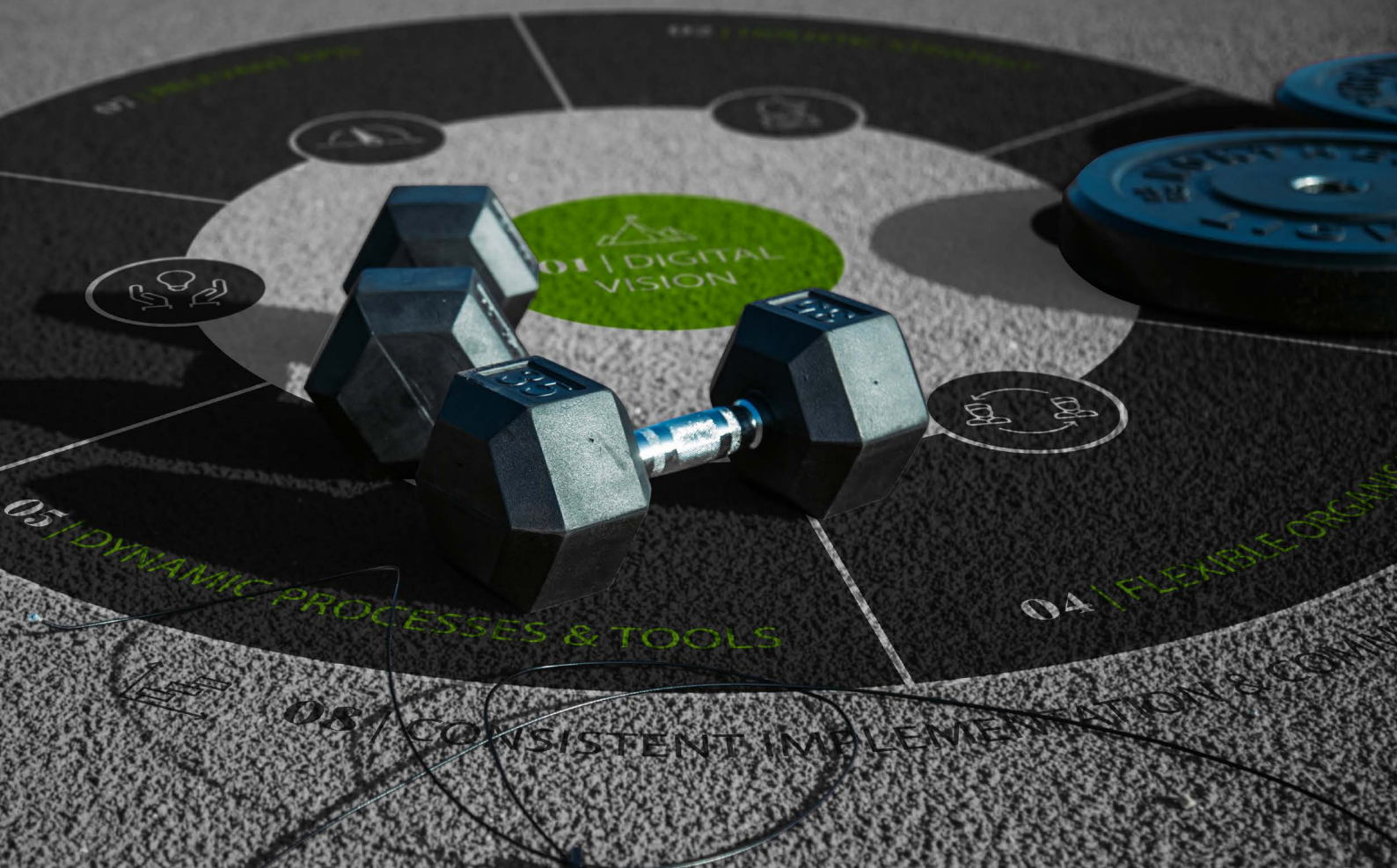


Fit for the Future

Your fast track to digital growth





“In times of change the greatest danger is to act with yesterday’s logic and mindset.”

Digital transformation is a prerequisite for sustaining growth, gaining market share and maintaining competitive advantage. The pandemic forced even the most reluctant organizations to realize that transforming digitally was no longer a prerogative, but a necessity. To be “Fit for the Future”, we need a digital vision, growth mindset and strategy.

Digital Transformation is a long journey and no two journeys are the same. We often refer to it as a Digital Marathon as both require similar elements: an ambitious vision, a high level of discipline, mental and physical strength, and endurance. Like marathon runners, we all start at different levels of understanding and execution, so need different starting points and require individual adjustments.

We developed The Digital Transformation Wheel, a proven 8-step methodology, to fast-track transformation strategies in a structured way. The Digital Transformation Wheel represents an ongoing and iterative process of successful transformation. Every iteration generates insights, so you can learn quickly and continuously improve along your journey. While each of the eight steps is important and needs to be addressed, the starting point and sequence will differ for each organization, and the effort required is determined based on the current fitness level of your business. You may need all eight components or just one. Low-hanging fruit can show you the way and create immediate ROI.

Our methodology is relevant to leaders who want to bring their organization into the digital future, remain competitive and fast track sustainable growth. Our wheel will provide the navigation system you need to stay on track and find the best routes to digital success on this challenging journey.

If you would like to discuss your specific challenges or digital growth goals, feel free to contact us. We are always happy to run alongside you.

Best,
Stefanie Peters
CEO enable2grow

Digital Fitness Win

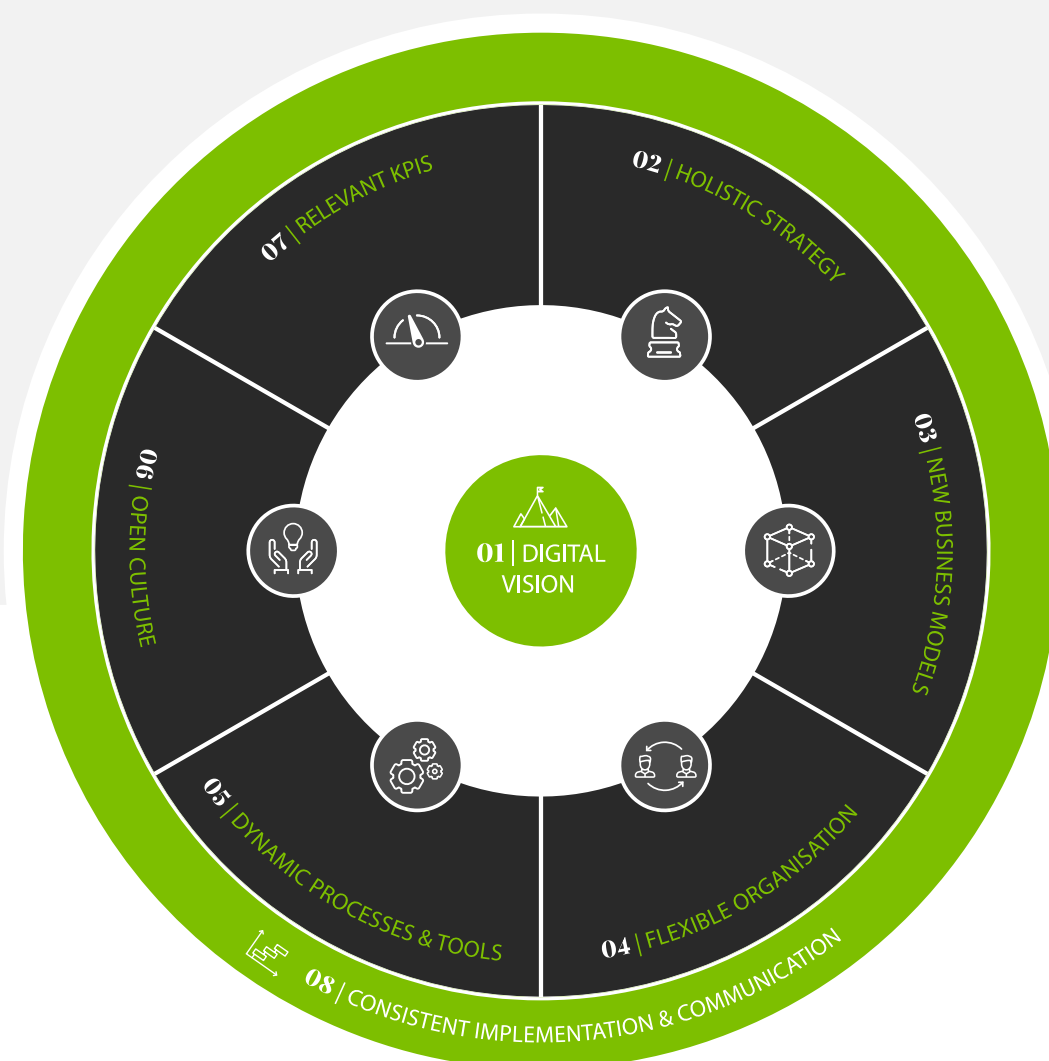
Hybrid working has proven to sustain employee productivity and engagement, while reduced travel and virtual meetings have proven to increase time efficiency and lower costs. While physical meetings remain crucial for certain use cases (sales meetings, complex negotiations, building trust or providing emotional support), many can now be conducted virtually, supported by ever-improving technology and tools.

