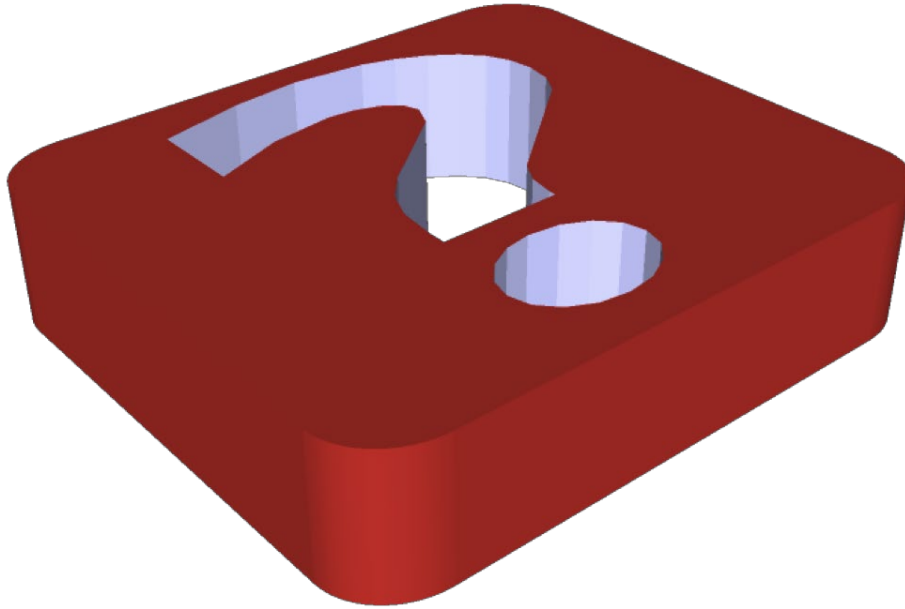


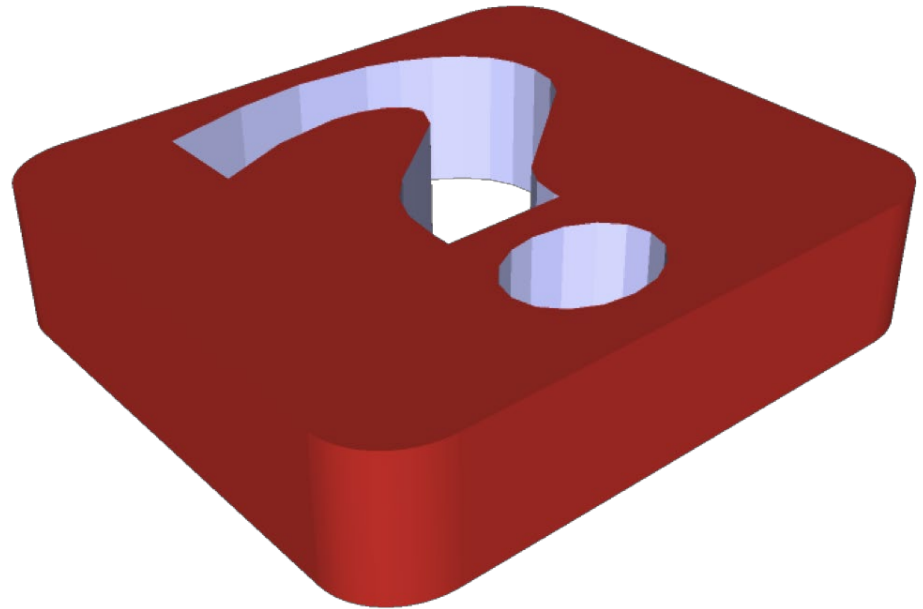
What's your
PROBLEM



What is a relatively simple problem you are facing in digital transformation strategy - something you are confident you can take care of once you begin to address it?

What is a somewhat complicated problem you are facing in digital transformation strategy- something that will take careful consideration, multiple steps or phases; but likely achievable given enough time and resources?

What's your
PROBLEM





Lower the stick to the ground.





Constraints

1. Everyone's finger must stay straight and parallel to the floor.
2. Everyone's finger must remain in contact with the stick at all times.



