

# A Roadmap for **Business Transformation**

In rapidly changing markets, organisations need to be adept at driving transformational change, inside and outside.

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## **Objective:**

Fast changing markets demand businesses who can adapt and transform rapidly. Yet business transformation is not easy – it is complex, difficult and takes time – particularly to shift a legacy business into new markets, and towards new futures.

## **Audience:**

Business leaders and transformational managers who are seeking to drive significant, holistic change across their organisations – typically enabled by digital technologies, new business models, customer-centricity and sustainable impact.

## **Outcomes:**

At the end of the program, participants will:

- Know the essential roadmaps, building blocks and management demands of driving significant, lasting business transformation.
- Harness the potential of key agendas such as customer-centricity, digital technologies, sustainability and much more, in achieving change.
- Map out the transformational roadmap for their business, including stakeholders, challenges, deliverables, and timeframes.
- Drive transformation that will deliver a significant % of revenues from new areas, and result in fundamental activity, process and culture change.

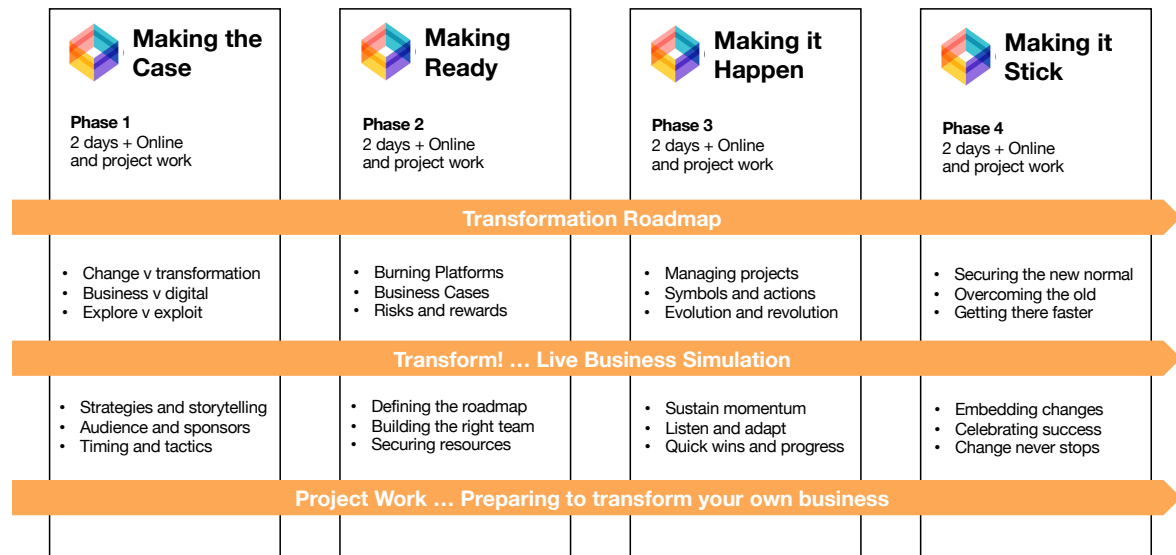
# A Roadmap for Business Transformation

Typical structure, customisable to your specific audiences and needs:

Typically 4 x 2 days, depending on the depth of exploration, in three phases.

Supported throughout by following a structured roadmap for transformation applied to your own organisation.

Plus an online high-energy business simulation that challenges participants to become transformational leaders in real, fast changing environments.



# A Roadmap for **Business Transformation**

## ***Making the case***

### ***Phase 1***

- Making the case for change, in the sense of what the current business is no longer sustainable, and why and how the future can be better.
- Identifying the “burning platforms”, or if not obvious, understanding how to build need and urgency for change.
- Understanding the change dynamics externally and internally – S curves and inflection points – to change before you need to,
- Deep dives into the world’s most innovative companies, including Valio, the Finnish dairies, GM’s legacy and Volkswagen’s urgent revolution.

## ***Making ready***

### ***Phase 2***

- Designing the change, starting from the outside in – being purpose and customer-centric and in creating a new blueprint for the future business.
- Understanding how to unlock existing assets, and where to partner with others, to build agility and speed, as well as drive change.
- Harness the power of digital technologies as the primary enablers of change, and how they transform the ways business works, its speed and impact.
- Deep dives into the world’s most innovative companies, including DBS Bank, Maersk’s logistics transformation, and PingAn insurance to healthcare.

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## ***Making it happen***

### ***Phase 3***

- Driving implementation, through effective project charters and delivery management, timelines and metrics.
- Aligning hard and soft change, internal and external change, so that culture aligns with process change, and can deliver impact in markets.
- Knowing when to pivot from old to new models, or to build dual operating systems in the business.
- Deep dives into the world's most innovative companies, including DSM from mining to healthcare, and inside Apple's Project Purple for the iPhone.

## ***Making it stick***

### ***Phase 4***

- Finding the quick wins to sustain commitment and generate the funds to sustain the change over time.
- Embedding the new business practices and position through new metrics and new rituals – sharing progress and celebrating success.
- Recognising that transformation is a continuous state in today's world, building a model for relentless innovation and change.
- Deep dives into the world's most innovative companies, including Fujifilm from cameras to antivirals, Netflix videos to content, and more.

# A Roadmap for Business Transformation

Participants benefit from a rich learning experience which is enhanced by a diversity of additional resources:

- Online business simulation, in which they work with others to drive transformation in a real way.
- New and topical case studies about the most interesting companies around the world right now.
- A practical toolkit to use in parallel which helps them apply the ideas to their own business.
- Access to over 250 useful articles, research reports and more, as useful background reading

and the people who they will work alongside:

- Expert academic faculty from around the world bringing new insights, fresh perspectives, and best practices.
- Learning from their colleagues, typically all from different industries, and building a network for life.



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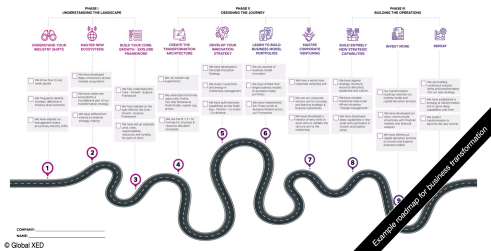
## Useful links:

- [www.globalxed.com](http://www.globalxed.com)
- Connect with us on LinkedIn - [HERE](#)
- Get in touch: [contact@globalxed.com](mailto:contact@globalxed.com)
- Sign up for Newsletter - [HERE](#)

# A Roadmap for **Business Transformation**

.... bringing together a broad range of ideas and insights, tools and templates, applied to participants' individual business challenges ...

## Roadmaps and transformational projects



## Inspiration from global leaders



## Insights from leading businesses

