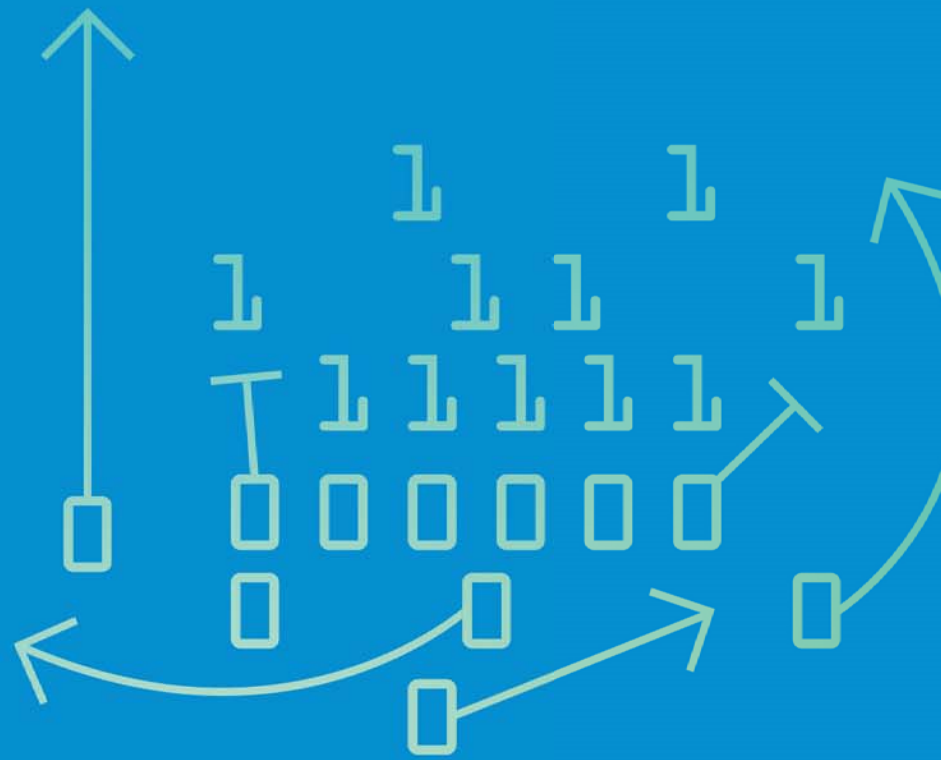


THE DIGITAL TRANSFORMATION PLAYBOOK

Rethink your **business** for the **digital age**



DAVID L. ROGERS

Customer Network Strategy Generator

1. Objective Setting

Direct objectives

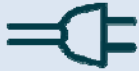
Higher-order objectives

2. Customer Selection & Focusing

Segments

Unique objectives, value prop, barriers