Stroger
Together:
Innovation
Connection
Knowledge

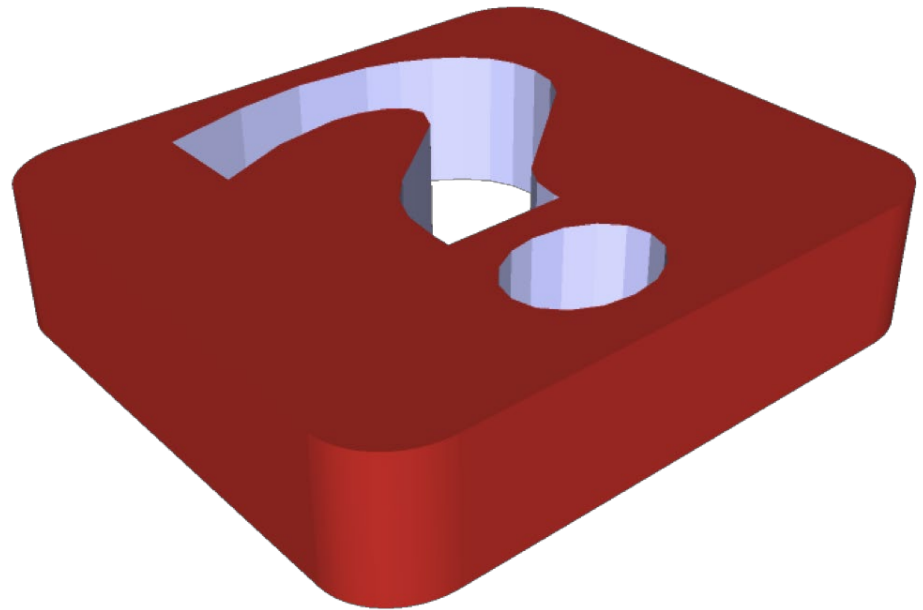
Why was this task more difficult than it seems it should have been?



Simple.

What's your
PROBLEM

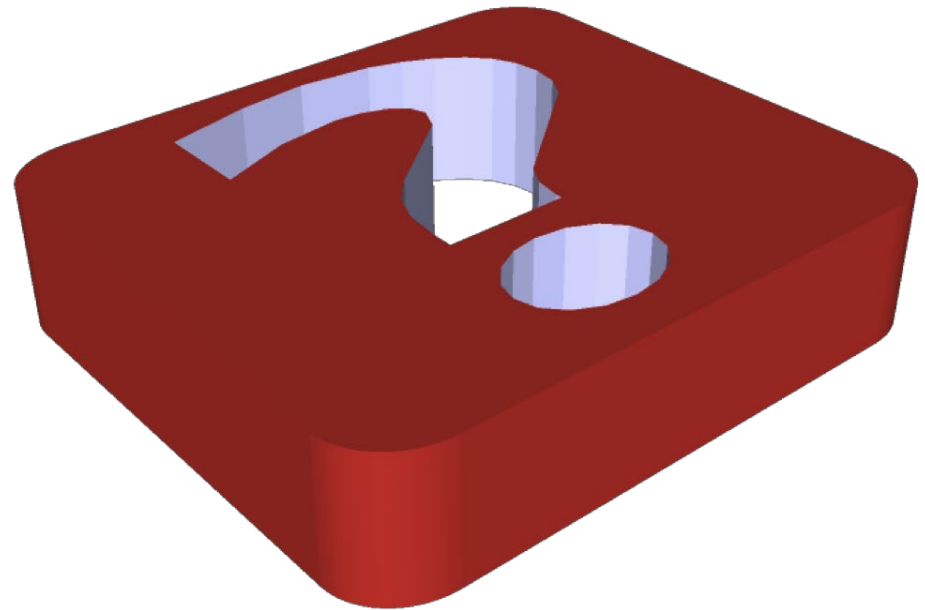
Complicated.



Simple.

What's your
PROBLEM

Complicated.



Complex.

What's causing the complexity?

What's causing the complexity?



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JONATHAN R. COPULSKY, AND GARTH R. ANDRUS

*What's causing the
complexity?*



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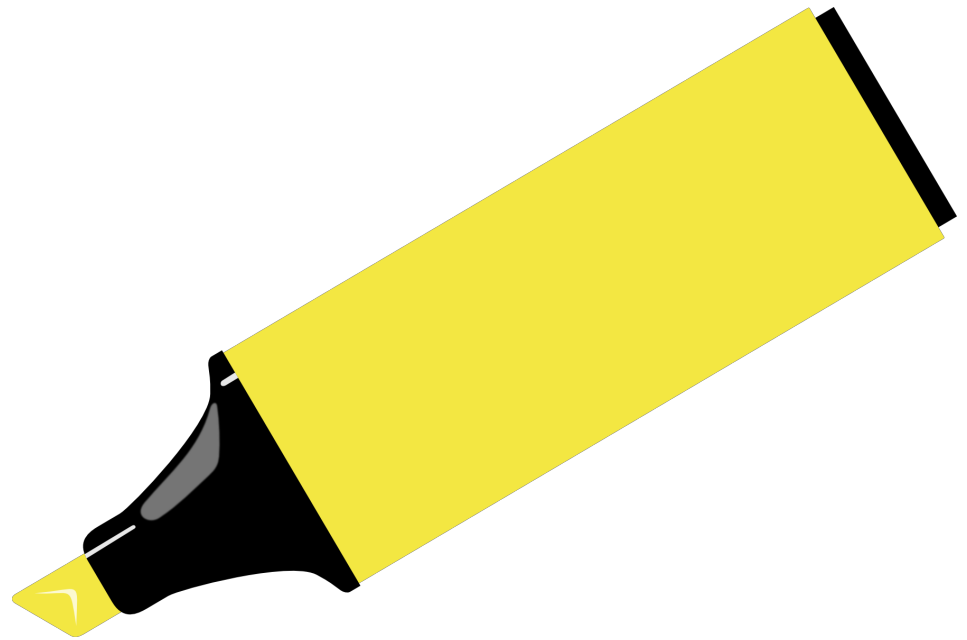
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Digital disruption is primarily about people.

