

Digital transformation is not a technology project. It is the redesign of how your business works, by changing how people, information and technology work together. It succeeds when your company works better, *not when a system goes live.*

1 · A TRANSFORMED COMPANY...

...decides from trusted, shared information

We spend our time making decisions, not finding, reconciling and debating different versions of the information behind them.

Today: ☐ Not yet ☐ Partly ☐ Yes

2 · A TRANSFORMED COMPANY...

...redesigns work around outcomes

We don't simply digitize how things have always been done. We start from the outcome, remove work that no longer creates value and redesign the rest.

Today: ☐ Not yet ☐ Partly ☐ Yes

3 · A TRANSFORMED COMPANY...

...reuses what it already knows

Information and know-how created once become available across decisions, teams and projects. Each improvement builds on the last.

Today: ☐ Not yet ☐ Partly ☐ Yes

WHAT SUCCESS MEANS FOR...

The CEO

Information and expertise flow across the company instead of staying trapped in functions. I can see what is happening and act without launching another exercise.

The CFO

I can follow money from investment to adoption to measurable results, and move it to what works.

Operations

We manage by exception. Problems and opportunities show up early, so the team improves performance instead of explaining it.

Engineering

What we learn on one project is ready for the next. We build on proven work instead of starting again.

Commercial

We start from the customer's outcome and combine our expertise, data and technology to deliver it.

4 · A TRANSFORMED COMPANY...

...puts people where their judgement counts

Technology, automation and AI take on routine work. People spend more time interpreting, deciding, improving and handling uncertainty.

Today: ☐ Not yet ☐ Partly ☐ Yes

5 · A TRANSFORMED COMPANY...

...adapts faster

A new need doesn't automatically call for another major system or project. We combine the information and tools we already have in new ways.

Today: ☐ Not yet ☐ Partly ☐ Yes

6 · A TRANSFORMED COMPANY...

...invests based on evidence

We define the value we expect before we invest, measure what actually changes, scale what works and stop what doesn't.

Today: ☐ Not yet ☐ Partly ☐ Yes

Transformation is complete when value is realized, not when technology is delivered.

In week 1, yourCDO helps your leadership team describe what success looks like for your company, then turns it into the first business case and a pilot on your own data.

HOW YOURCDO STARTS

One business unit · with the path to scale

WEEK 1

Define
Success

WEEKS 2-3

Set the
Priorities

WEEKS 4-10

Deliver
the Pilot