3. Strategy Selection



ACCESS



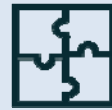
ENGAGE



CUSTOMIZE



CONNECT

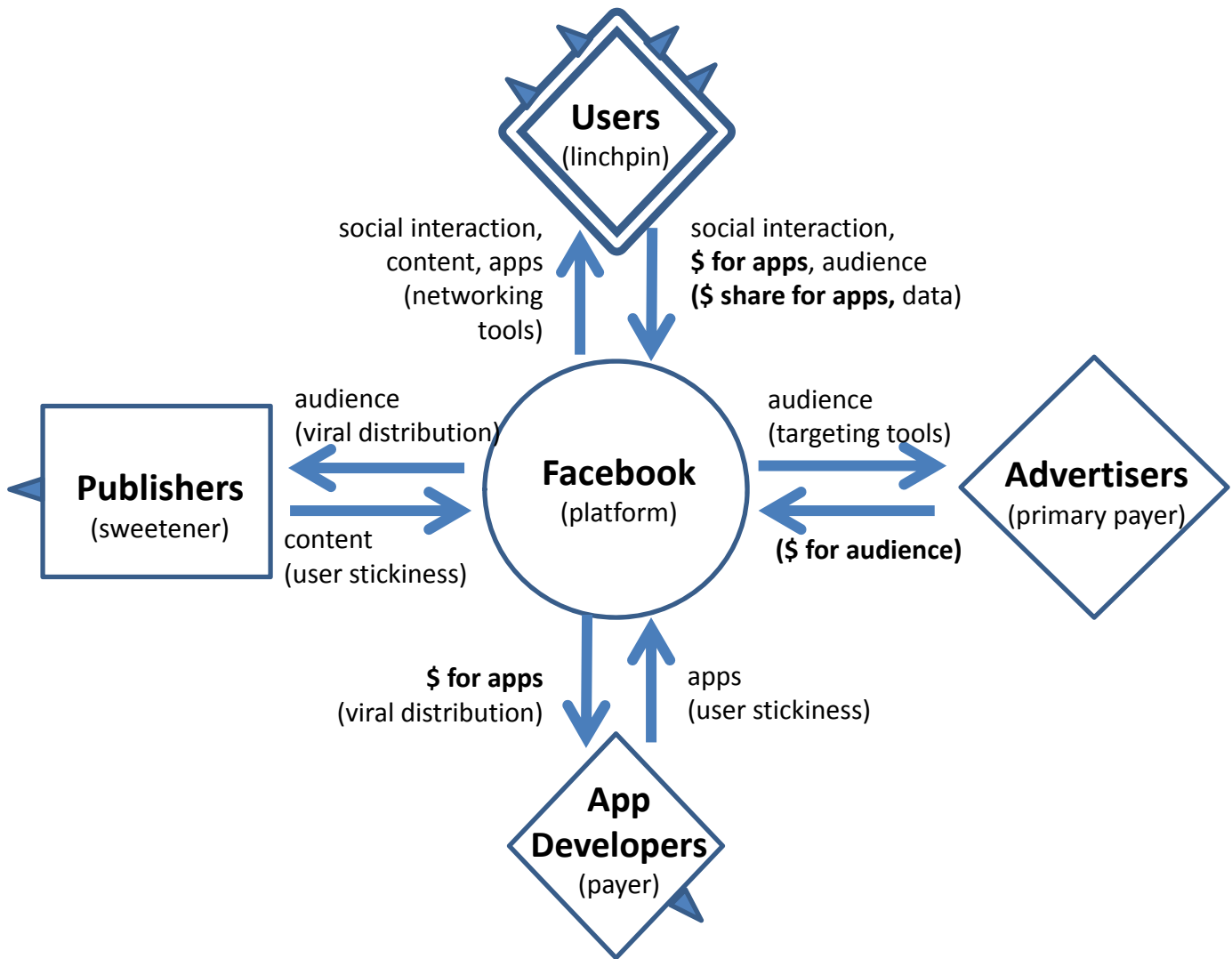


COLLABORATE

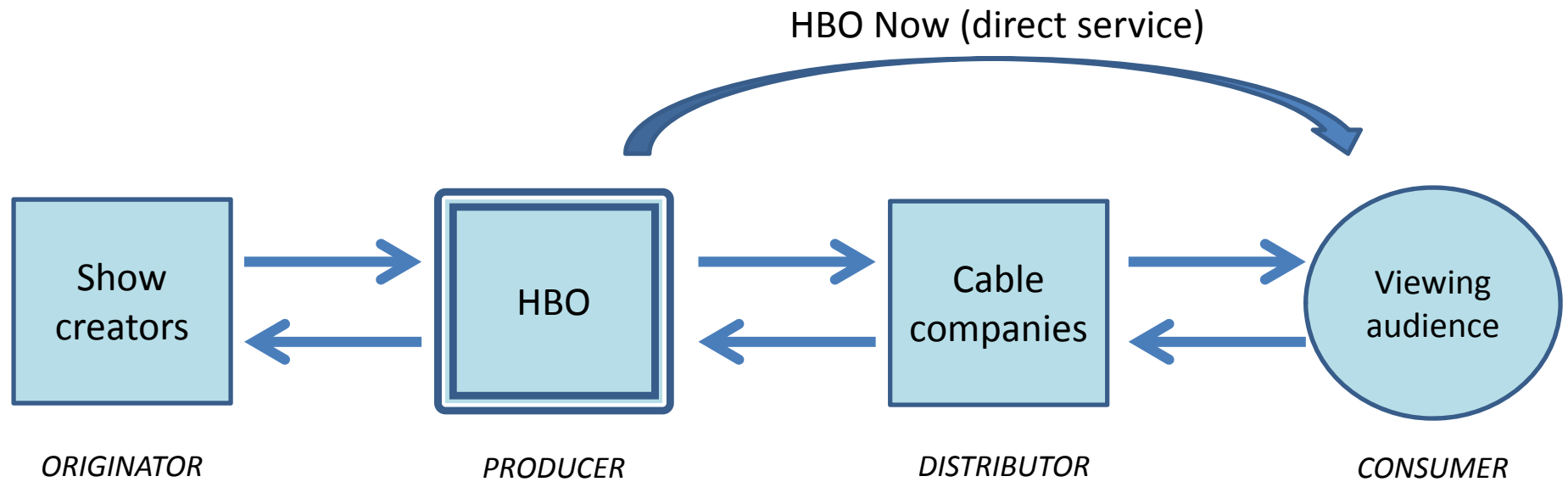
4. Concept Generation

5. Define Impact

Example: Platform Business Model Map (Facebook)



Example: Competitive Value Train (HBO)



