

Action Guide

416: Digital transformation of product projects

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Application Questions

1. What is a digital transformation opportunity in your organization?
2. What mistakes related to digital transformation have you seen at your organization or another organization?
3. In what ways could your product and company benefit from digital transformation? What are possible dangers of digital transformation?



Actions to Take

What to Do Now

- Remember if you want to do digital transformation, it's a means to an end and needs a good product to be successful.
- Consider what market segments would and would not be better served by a digital transformation.

What to Do Soon

- If you determine digital transformation is right, start by creating a strategy that helps you win in the marketplace.
- Determine if you have the necessary catalysts, identify the reactant or scope of the transformation, use Agile practices throughout the organization, and measure the value the transformation generates.