



# A pragmatic approach to digital transformation

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# Speakers



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# Learning objectives

1

Identify strategies to transform your bank to be future-ready.

2

Describe aspects of digital transformation and their importance different C suite execs.

3

Explain transformation pain points and how to overcome them.

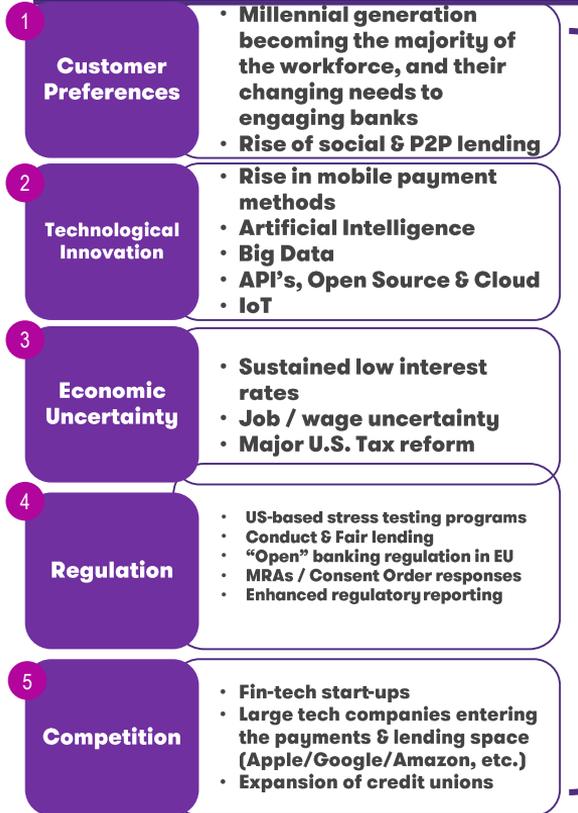
# Agenda

- Understand the complexity of digital transformation across banking
- Describe the impact of digital transformation and its importance to C-suite execs
- Share the top pragmatic themes of digital transformation and how they can help

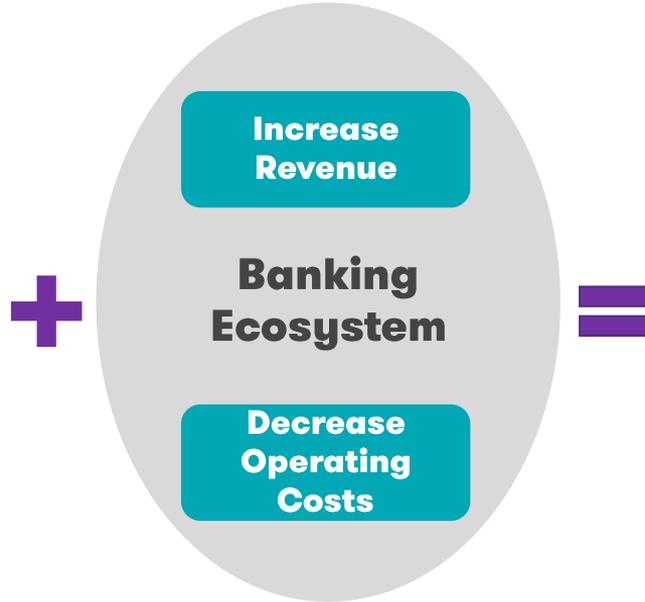
## **The complexity of digital transformation across banking**