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Data Value Generator

1. Area of Impact and KPIs

2. Value Template Selection

Insight Targeting Personalization Context

3. Concept Generation

4. Data Audit

Current data Needs gaps New sources

5. Execution Plan

Technical solution Business processes Proof of concept

Convergent Experimental Method

1. Define the Question and Its Variables

Question statement

Independent & dependent variables

2. Pick Your Testers

3. Randomize Your Test and Control

4. Validate Your Sample

Unit of analysis

$n = ?$

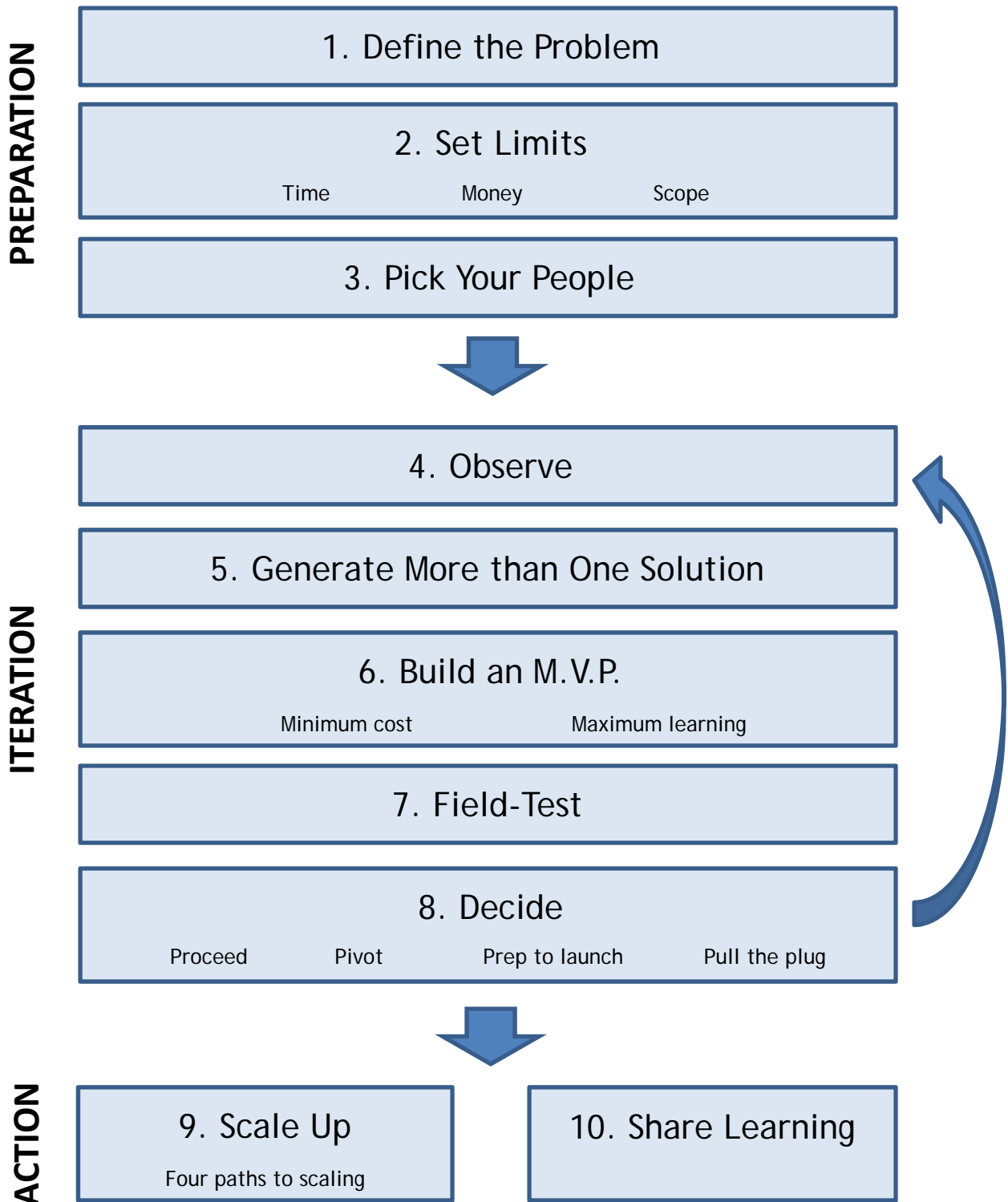
