

Case Study: Strategy

JLL is a financial and professional service firm that specializes in commercial real estate services and investment management.



Challenge

Whilst business is going extremely well, how do we create the need and urgency across the organization to prepare for digital disruption in the future? And among the many activities, which are the key digital initiatives to be pursued?



Methods

Extensive market and competitive analyses – identifying key trends and how they are affecting the industry. Jointly developing a strategic vision for JLL to become a digital platform company and identified/operationalized four quick win initial projects:

- Streamlining and extending existing digital platform along the value chain
- Preparing EMEA-wide rollout of key digital project in retail
- Accelerating two digital projects as quick wins in core business lines

Developed overall actionable masterplan for a full digital transformation – culture, processes, structure, etc.



Results

Developed comprehensive and actionable digital strategy masterplan. Selected 4 initial projects to operationalize digital change with clear milestones, teams, KPIs and action plan.

enable2grow decisively shaped our understanding of how to become an EMEA wide digital platform company.

Robert Bonwell, Board Member with IT, Data & Digital responsibilities

