



## Assessing Transformation Opportunities

Organizations have a vast landscape of potential opportunities to digitally transform services, processes and business models. A structured approach is needed to identify and prioritize the opportunities with the highest potential value. Key steps include:

### Identify Opportunities

- Gather ideas from staff, customers, partners, and industry trends.
- Analyze processes to find pain points and automation potential.
- Consider incremental improvements and breakthrough innovations.

### Analyze Opportunities

- Estimate benefits across dimensions like cost, revenue, risk, and agility.
- Assess feasibility considering technology, people, and organizational factors.
- Determine strategic alignment to business goals and priorities.

### Evaluate Fit

- Prioritize based on criteria like financial returns, customer impact, and future capabilities.
- Assess fitness with enterprise architecture and technology roadmaps.
- Ensure opportunities are in-line with business strategy and vision.

### Review Capacity

- Evaluate availability of financial, human and technical resources required.
- Confirm opportunities are within scope, scale, and capabilities.
- Assess organizational bandwidth given current initiatives and priorities.

### Sequence Implementation

- Organize opportunities based on interdependencies, adjacencies, and synergies.
- Focus initial efforts on quick wins to build momentum then expand scope.
- Plan transformation pathways balancing short-term gains and long-term vision.

Consistently assessing and thoughtfully prioritizing transformation opportunities is crucial to digital maturity. It enables organizations to strategically evolve services, operations and business models to succeed in the digital economy. The process requires clarity on objectives, diligent analysis, and a laser focus on the initiatives that can deliver the greatest business impact.