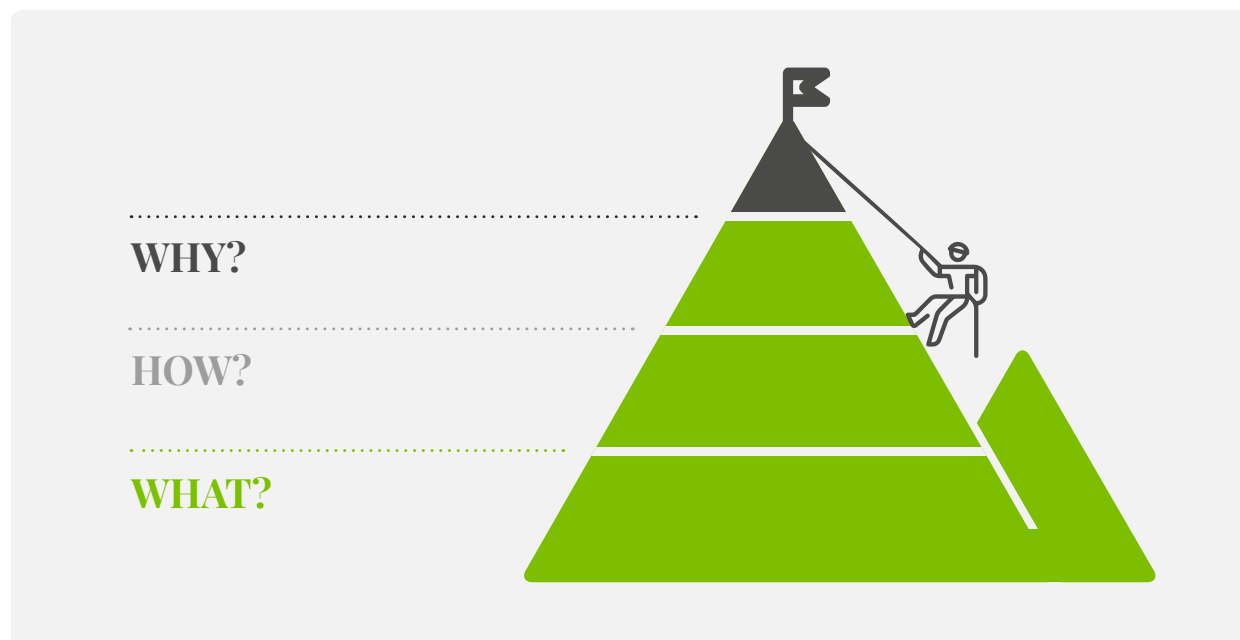


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The rapid development in digitalization affects not only our day-to-day lives, but also our work life, and demands flexibility from us. This is especially true for businesses because they must be agile in adapting to new situations without losing sight of the big picture.

Without a clear vision, there is no change.
– Stefanie Peters

Many companies encourage innovative impulses and digitalization, but often only in specific departments and herein lies the challenge. This often leads to expensive patchwork solutions that unnecessarily delay the digitalization process, and ultimately don't achieve the potential success they hoped for. There isn't a standard plan for digitalization. There is however a successful methodology to navigate the digitalization process.

The first step is the development of a digital vision, which needs substance, and decision-makers who can use courage, foresight and transparency to integrate all stakeholders into the process for complete buy-in.

A Digital Vision drives Digital Transformation

The digital vision is the center of every digital transformation process and the basis for a successful digital strategy. Develop your own vision as precisely as pos-

sible and communicate it to the world. A digital vision describes the company's long-term target and aspirations. Without a training plan and a route map, a climber cannot reach the peak, the primary motivation to keep going, which is why developing the digital vision is so important. In doing so, think big, incorporate trends and untapped potential when developing this picture.

The internal and external stakeholders must all be involved. It is important that an "analogue" vision and a "digital" vision do not exist simultaneously. Our experience shows digitalization must be supported by all departments, the entire organization, and most importantly encouraged by management.

- ☐ Can the digital vision be explained in only a few words and understood by all stakeholders?
- ☐ Do the employees feel like they have been involved, in a timely manner, in the transformation process?
- ☐ Can executives and employees recognize the key elements of the digital vision?
- ☐ Are all parties able to actively embrace the digital vision in their everyday work?

If a company can answer yes to all of these questions, then the digital vision is viable and provides a solid



foundation for deriving the (digital) corporate strategy and concrete strategic goals. Just as good running shoes have an impact on your performance in a mara-

