Industrial and Communications, and it also reviews the technology drivers and enablers that are facilitating many of the major technology application advances underway today.

[\(More..\)](#)

[@Note 19](#) Creating Digital Advantage (2014)

Everyone is talking about the Digital Agenda; Governments, Business, Organisations, Consumers, and society in general, but “What is the Digital Agenda?” and “What does it mean for you and me in work and life?”. This paper is intended to explain the Digital Agenda as it impacts us all but in particular for organisations whether public and/or private and how they can create “Advantage” by transforming or evolving into the new world where Digital is just “the way we do things”.

It's important to remember that The Digital Agenda is action orientated at a point in time, it's about the plan to exploit. The Digital Revolution describes a period in history where there is fundamental change in the socio-economic landscape; the Digital or Information Era might be considered similar. It started as far back as the 1830's with Babbage's concept of the modern computer, in the early 1900's we had the emergence of the vacuum tube triode which started to create momentum, but it was the transistor 'e emergence in the 1940's that caused the first step change in miniaturisation, speed and power consumption, followed in the 70's by the invention of microprocessors (millions of transistors on one piece of silicon), then the Internet in the 90's.

[\(More..\)](#)

[@Note 20](#) Digital Business Maturity and Performance (2014)

Technology is pervasive in business and organisations today, everyone is talking about the digital revolution, agenda, era etc. Buzz words abound Social, Cloud, Big Data, Analytics, Mobile. But we often hear the related questions “Where are we as an organisation?” & “What should we be doing”. This paper is intended to help you answer these questions for your organisation and suggests an approach to increase your advantage through technology.

[\(More..\)](#)

[@Note 21](#) The 8 states of digital business maturity (2014)

This short paper introduces strategies to address the digital maturity of an organisation depending on its existing assessed maturity. An organisation will normally reside in one of 8 states, depending on its state a specific set of actions are required to move towards best practice maturities.

[\(More..\)](#)

[@Note 24](#) Collaborative Performance Management Model (2015)

Most people want to achieve in their life and work, and to improve over time. Most organisations understand some of the best practices in performance management and achieve through their people’s performance. So why do you as an individual sometimes feel frustrated, disappointed and/or dissatisfied with the recognition of your performance, with the level of progress and/or the organisations ability to help you give your best and improve and progress. This short paper provides a guide to you and your organisation to enable you to “Take control of your performance” through collaboration with stakeholders and the organisation to “Make you central to their success”. Technology can play a central role in achieving these aims.

[\(More..\)](#)

[@Note 27](#) Digital Value Maturity Improvement (2015)

This short paper presentation considers how we link Digital Maturity Improvement actions to the target performance improvements desired in the value chain.

[\(More..\)](#)

@Note 28 Transformation & Improvement in the Digital Workplace (2016)

An organisations “Digital Agenda” or “Digital Transformation” sets out its vision, aims, plan and status for leveraging current and emerging “Digital Technologies” to attain its business goals and vision in the “Digital Era”. An integral part of any “Digital Agenda is the “Digital Workplace”. The “Digital Workplace reflects the eco-system that Individual and Team Stakeholders engage with and leverage “Digital Technologies” in carrying out their roles.

This paper defines and elaborates both the “Digital Agenda” and the “Digital Workplace” and demonstrates the relationship between both and the mutual dependencies.

It provides a high-level guide to managers and leaders as to how to approach implementing the relevant “Digital Workplace”

[\(More..\)](#)

@Note 29 Digital Terms Unravelled (2016)

When we discuss “Digital” as it relates to business, organisations and people there is a vast array of terminology and opportunity for confusion or miscommunication. This short paper attempts to unravel the main terminology and what it refers to.

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@Note 30 Managing change in the Digital Workplace (2016)

A critical success factor for an organisation to achieve the target business outcomes from implementing their “Digital Agenda” is understanding and managing the change for Individuals in their “Digital Workplace”. This paper outlines how leaders can engage stakeholders in the new “Digital Workplace”. The paper elaborates “What do we mean by the Digital Workplace?” and “How does an organisation adapt the Digital Workplace to align with its Digital Agenda?”

[\(More..\)](#)

@Note 31 The generational dilemma in the Digital Workplace (2016)

In this paper, we consider Business Driven Digital Change and how to maximize the engagement and benefits for key multi-generational stakeholders’ contribution to achieving the organisations performance goals. We look at: -

- Organisation change
- Individual change
- Generational characteristics

- Digital Business Maturity
- Digital Workplace Maturity
- A Model for transforming the Digital Workplace

[\(More..\)](#)

[@Note 33](#) How Digital enables continuous innovation (2017)

Continuous Innovation is a process and culture within an organisation that speeds up the process of Continuous change and improvement where rather than incremental improvement we get more impactful and significant improvement as well. Adoption of Digital Technologies and services may be innovative in their own right; however, they also enable and require significant change in practices and behaviours, expand the eco-systems and resource base of the organisation and release talent that enables Continuous Innovation. This paper informs the reader of the models and some approaches to create a new vision and aims for the organisation in setting & executing their “Digital Innovation Agenda”

[\(More..\)](#)

[@Note 34](#) Creating a Digital Transformation Roadmap (2017)

This paper presents a structured approach for an organisation to plan its digital transformation journey. It provides information on all the key current and emerging technologies as to what they are? And what they do? (Social, Mobile, Analytics, Cloud, Internet of things, Robotics, AI and many more).

It guides the user in considering the ultimate human and organisation end user application value when selecting technologies to deliver digital transformation value. It creates the bridge between the organisations:

- Digital strategic intent
- Digital business outcomes
- Digital behaviours
- Capabilities to support Digital transformation

It can act as a guide through the complex and many choices an organisation must take and aligns all key aspects of the change as it relates to People, Process & Technology

[\(More..\)](#)