

2020 Strategic Technology & Innovation Management Programme

Five Steps for Digital Transformation

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Industrial / managerial need addressed

Digitalisation is a pervasive trend faced across industries and organisations. Where the big digital tech companies, like Amazon or Google, are leading markets, other sectors struggle to gain the confidence in what value proposition is right, how the digital future actually looks like and how to approach the complexity of transformation process. IfM ECS proposes the Five Steps for Digital Transformation framework. It helps organisations to approach the digital transformation systematically.

Expected deliverables

The expected deliverables are: a list of current “digital” needs and highly prioritised technologies across the STIM community and a report with a guidance and practical recommendations on the application of the framework.

Engagement opportunities

Participating STIM companies will be able to pilot and test the fully facilitated process at no extra fee. The project aims to conduct data review, interviews and if appropriate small scale workshops.

Approach

Even so individual tools as well as combination of tools from multiple IfM’s research groups are already widely applied in commercial projects, a commonly agreed practical approach or process for capturing the digital needs of a company and finding an appropriate solution out of IfM’s tools catalogue does not exist. Therefore, this project delivers research to underpin the application of the framework. It aims to:

- Identify the digital transformation needs of the STIM member companies.
- Capture practical approaches, processes and issues of digital transformation.
- Understand how different approaches and tools across the IfM might be aligned to deliver tailored guidance and processes for application of the framework in organisations.