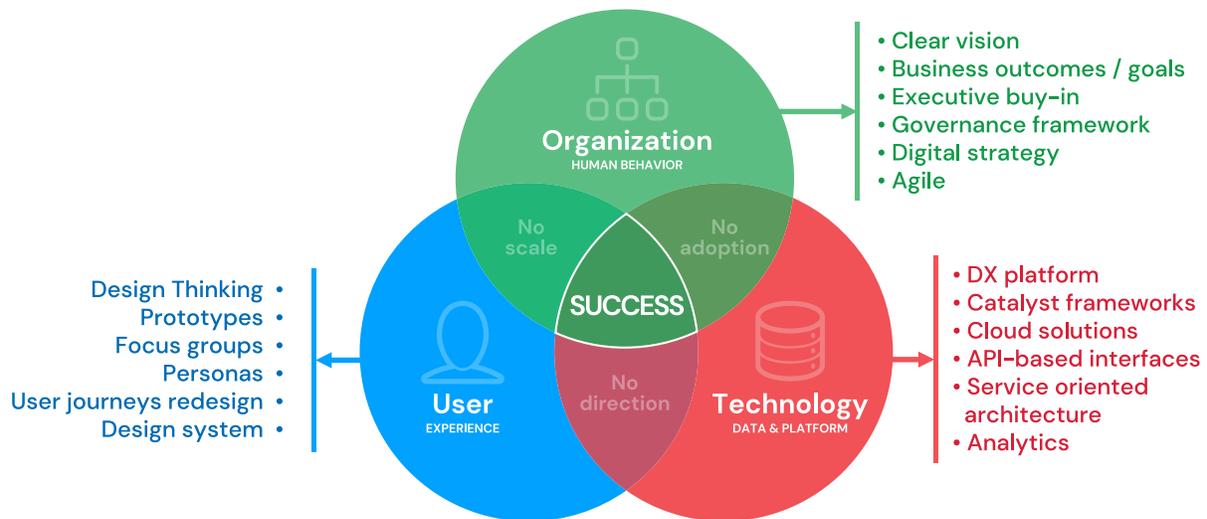


# Getting your Organization to Think Digitally

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Digital transformation – everybody says they are doing it but are they really? Digital Transformation is the consequence of changing the human behavior in your organization to think and act digital-first.

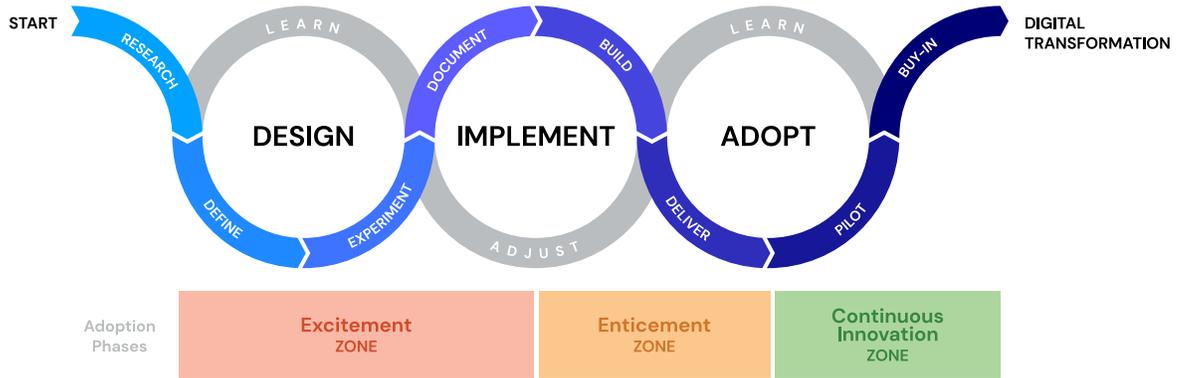
The following are the success drivers for digital transformation in three realms that have to be blended together.



Digital Transformation Success Drivers

Ideally, clients should be guided through a process of aligning organizational objectives and goals with user experience needs to establish proper technology requirements. Any combination of only two of these drivers will only yield an unsuccessful result – basically, a failure.

The optimum technique to deliver this perfect set of circumstances is called the catalyst framework. The catalyst framework allows clients to find balance amongst these valuable drivers. The focus should rest on organizational adoption to sustain the initiative for the future – or rather helping the organization think digital first.



Catalyst Framework

The best focus for adoption starts with identifying a client’s desired outcomes. This process should include the use of workshops and research to:

- Establish the desired outcomes and identify where the organization wants to end up far beyond the first project.
- Understand what audiences need to be served and what processes those audiences need to complete. The focus on audiences is critical.
- Define a roadmap that serves to create organizational awareness of the possible future. In short, demonstrate there is a plan for the future.

Following this process the next step is to map audiences to outcomes and create design assets and prototypes that will allow for the experimentation of what the future transformation might look like. This creates a clear vision.

- Show internal and external audiences to gather feedback and validation
- Continue to use the design assets to create awareness and create the **Excitement Zone**

Once excitement has been generated, the next step is to begin to implement the technological components necessary to build the vision of the previous stage. These digital catalysts, which are like Lego blocks, will be leveraged to achieve the desired outcomes.

- These catalysts, both software components and processes, will serve as the basis of the future solution and platform and motivate the organization to start using those components
- The catalysts share common DNA:
  - Flexible
  - Pre-configured
  - Customer centric
  - All Digital
  - Rapid Value Delivery
  - Encourage customer led adoption
  - Change management ready

As the process continues, the organization will start to receive the delivery of mini solutions and implement pilots to demonstrate immediate improvements and possibilities. At this stage, pilot projects will be actively exposed to the organization to create an understanding of what the platform and delivery mechanisms can achieve. Success stories should be shared to draw the organization into wanting to use the solution creating the **Enticement Zone**. Evangelism of all of the wins and victories goes a long way to complete adoption.

As you work to attract attention within the company, seek to have the organization offer feedback and suggestions based on the pilot(s) that can be considered to be added to the solution. That helps parts of the organization begin to consider the solution as their own and the adoption really begins.

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## We are now in the Continuous Innovation Zone

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So, in the end, seek to create the multiplier effect: without knowing it, the business adopts the platform and IT has been preparing to provide the appropriate service levels.

When you work with us, we use the catalyst framework to build a program that assures adoption and a successful outcome. We don't just leave you with a completed project. We also leave you with a roadmap including an understanding of what you have and how you might use the tools going forward for other purposes. We will give you the capability to create digital web experiences targeted to multiple audiences including customers, employees and suppliers.

Let's work together.

For more information on our solutions,  
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