Digitally maturing companies are more intentionally collaborative.

The biggest barriers to collaboration...are culture, mindsets, and silos.

The nature of collaboration that is necessary and possible in a digital world is beyond simple intra-organizational communication.

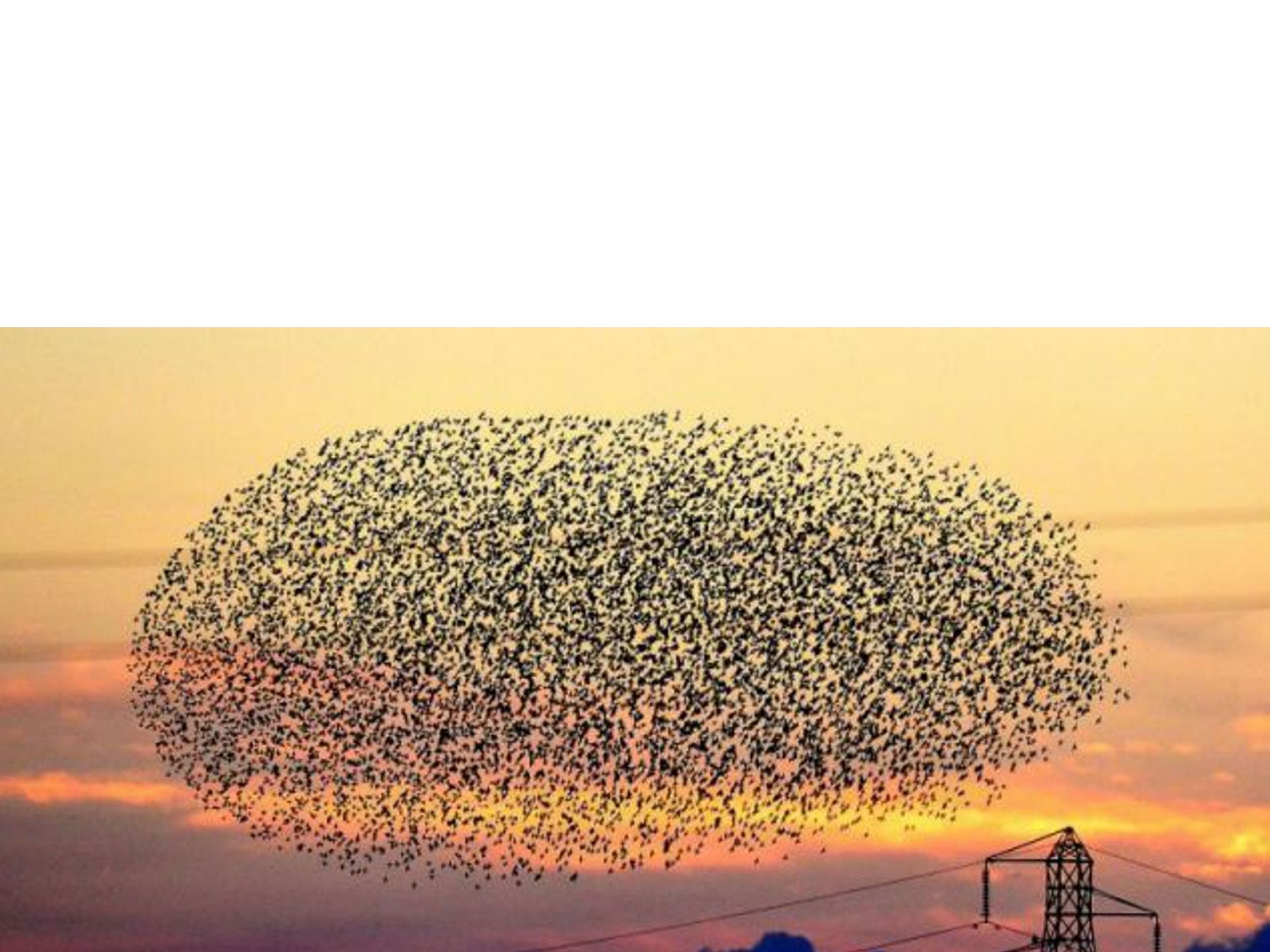
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The Science
and Practice of
**COMPLEX
COLLABORATION**

Simple rules help us understand
complex collaboration.