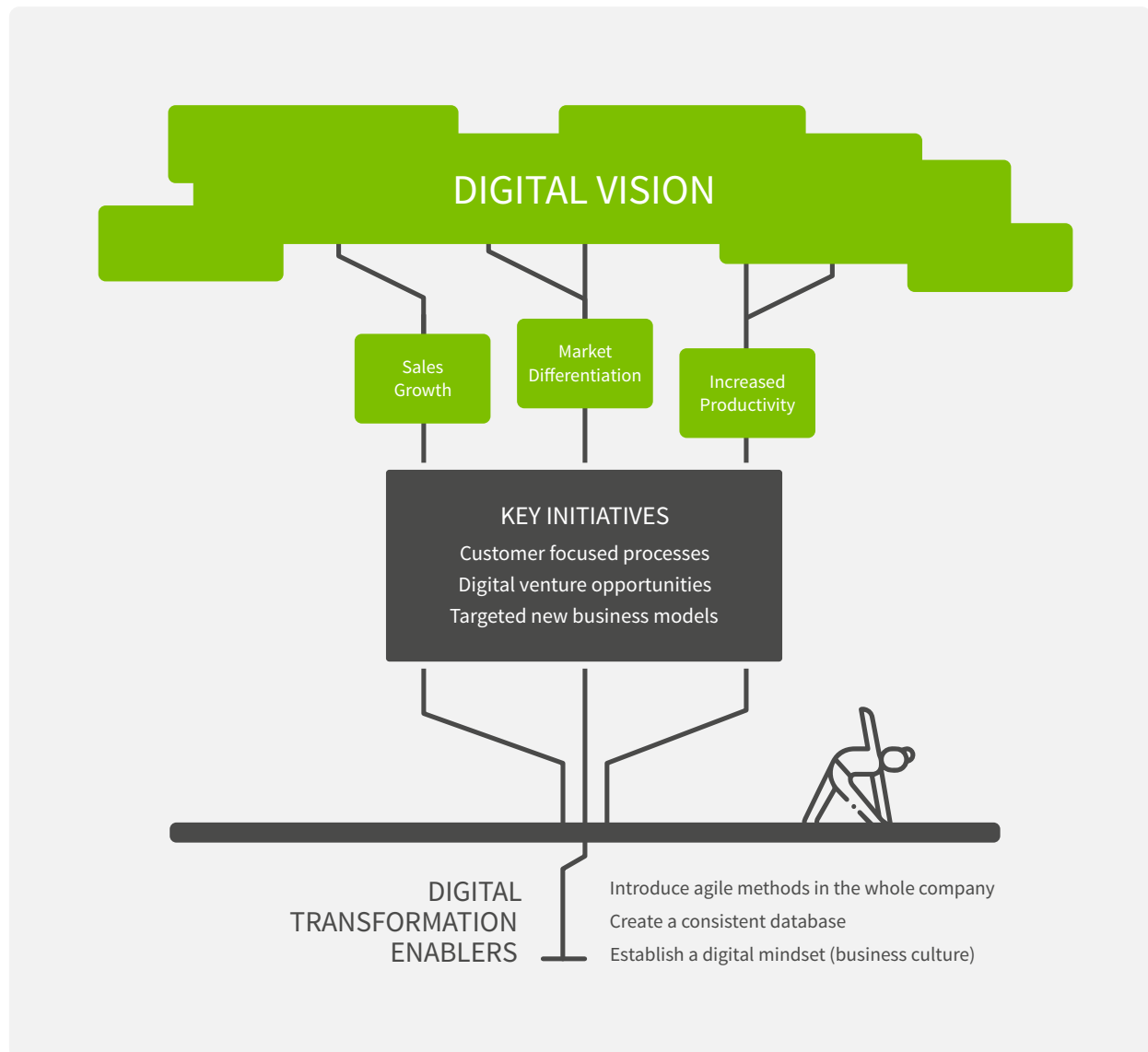
thon, all of these elements play an important role in the successful realization of a digital vision.

Best Practice: A Global Real Estate Company

A leading global real estate company has condensed its digital vision to one sentence: “We want to become the leading global platform for real estate.” In order to maintain market share and expertise in the real estate sector, the company must digitize – and on all levels. The strategic goals – sales growth, segmentation and productivity gains – set the direction.

With this clear digital vision and concrete goal in mind, a set of measures can be defined that will advance digitalization at all levels and in all departments. The real work, the transformation of the company into a digital real estate platform, is however a long and winding road, for which the company needs a lot of patience.

In addition, executives, in particular, must exemplify the digital vision in all areas, keeping an eye on employees and mitigating their possible fears. Those who have understood that digitalization is a continuous process can develop the necessary flexibility and openness required to actively shape this process.



Companies require a holistic strategy that incorporates digitalization in all areas, for a successful transformation. The strategy, therefore, derives from both the digital vision and the company's DNA. The core questions are:

- **What is our Company DNA?**
- **How do we transfer this into the (digital) future?**

Specifically, this means translating the existing strengths and competencies of the company, into sustainable products and services for the customers of tomorrow. As is the case when training for a marathon, the feet and the leg muscles are the foundation and

must sustain the rest of the structure. A holistic training strategy addresses the mindset and the other competitor factors in the race as well. In digital transformation, the foundation is the business model and the corporate culture. The training objectives form the strategic goals of the company, while the finish line represents the digital vision. To achieve this, the company must understand the market environment and recognize current trends so the strategy is based on a solid foundation.

Digital transformation requires a holistic view of the entire organization.

– Stefanie Peters



Implement the strategy and make employees feel valued! The clearer the definition of vision, strengths and competencies, the easier they are to develop into an actionable holistic digital strategy. It is important that the digital strategy is understandable for all employees, well communicated, and made tangible by the executives. Digital changes are still causing fear and uncertainty. To reduce fear, minimize resistance and accelerate transformation, it is important that all team members are involved in the strategic process from the start.

Only when each employee has understood what the strategy means for them, what goals they are striving for and how to achieve these goals, will they be motivated to make the strategy become a reality. In a successful digital business, every employee isn't just a spoke-in-the-wheel, but rather an important, highly productive part of the big picture. The employees must know their roles within the holistic strategy, and feel valued for their work and contribution to the strategy.

Explain digital transformation in a way everyone in the company and on every team understands it. – Stefanie Peters

In order to find and implement the correct business strategy for the digital transformation, it is important to thoroughly think through all necessary processes from start to end and to clearly communicate them. The development of a holistic strategy is, after all, a process that incorporates the topic of digitalization in all areas. Digital topics must therefore be considered at every stage of development and integrated into the company's DNA. This does not mean that companies have to bend at their core, but rather focus on and develop the company's strengths.

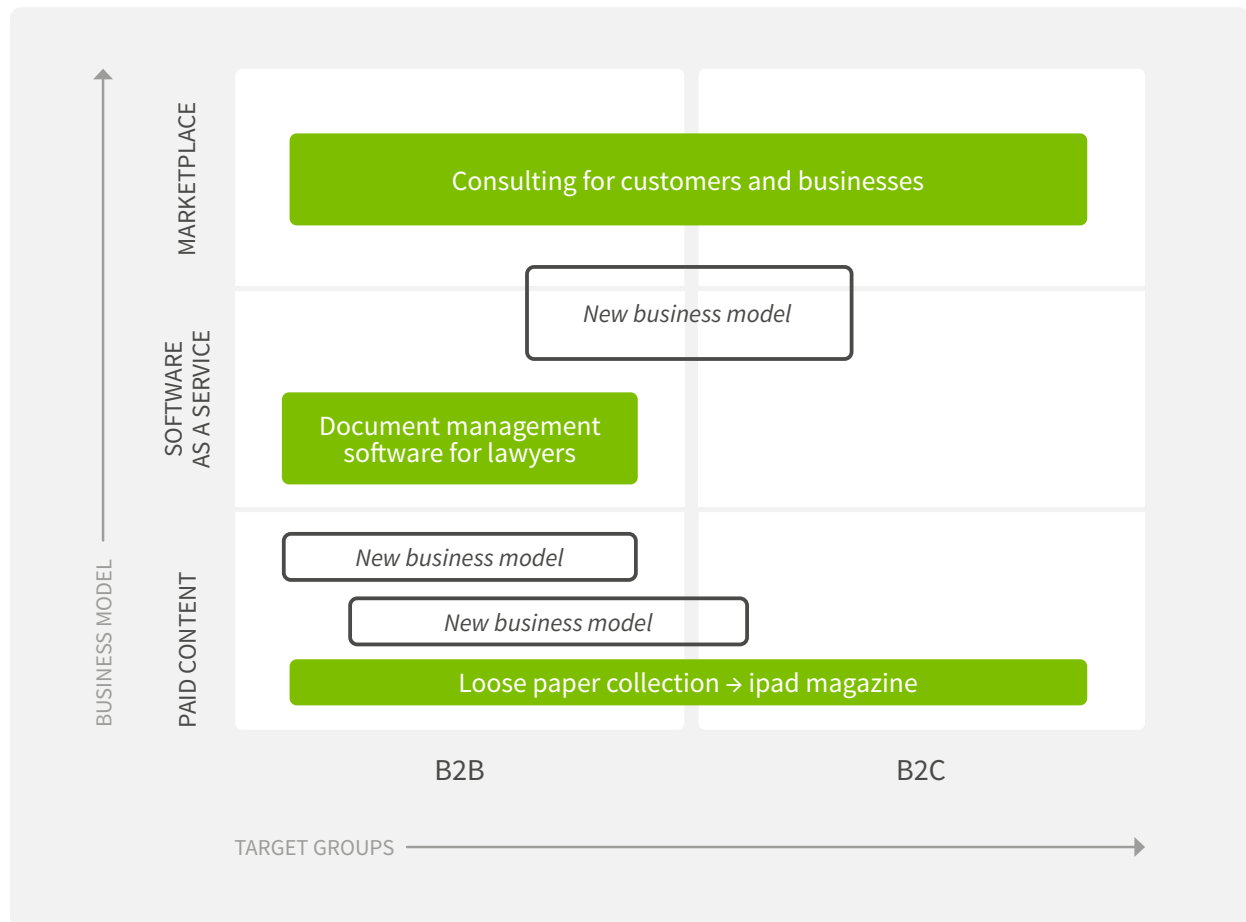
The motto here should be to stay true to oneself while making the most of digitalization opportunities.