# The banking industry continues to be in a state of disruption...

## Major forces are disrupting the banking industry...



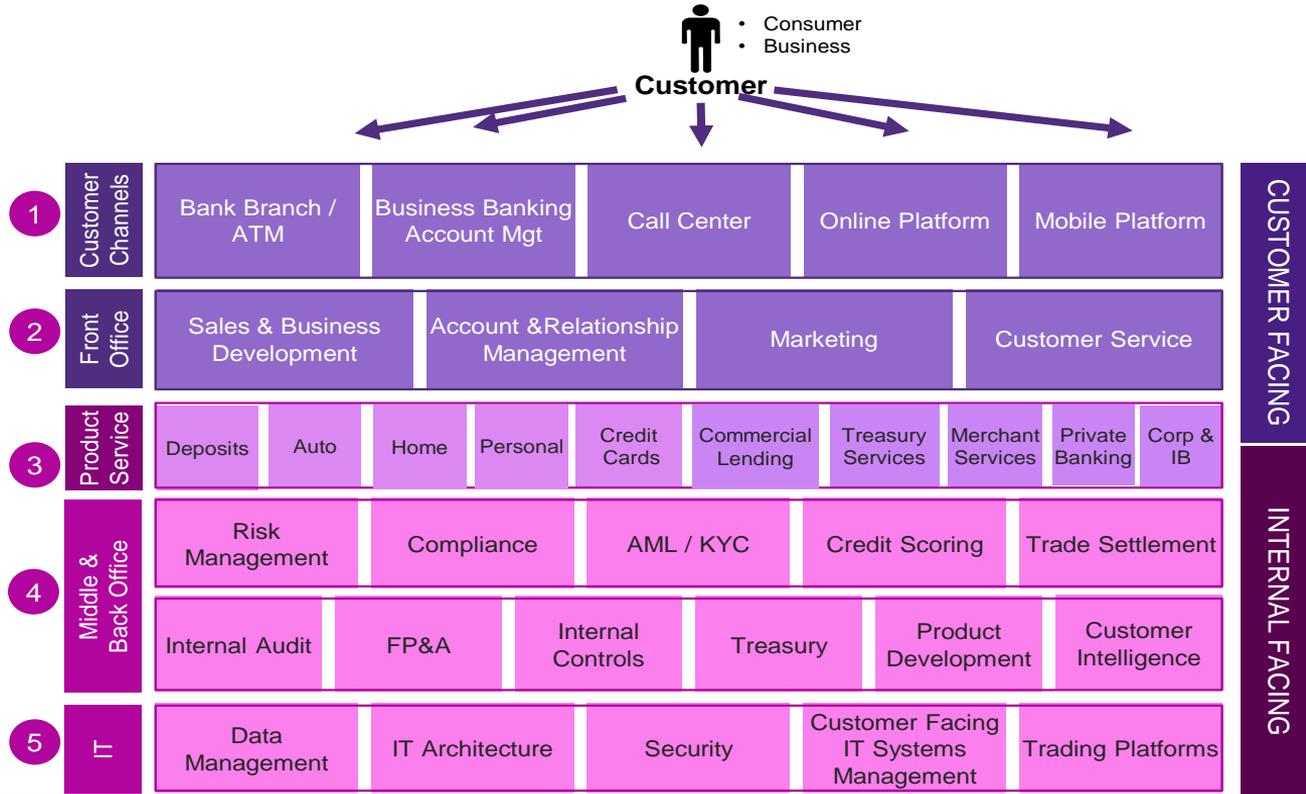
## Coupled with ongoing financial pressures...



## Necessitate the need to evaluate both digital & standard banking operations



# And “Digital Transformation” is occurring across the ecosystem as both an offensive and defensive strategy



# This dual purpose focus can cause tension as there's no guarantee on the benefits of digital transformation



## **The impact of digital transformation and its importance to C-suite execs**

# Key leaders are involved, sensing both a cautious optimism and healthy skepticism about the digital transformation hype



CEO

*To evolve or to re-invent*



CFO

*To transform in a cost-effective way*



CMO

*To shift from product-centric to customer-centric*



CIO

*To modernize the legacy while achieving a common, flexible, & scalable platform*



CRO

*To balance all forms of risk in an increasingly digital world*



Product / Segment Lead

*To attract & retain both new & existing profitable customers*

## **Pragmatic themes of digital transformation and how they can help**

# In our experience a set of pragmatic themes cuts through the hype and helps to drive operational focus

1. Determine strategic focus and align mindset of the organization
2. Embrace an “Operate to Innovate” philosophy
3. Re-introduce yourself to your customers of today and tomorrow
4. Develop the prioritization and sequencing roadmap
5. Maintain momentum and sustainability "muscle" (as transformation is a journey)

# In our experience a set of pragmatic themes cuts through the hype and helps to drive operational focus

## 1. Determine strategic focus and align mindset of the organization

a) Understand and clarify the mission and goal that digital transformation is solving – “dt” or “DT”

b) Identify and align the business stakeholder group who will own the digital transformation initiative

c) “Repeatedly” communicate the full context across the organization for Why? and "WIFM"?

# In our experience a set of pragmatic themes cuts through the hype and helps to drive operational focus

## 2. Embrace an “Operate to Innovate” philosophy

a) Create a viable business case for realizing the intended digital transformation benefits

b) Establish a self-sustaining governance model across the executive team

c) Launch an Office of Strategy Realization (OSR), building on the executive governance model

# In our experience a set of pragmatic themes cuts through the hype and helps to drive operational focus

## 3. Re-introduce yourself to your customers of today and tomorrow

a) Refresh your customer segments using advanced attributes, be clear on where you want to play and where you don't want to

b) Put the customer at the center of the plan – recognize and storyboard the full customer journey potential

c) Build digital transformation requirements around the customer

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## 4. Develop the prioritization and sequencing roadmap

a) Create a roadmap framework that is agile and iterative

b) Define metrics for success and milestones to measure progress in manageable sprints

c) Execute the plan, revisit and update priorities, actively managing interdependencies

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## 5. Maintain momentum and sustainability "muscle" as transformation is a journey

a) Make organization / target operating model change lead planned technology & process change events

b) Maintain situational awareness and flexibility based on digital transformation program externalities

c) Live the aspirational transformation journey by "teaching" continuous improvement, modeling an innovation mindset

# Key takeaways

- Digital transformation is disrupting all aspects of the bank – plan accordingly
- C-suite execs have a challenging task to balance critical priorities
- Adopting a set of pragmatic themes for your transformation will go a long way

# Questions?



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