1. Don't fly too close to your neighbor
2. Don't fly too far from your neighbor
3. Fly in the same general direction as your neighbor



A horizontal wooden plank is positioned at the top of the image. The background is a teal color with a repeating pattern of stylized, hand-drawn buildings and trees. The text is centered in the middle of the page.

Simple rules help us
lower sticks to the ground



Strategic DoingTM
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The 10 **Rules** of Strategic Doing



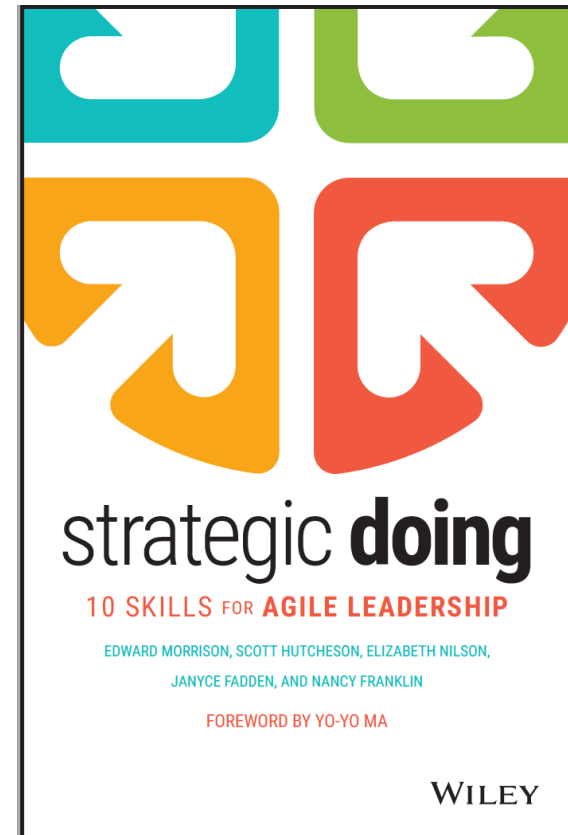
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The 10 **Skills** of Strategic Doing



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Published May 2019



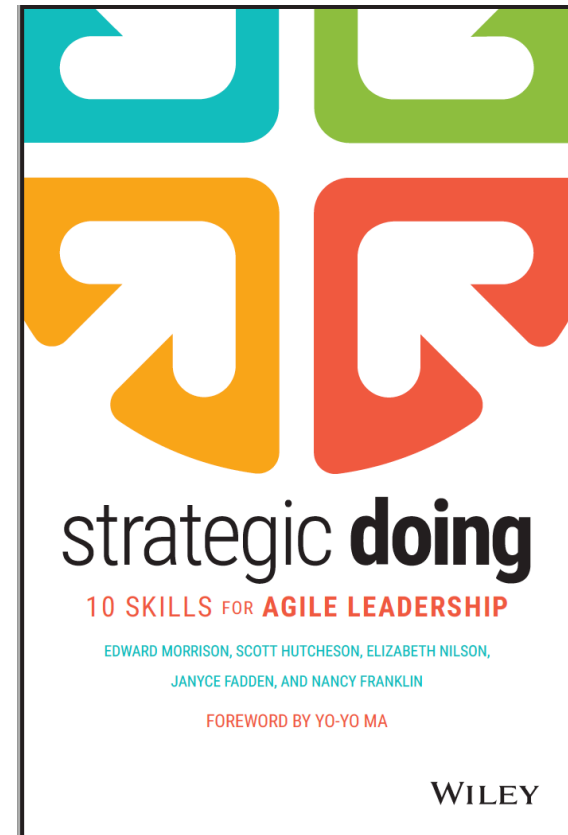
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The 4 Questions and 10 Rules of (Digital Transformation) Strategy

Before You Start

1. Create and maintain a safe space for deep, focused, conversations about your digital transformation
2. Frame your digital transformation conversations around appreciative questions

What Could We Do?

3. Uncover hidden digital transformation assets people are willing to share
4. Link & leverage, your assets to create new digital transformation opportunities

What Should We Do?

5. Rank all your digital transformation opportunities to find your “Big Easies”
6. Convert your Big Easies into outcomes with measurable characteristics

What Will We Do?

7. Define Digital Transformation Pathfinder Project with guideposts
8. Draft short-term digital transformation action plans with everybody taking a small step

What’s Your 30/30?

9. Set meetings every 30 days to review progress and make adjustments
10. Nudge, connect, and promote relentlessly your new habits of digital transformation strategy



Strategic Doing™



LET'S CONNECT!

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