Best Practice: The Knowledge Service Provider for the Legal Sector

As a legal knowledge and information service provider, digitalization was an irrelevant topic for a long time. In the course of the development of a holistic strategy, however, the necessity of a digital transformation was recognized and boldly advanced at all levels. Keeping the original company vision and mission at top of mind, the path to a holistic strategy was developed step-by-step.

An extensive business analysis highlighted the core competencies, the "DNA" and the vision of the company—namely to be the most utilized knowledge service provider in the legal sector. The company also recognized in the process their need for market analysis, identification of the target group and competitor analysis. This formed the foundation of our strategy, which aimed at making existing strengths digital and future-proof. This holistic strategy of the company was then based on the nine core elements identified. Next, the digital vision, the mission and the company's DNA were defined, followed by concrete goals, target groups and USPs. In the last step, we turned to the products, considered which platforms or channels to work with and developed a sustainable business model.

Building on these elements, the company was able to expand its offering and adapt its business model to increasingly digital services. e.g. building a globally networked platform and digital knowledge databases. In developing and formulating a holistic strategy, the company was able to focus not only its resources but the entire team, on a common goal. By focusing on their own strengths and competencies, they ultimately established continuous improvement across the organization. This cross-departmental focus on a concrete vision was necessary to successfully implement the strategy.



The journey to the digital future requires the courage to change. Digitalization defines new value chains, and new roles are added while old roles disappear. Digitalization creates transparency, and the company needs to be equipped to handle this shift and exposure.

This transparency leads to shifts within the established business models and the formation of new business models. For a business model to remain sustainable, it is necessary to question old processes and, if necessary, develop new models. Those who want to offer the customer of today added value must rely on digital business models, create new market access, and expand existing product ranges and services to include digital offerings.

Brave visionaries who are not afraid to develop disruptive business models that replace existing ones are required. Just as we adapt the sails to the wind strength and direction, the business model must be adapted to fit the business goals and target clients changing needs.

In our experience, it helps to question the company and its core business time and again:

- ❑ How do we earn our money today?
- ❑ How can we earn money in the future?
- ❑ How do we digitize our core business?
- ❑ How will competitors transform their core business?
- ❑ What do our customers expect from us in the future?
- ❑ How can we disrupt ourselves before others do?
- ❑ Which factors are we ignoring rather than exploring?

One thing is clear, targeted disruption within the company requires courage and intellectual honesty. Old business areas and processes are changed and disrupted—in a sense, you become your own competitor. Yet this is the only way to stay fit for the future and to adapt to the constantly changing markets.



Best Practice: How Digitalization Opens Up New Markets

The previous source of revenue for the leading knowledge and information services provider was legal information, which the customer typically received in paper form. The classic loose-leaf paper has served its time. The vision to become the most-utilized legal knowledge database can only become a reality if this knowledge is also available digitally.

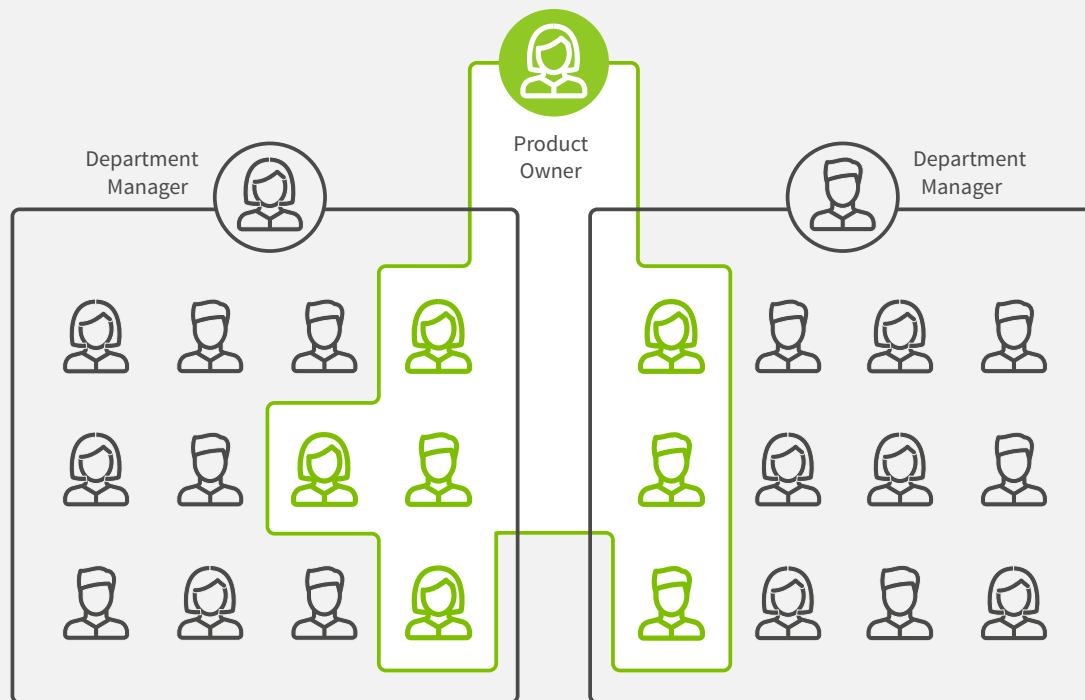
The company had the courage to disruptively replace this business model with digital content offerings. For this purpose, the market and the competitors were closely examined and existing market entries were analysed.

At the same time, a comprehensive target group analysis was carried out, in order to tailor the offer to meet the respective target group's needs in the future. The management had prioritized above all else understanding how the target group ticks and how it could evolve. For this, extensive customer interviews and surveys were required, which brought to light many insightful findings. The effort was worth it because the company was not only able to understand the needs of its customers but also segment them and thus address them even more purposefully.

This example shows how important it is to understand old models as discontinued models and to open up digital market access at an early stage pre-empting the competition.



CREATE CROSS-FUNCTIONAL
TEAMS AS MINI START-UPS WITHIN
KEY PROJECTS



A common adage that we often hear is “Never change a winning team.” It is true that well-established teams and familiar processes have their advantages, but they also harbour dangers if they are too committed to their procedures. Just as a coach chooses his team, the best strengths to address the challenges of the next opponent, it’s especially important for companies to be flexible in their organization in order to be prepared for the digital future. Start-ups, which are naturally flexible and agile, have a clear advantage over large companies. They are able to constantly adapt to the dynamic environment without having to operate within established corporate structures. In fact, corporations can learn a lot about agility from young start-ups.

Digital transformation disrupts traditional silo culture. – Stefanie Peters

Successful start-ups encourage their employees to try new things and to network with each other in cross-functional teams. A high degree of flexibility in procedures and the abandonment of hierarchical structures are also typical start-up characteristics. In large corporations, rigid structures, strict hierarchies and processes often prevail—in short, the opposite of agility.

