# Envisioning the Digital Future

To set the vision and foundation for digital transformation, GBS leaders must envision the art of the possible and communicate it to the organization. Key elements include:

- Understand exponential technologies like AI, automation, IoT, blockchain and visualize their disruptive potential

- Analyze digital disruptions in other industries as precedents

- Highlight competitive threats from digital native competitors

- Quantify current digitization levels across key metrics like automation, self-service adoption, analytics maturity etc. to identify gaps

- Paint the picture of a bold digital future across key scenarios - seamless customer experience, hyper-connected operations, automated processes, data-driven decisions etc.

- Inspire belief that the future vision is achievable by showcasing examples, use cases, benchmarks

- Outline how the digital future supports strategic goals like growth, profitability, customer retention etc.

- Articulate the burning platform and urgency for change

- Call out cultural transformation required to become agile, innovative, risk-taking

- Align leaders around the vision and get their buy-in

- Cascade message across the organization focusing on 'what's in it for me'

- Develop clear transformation objectives, metrics and milestones

- Allocate resources and invest in capabilities to turn vision into reality

- Continually communicate and reinforce the vision

- Lead by example - sponsor digital pilots and innovations

In summary, envisioning and rallying the organization around a bold digital future is foundational to igniting a transformation. It shapes strategies, investments and culture change required to re-architect the business.