Signal-to-noise

5. Test and Analyze

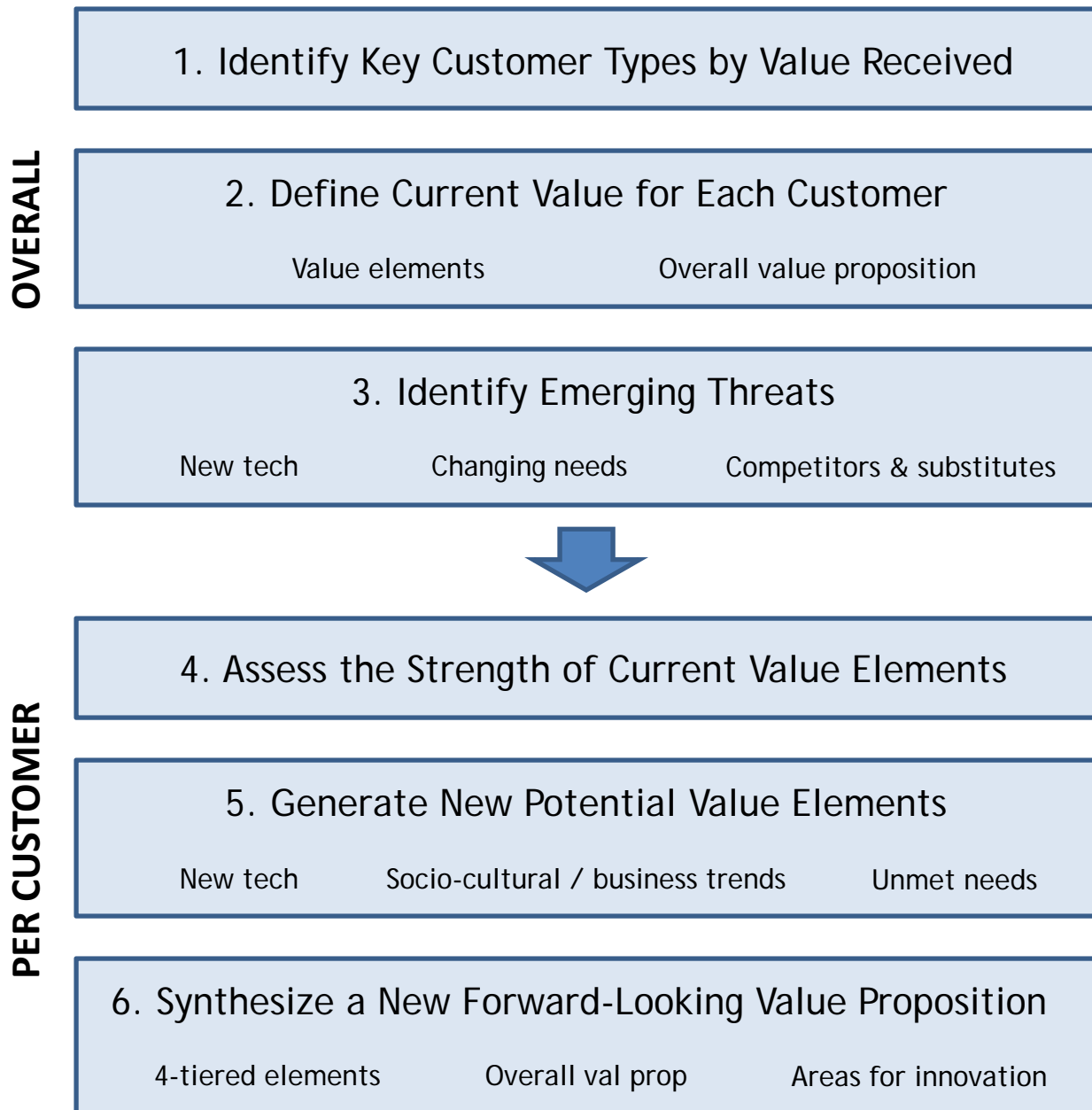
6. Decide

7. Share Learning

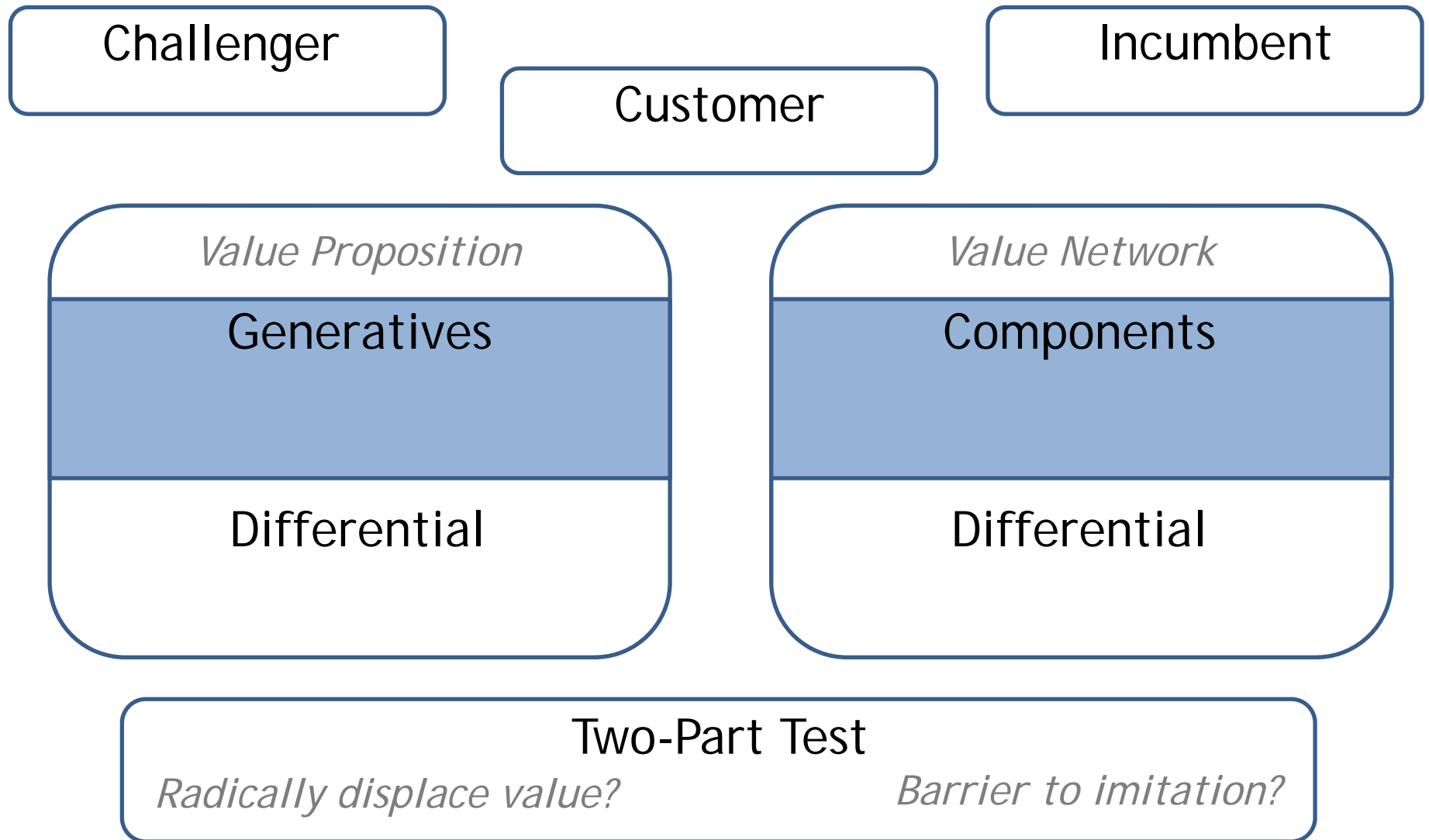
Divergent Experimental Method



Value Proposition Roadmap



Disruptive Business Model Map



Disruptive Response Planner