As consultants, we recognize that this silo mentality hinders new ideas and visions. Through more openness and mobility, the infamous silo thinking can be dismantled, and new ideas promoted.

Fail fast and learn

Design thinking summarizes their core belief in the saying “fail fast and learn.” This is based on the idea that errors should occur early in the process in order for companies to be able to react more quickly. Flexibility is



key, and this flexibility is only possible through an agile organizational structure.

Agile teams can be put together in different configurations time and time again. Knowledge transfers can take place across all departments. And, new ideas can be tried out and further developed. Flexible work options, open offices, and backing away from rigid working hours can help enable development and learning

for employees. This allows companies to make space for a new way of thinking—a way that is appropriate for the digitized world and global markets. Here it makes sense to pursue a market-oriented and customer-centred approach while building the necessary flexible infrastructure. This will make your organizational processes more dynamic, which ultimately benefits the entire company well into the future.

Best Practice: A Company-Owned Start-up

A leading mobility company had the idea to develop a new booking platform by setting up a company-owned start-up within the existing corporate structure. A good idea, but the internal start-up had no freedom to develop in line with the market due to the existing rigid corporate structures. Their business idea was promising and had great market potential, but the start-up struggled to grow.

A completely new organizational structure was needed for the start-up to succeed, which introduced new rules unfamiliar to the traditional corporate structure, characterized by high flexibility and a dynamic setup.

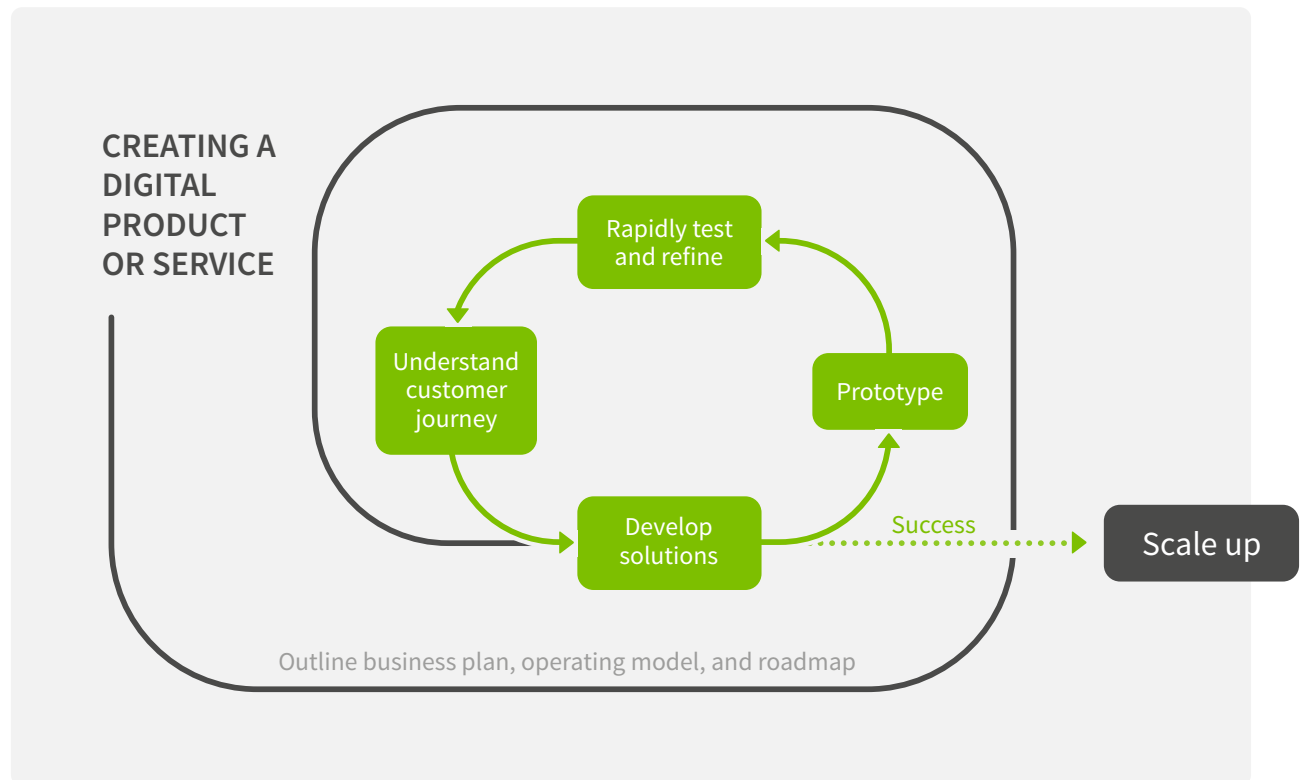
In order to sustain ongoing dialogue between the start-up and the mobility company, and also to enable a transfer of knowledge, a mixed team of long-term employees and external digital experts with extensive founding experience was put together to strengthen the restructured start-up. This facilitated an exchange of knowledge from “old hands” to the new start-up and vice versa.

Best Practice: Corporate Venture Launched as a Berlin Start-up

It can also be necessary to completely outsource a venture in order to make space for innovative ideas to mature and have room to manoeuvre quickly. For a new digital platform, a Germany-wide traffic association set up a new team of digital experts and broke new ground.

Instead of establishing the new venture within the consolidated group, an independent limited company with its own headquarters was founded. This enabled a brand new, motivated team to be formed, one in which the consolidated group could work in a trusting and productive manner. The new tech team could thus take care of building an innovative platform, free of slower corporate structures.

The collaboration with the new corporate venture took place in regular phone calls and meetings so that the teams could constantly coordinate with each other. The legal and spatial separation from the parent company was needed, however, to give innovation the necessary space to grow.



Digitalization does not only refer to cool apps and fun tools that make day-to-day life easier. Digitalization encompasses faster technical development, new work-flows and, above all, ever greater complexity that affects all areas of life.

This can be summarized by the acronym VUCA: Volatility, Uncertainty, Complexity, and Ambiguity—four characteristics that define our modern working environment. We live in a constantly changing world that is getting less and less predictable. Uncertainty regarding future developments, mutual dependencies and the high complexity of systems are difficult to handle and demand a high degree of agility. Similar to how a runner must first run laps as a means to increase their ability and meet the demands of a marathon challenge, the company must iterate their processes to meet the needs of the future and only then scale up. But what does this mean in concrete terms for companies?

Promote a digital culture to become more customer-centric. – Stefanie Peters

Dynamic Processes Must be Customer-Focused

Agility is important in order to adapt to constantly changing conditions, but at the same time, the most dynamic processes and the latest tools will not do much good if they are not customer-focused. Where can we reduce complexity or create more value for the customer? When outdated, inefficient processes are digitized, they remain inefficient with no added value for the customer. The existing work processes and procedures should therefore be critically examined first, before considering how they can be digitized. Using a design-thinking approach to think through all processes in a customer-centric way, you can develop effective solutions with value and ultimately find the appropriate tools.

