

# Digital Strategy

**REDEFINE BUSINESS MODELS**

Digital is thoroughly disrupting the business ecosystem, necessitating leaders to redefine strategies and business models to respond to the new opportunities that digital disruption present.

Aligned to the Digital BLUR™ framework, Digital Strategy solutions help senior leaders formulate exponential digital strategies and devising new business models. The solutions take leaders through the entire strategy definition process, starting with a fresh perspective on how to look at the business landscape and competition, to identifying existing and newer elements to create, reduce, reuse and eliminate in their business model canvas.

## Key concepts discussed

	<b>B</b>	<b>L</b>	<b>U</b>	<b>R</b>
	<b>Boundaryless Organizations and Industries</b>	<b>Limitless Digitization</b>	<b>Unbounded Innovation</b>	<b>Relentless Iteration</b>
	ECOSYSTEM AS STRATEGY	DATA AS STRATEGY	DESIGN AS STRATEGY	AGILITY AS STRATEGY
<b>Inside Lens</b>	Set up a resource pool on demand and autonomous self-directed teams	Drive efficiencies and produce breakthrough insights	Focus on creating stellar experience for ecosystem shareholders	Use lean principles to craft a highly client-centric value proposition
<b>Outside Lens</b>	Leverage external assets, third-party applications, communities, and crowds	Partner with other systems to acquire new capabilities and drive network effects techniques	Achieve exponential growth by using innovations that unlock 10x potential	Thrive in a VUCA environment by building, measuring, and learning in rapid iterations

### RECOMMENDED FOR

- Senior Leaders

### OMNI CHANNEL DELIVERY MODEL

1. In-classroom
2. Live-Virtual
3. Self-paced
4. Mobile