Digital tools such as cloud-based systems and the use of agile methods such as the Google Design Sprint and Scrum help to make work-flows and communication more transparent and dynamic. At the same time, digital tools and agile methods promote more effective work processes and shorten work cycles and coordination phases. Working with the correct tools



Keep an overview in mind and focus on a few relevant tools and methods that can meet your needs. An agile company does not necessarily need the full range of digital functions but uses only those that offer real added value. It is important that all business areas—not

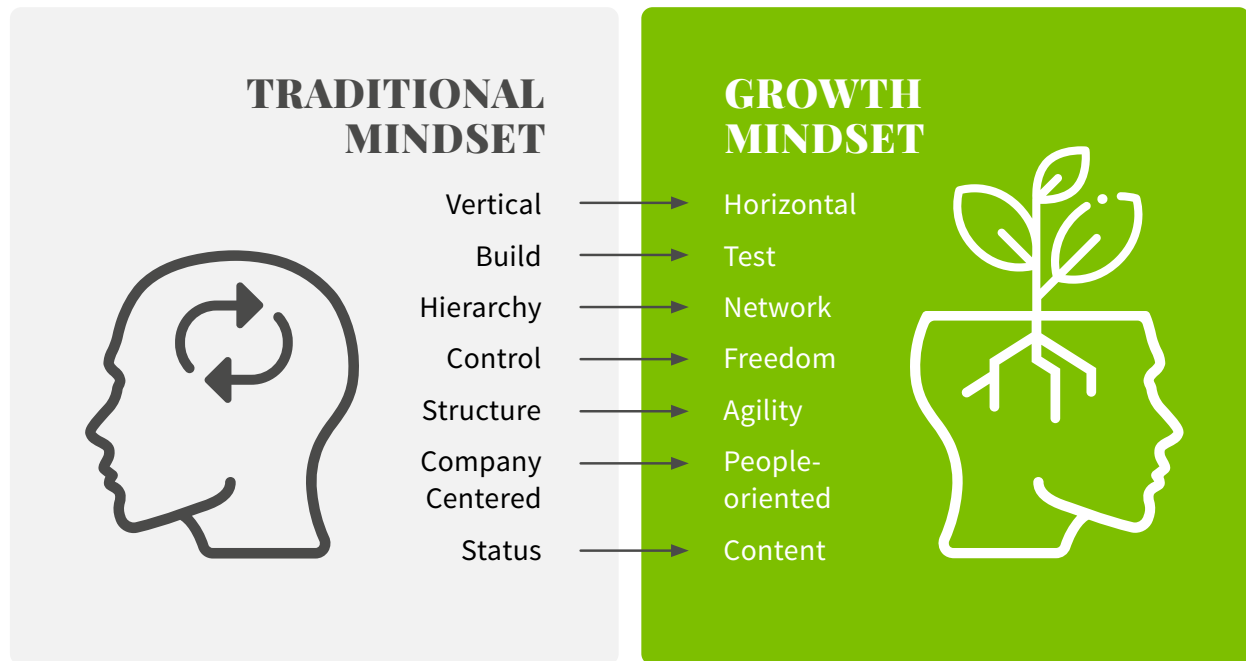
only IT— become familiar with these tools, and integrate them into their processes. Only then can an agile organization be effective, and the company benefit from greater speed in implementing target group-oriented products and services.

Best Practice: Growth Hacking in a Publishing Company

What works for start-ups can also be a breath of fresh air for established companies. In order to improve its customer journey, a publisher used the growth hacking method, an innovative method developed by start-up investor Sean Ellis, that is more than just classic marketing.

Growth hacking is absolutely customer user-focused and concentrates on strengthening and expanding a company's customer base. Growth hackers rely primarily on target group-driven online marketing in order to address users in the most purposeful way. For the interactive platform's growth hacking strategy, the publisher carefully analysed its target audience and customer behaviour across the customer journey.

Based on this customer journey, we developed a sustainable multi-channel strategy for the company, identifying and strengthening the key benefits driving behaviour for each customer group. This created the foundation for deepened customer loyalty.



Openness to new ideas, as well as sustained courage and ongoing transparency, are the success factors for a sustainable and healthy culture.

Most of us know how important a good company culture is, yet it is precisely with the implementation of digital strategies that the company culture recedes into the background. Above all, digital transformation requires establishing a new mindset within a company in the context of existing values and visions.

The biggest part of our digital transformation is changing the way we think. – Monique Shivanandan

Here, too, we can learn a lot from start-ups. The often extremely high motivation of start-up staff is due to the employees identifying with the company culture, with the values of their company and knowing where the journey will take them.

Start-up culture doesn't mean having a hip loft and a couple of Foosball tables but rather having a trusting, "co-creative" approach to teamwork. Our experience has shown that continuous communication on all levels is crucial for employee satisfaction and motivation.

To achieve this, companies have to trust their employees, allow them to take on responsibility, and enable them to use their strengths to meet their goals.

Only with committed employees who identify with the company's vision can the engine of digital transformation run smoothly and the brand message be communicated credibly externally. We all know that process of change, especially when it comes to digital transformation, is a big challenge. Most people, understandably, are instinctively resistant to change. We know from experience that the positive outcomes from the implementation of a successful work process can create a sustainable impact on company culture. The culture evolves automatically with every small step and success, every small win convinces even the biggest sceptics. It is therefore crucially important that the executive team, as role models, set a good example by living the desired changes.

One thing is clear, an open culture is a prerequisite for fast, agile and customer-oriented action. This is best achieved by supporting independent thinking and co-operation throughout all departments, and also by involving employees in the change and letting them contribute to the change process.



Open dialogue has a positive effect on all areas of a company, particularly when it leads to a transfer of knowledge across all departments. This knowledge transfer promotes holistic, cross-functional thinking and creativity, and ensures every employee is heard and respected as an important player on the transformation team. A company that promotes a culture of cross-functional teams, flat hierarchies, transparency

and diversity creates precisely this sense of unity that characterizes the start-up scene. In this way, the entire corporate culture can be gradually transformed into an open, dialogue-ready communication culture.

Build something new. Involve great people. Innovate new ideas.

– Stefanie Peters

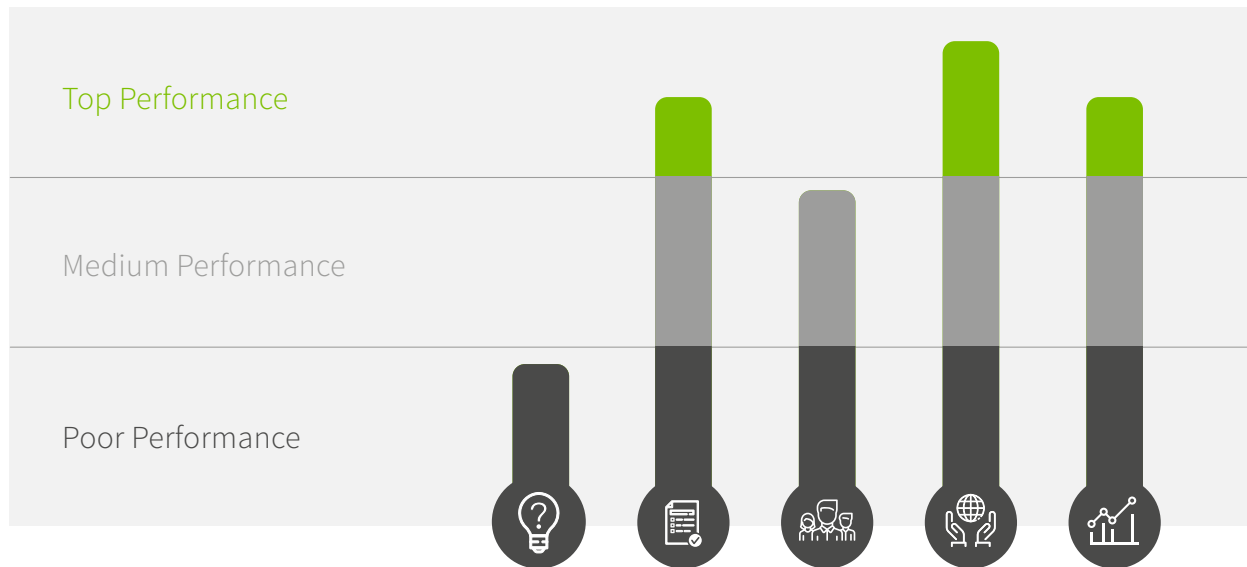
Best Practice: Cross-Divisional Co-operation

A business unit of our publishing client wanted to prepare for the future and transition from print to the digital world. Right from the start, the management chose an open and transparent process for strategic development and continuously included a representative selection of employees in the process. At the same time, the CEO personally introduced the project “Enable to grow” and regularly reported its progress to employees via various channels. Consequently, all employees felt that they were involved in the project, and from the very beginning created a sense of togetherness in the development of the roadmap to a sustainable digital business model.

This sense of unity is the prerequisite for the development of a sustainable digital mindset within the company, and it promotes transparency, agile cooperation and cross-functional thinking in equal measure. When such profound changes are being made within a company, many fears and defensive attitudes emerge that can only be overcome with an open culture, clear communication, and trust. To achieve this for our publishing client, we dismantled outdated hierarchies and downsized complicated administrative structures. Collaboration became more agile within the new lean and flexible organization.

This new culture actively encouraged cross-divisional collaboration between teams and enabled employees and executives to develop and fulfil their full creative and entrepreneurial potential. The management also emphasized the importance of making committed employees fit for the digital world, and promoting their specific talents.

This culture shift towards a visionary and dynamic business unit enabled them to pursue possible routes to becoming a sustainable organization.



Successes—and failures—should be measurable, because only then can a company assess whether a business is successful or not. However, in order to measure success, success itself must first be defined. Just as a fitness device needs your initial measurements to track your progress so it can motivate you to get into optimal shape, measuring the right Key Performance Indicators (KPIs) can indicate your digital fitness.

Similar to a commitment to health, the wisest decisions are long-term decisions. – Stefanie Peters

Small businesses can typically recognize at a glance if their business is running well. They can use simple indicators to make a correct assessment. They can see how much money is in the account at the end of the month, how many invoices have been issued, how many offers have been written, and how many customers have been acquired.

In large companies and groups, on the other hand, the ability to measure success is often complex. A variety of figures are used to measure the performance of a company or a project, and digital metrics are added when increasing the digitalization of the business—often old and new worlds collide here. Countless values can be measured with analytic tools and sophisticated

business intelligence systems, but only a few reveal relevant insights about actual performance. Not all figures are suitable as KPIs!

Therefore, companies should first be clear about which results, goals and achievements they actually want to measure that will provide the most relevant insights. Here it is essential to think carefully about which measurable values actually assess the company's success, and which are meaningful, before turning to the indicator system. This prevents overloaded reports with too many indicators, causing confusion and ambiguity, leaving the essential components unrecognisable and identifiable.

We, therefore, rely on agile corporate management with lean key performance indicators. A few, well-selected key performance indicators deliver more and are easier to handle than reporting too many metrics. To develop these KPIs, it is best to find answers to the following questions in a moderated workshop:

- ☐ What are our most important goals?
- ☐ Which indicators reflect the achievement of these goals?
- ☐ Which of these have the highest significance for our corporate success?
- ☐ Where can we clearly see how much value is being delivered to the customer?



In the course of digital transformation, digital indicators should also be derived from the goals and integrated into the existing target and incentive systems. When the

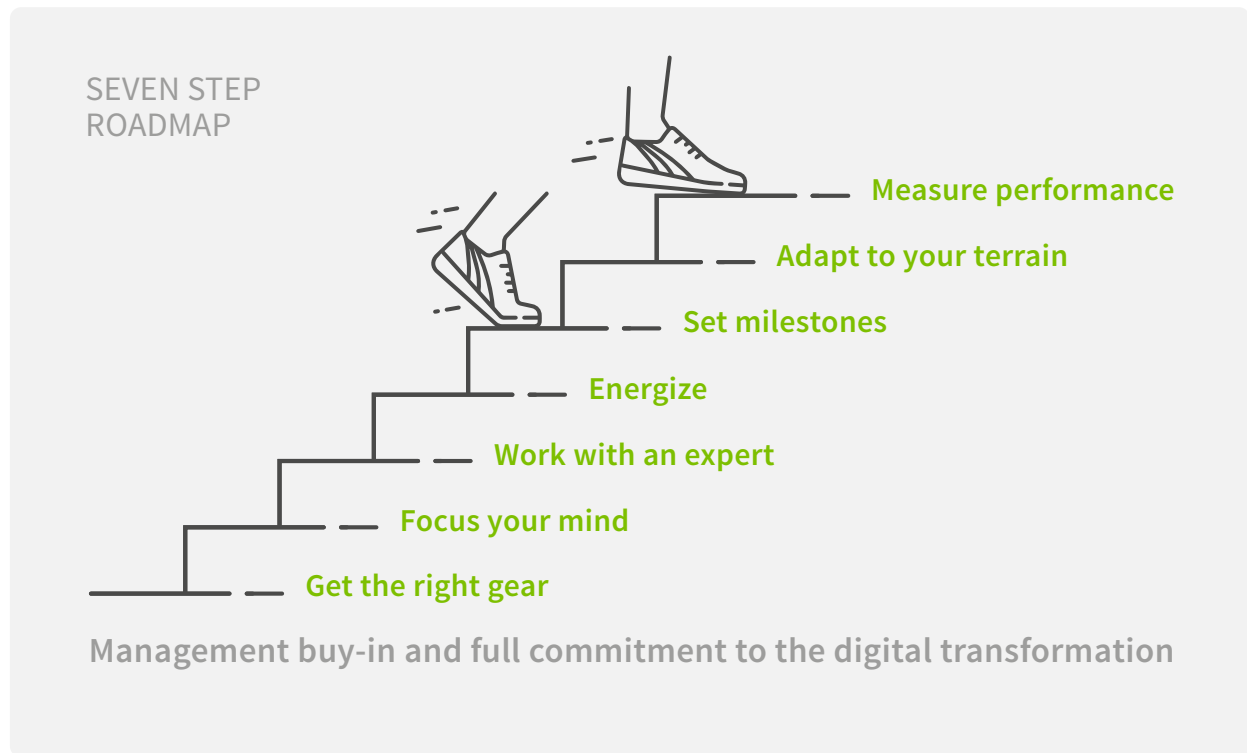
KPIs are tailored to the business model, opportunities and risks can be identified at a glance and undesirable developments can be corrected quickly.

Best Practice: Establishing a set of KPIs along the customer journey

The new booking app of an international mobility group recorded high user numbers, but a low conversion rate, as only a few users actually converted to customers. For problem analysis, the conversion rate was therefore defined as an independent KPI. Using a funnel, each conversion step was shown. This transparency enabled our client to identify the critical points of the Customer Journey. This way, weak points were identified and optimized quickly to drive a stronger conversion rate of users to customers.

Best Practice: Too Many Metrics in a Retailer Database

Our client, an online shopping portal, collected a large number of metrics in its retailer database. However, most of the metrics were not meaningful and an overview of the most relevant (key) measures was missing. In a workshop, we jointly selected the most relevant KPIs, which correlated to the actual performance of their online retailers' shops. With this reduced set of KPIs, a clear dashboard with standardized scores was developed to help the company identify its "top shops" at a glance. Retailers were able to better evaluate their own performance, and at the same time understand how they could improve their score.



Digital transformation isn't a sprint, it's a marathon.

The transformation process is not based on one standard plan. Rather, every company must find its own individual transformation path. This requires above all else the openness and courage to change.

Each change process requires ongoing learning and persistence, as the digital environment is more complex and dynamic than ever. There aren't any short-cuts. There are ups and downs, deep valleys, which must be courageously crossed before reaching the peak.

Only those who have the courage to make mistakes can learn from them, and it is better to make mistakes quickly and early in the process. An open learning culture and a sense of courage to take risks are therefore essential for a successful transformation.

The establishment of a "build-test-learn" methodology ensures that new ideas are tested with real users at an early stage and constantly optimized, to result in a sustainable product. A strategy that includes ongoing small steps is the best way to consistently implement the digital vision.

Precisely because there is no standard plan in the digital transformation process, it is important to always keep the big picture in mind even as we focus on the smaller components. Clearly defined milestones help maintain an overview. A well-developed strategy thus forms the basis for a successful transformation process. The consistent implementation of this process is not always stringent but rather takes place in iterative cycles.

Digital transformation requires discipline, agility, and good leadership. Good leadership requires open and honest two-way communication across all departments.

Digital transformation is in its essence an end-to-end business transformation. – Stefanie Peters

When employees and management are in a continuous, open dialogue, decision paths can be shortened and silo thinking can be broken up. The necessary quick decisions result from clearly defined responsibilities and short decision paths. Implementation of a digital strategy can only succeed when there is a good basis



of communication. Good cooperation is an important component of success. Digital transformation can only get moving if everyone works together.

Of course, the digital transformation of a business will never be complete because successful companies are in constant evolution.

We know clear milestones are like anchors on the journey—they help us not to lose sight of the big picture and help us remain motivated. A roadmap that is clearly broken down and divided into concrete steps is crucial.

Our seven-step roadmap will help you follow the path to digital transformation.

Best Practice: Roadmap for a Real Estate Company

An international real estate company engaged us to help them define a clear roadmap for digital transformation - the prerequisite for consistent implementation.

The development of a digital infrastructure created the basis for the digital networking of all business areas. The daily work-flow was digitized with unified tools and work processes. The company knew that employees were critical to their company's success, which is why management put a lot of effort into recruiting a pool of digital native experts.

Silo thinking would be broken up by employing digital specialists in all business areas and regions of the global organization. The goal is to build bridges between the online and offline worlds and to enable cross-departmental work.

Digitalization always means ongoing networking, so the promotion of interdisciplinary and cross-functional teams is essential. This is not only good for the work climate but also promotes independent thinking, a sense of responsibility and thus employee engagement.

One thing is clear, the transformation will only be successful in the long run with a healthy corporate culture based on transparency and clear communication. The process is far from complete because digital transformation is continuous development that runs in cycles.

The development of a strategy and a roadmap is the first steps – but every company has to make its own way in the end. Our client has already covered long distances in this marathon, and the next steps are to establish a digital mindset throughout the company and adapt the brand to the digital transformation.



We developed The Digital Transformation Wheel, a proven 8-step methodology, to fast-track transformation strategies in a structured way. It represents an ongoing and iterative process of successful transformation.



01 | Digital Vision – Where does the journey lead?

The digital vision describes the long-term goal of a business and lays the framework for a digital transformation. The digital vision should be carried out and understood by all team members and the entire management team. The digital transformation can only pick up speed when all stakeholders have a common vision in mind.



02 | Holistic Strategy – Are you working step by step towards a common goal?

Clearly defined milestones lead the way to a digital transformation. By developing and formulating a holistic strategy, a company can focus its resources and the whole team on a common goal. It is important that all team members are involved in the strategic process right from the start to feel their work is valued.



03 | New Business Models – Is there an openness to embracing change?

On the road to the digital future companies may need to change established business models and replace them with new models, services and offerings. Disruption within the company requires plenty of courage and yet, it's the only way to stay fit for the future and adapt to the constantly changing markets.



04 | Flexible Organisation – Do you learn from start-ups & embrace new ideas?

New ideas and creative solutions are based on new structures and agile processes. To stay fit for the future, companies need to give up silo thinking and encourage their employees to try out new methods of work. Flexible working hours, a modern working atmosphere, and establishing cross-functional teams, not only motivate employees but promote knowledge transfer across the company.



05 | Dynamic Processes & Tools – Are you agile and customer-focused?

The more complex a system is, the more important dynamic and agile processes and tools are in order to be effective. Using a customer-centred point of view can help you find the best and most effective methods and tools. Make sure to focus on only the most relevant tools, that add real value to your company.



06 | Open Culture – Do employees feel enabled as you lead by example?

A good business culture contributes significantly to a successful digital transformation. The digital vision can only be lived, when employees are motivated and feel valued. Thus, developing a good business culture means enabling employees to develop their strengths and link those strengths with each other. Managers should lead by example and put the values of open business culture into practice.



07 | Relevant KPIs – Are you seeking the most insightful and correct measures?

To measure a business's performance and success, a few relevant KPIs can be enough. First be clear about which results, goals and achievements you actually want to measure. It's essential to define the goals and values precisely and then find out the best tools to measure them. Ask yourself the following questions in a moderated workshop: What are our most important goals? Which indicators reflect the achievement of these goals? Which of these have the highest significance for our corporate success?



08 | Consistent Implementation & Communication – Is there an open line of communication throughout the organization?

The digital transformation is rarely stringent and runs in iterative loops. Because there is no master plan for digital transformation, it's important to keep a strategy of small steps in mind. Companies need to find their own individual path towards transformation. Even when there is a bumpy road ahead, a good business culture and a clearly defined roadmap that leads the way to a common goal, are critical to your success.

Now the Digital Transformation Wheel has laid the foundation to prepare you and your organization for the future. Here are some next steps that can help propel you forward faster and more effectively.

✓ STEP 1: Digital Fitness White Paper

Download and read the white paper for insights into how to manage change and transformation to make your organization Digitally Fit for the Future.

□ STEP 2: Digital Fitness Check

Measure your Digital Fitness with the [Digital Fitness Check](#) to determine your greatest challenge and find the low-hanging fruit you can action right away.



□ STEP 3: Digital Fitness Program

Want some ideas on where to start, or want to get to know us?

Book a discovery call with CEO Stefanie Peters

On a 1-2-1 call, we can discuss your current challenge and how we can help you move forward.

Need support from experts who have worked in your industry and have real tangible insights?

Co-create a customized 12-month program

In this program, you have ongoing access to our enabler team who can help you achieve your goals. Bring your challenges to us every month and we will help set you up for success.

Know your organization is ready for transformation and change?

Join our 10-month organization program

In this program, we support your entire leadership team and are your partner in the process providing the enablers and experts for you to achieve success and prepare you for the future.

Want to get to know us better?



Join our **Virtual Apéros** for discussion with the experts



Join our **newsletter** and keep up to date with new events and trends

enable2grow is the growth consultancy for companies aiming to develop their digital business into a successful, forward-looking organization.

Founded by Stefanie Peters, operates all over Europe with partner offices in Munich, Berlin, Amsterdam, London, Paris, Stockholm and Zurich.

www.enable2grow.com

Brand DNA

We are a well-oiled network of entrepreneurs and experts who have grown up with digital business. We enjoy providing sustainable success for our clients – this is our common drive. As “Enablers” we use our passion to develop innovative, tailored solutions to help our clients become future proof.

True Enablers

including consultants, business coaches, long-term sparring partners

Unique Network

of entrepreneurs, industry leaders & functional experts

“People First” Mindset

all transformation starts with the people

Embracing the Future

to drive long-term sustainable growth

Senior Leaders

as “on-project” contact and long-term sparring partner on eye-to-eye level with leadership team

Willingness & Generosity to Share

our experience and our network



We bring together a diverse team from our network of over 50 experts dedicated to approaching your challenges in a holistic manner – starting from developing to realizing your digital growth strategy.

Our team consists of strategic generalists with intense experience in top strategy consultancies, managers and founders of leading digital businesses. If you would like to get to know our team or have a request for specific expertise, feel free to contact us. We are happy to help.



We are the growth consultancy for companies that are ready to completely rethink their (digital) business in order to remain fit for the future.

We are excited to meet you and learn about your organisation. We will take the time to understand your goals and needs to discuss possible approaches to make your business future proof. Start a conversation with us. Book a coffee chat today.

 Email

 Calendly