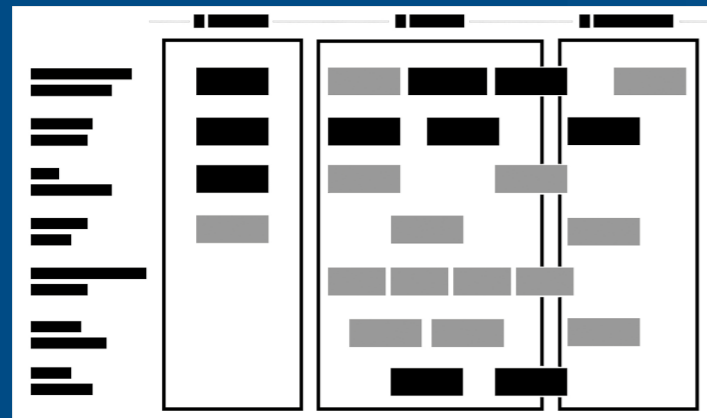




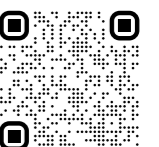
The ACT method – extended workshop canvas

Develop and implement your digital strategy

Prof Marc K Peter



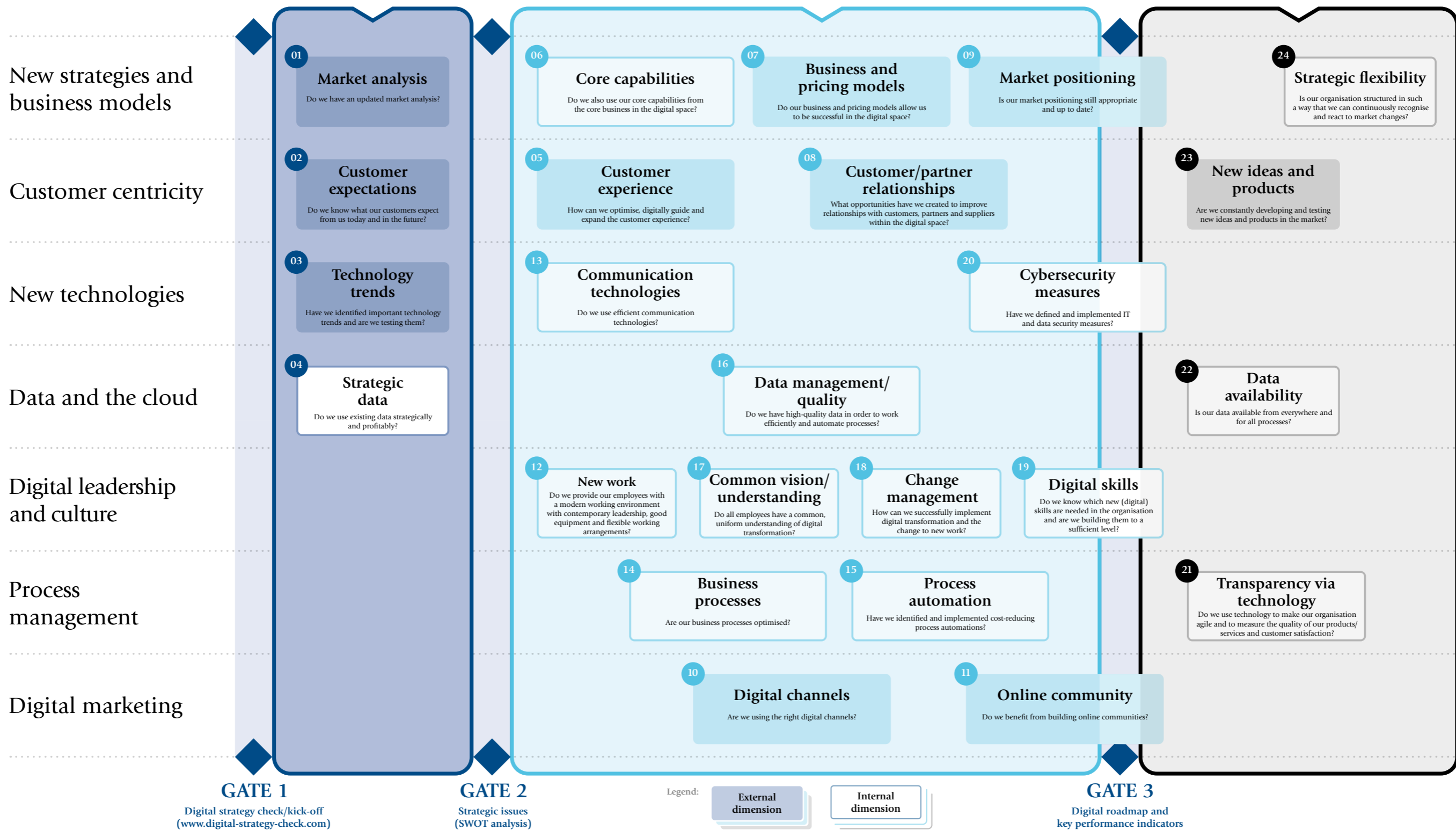
..... analyse —
create —
transform —.....



The ACT method – extended workshop canvas

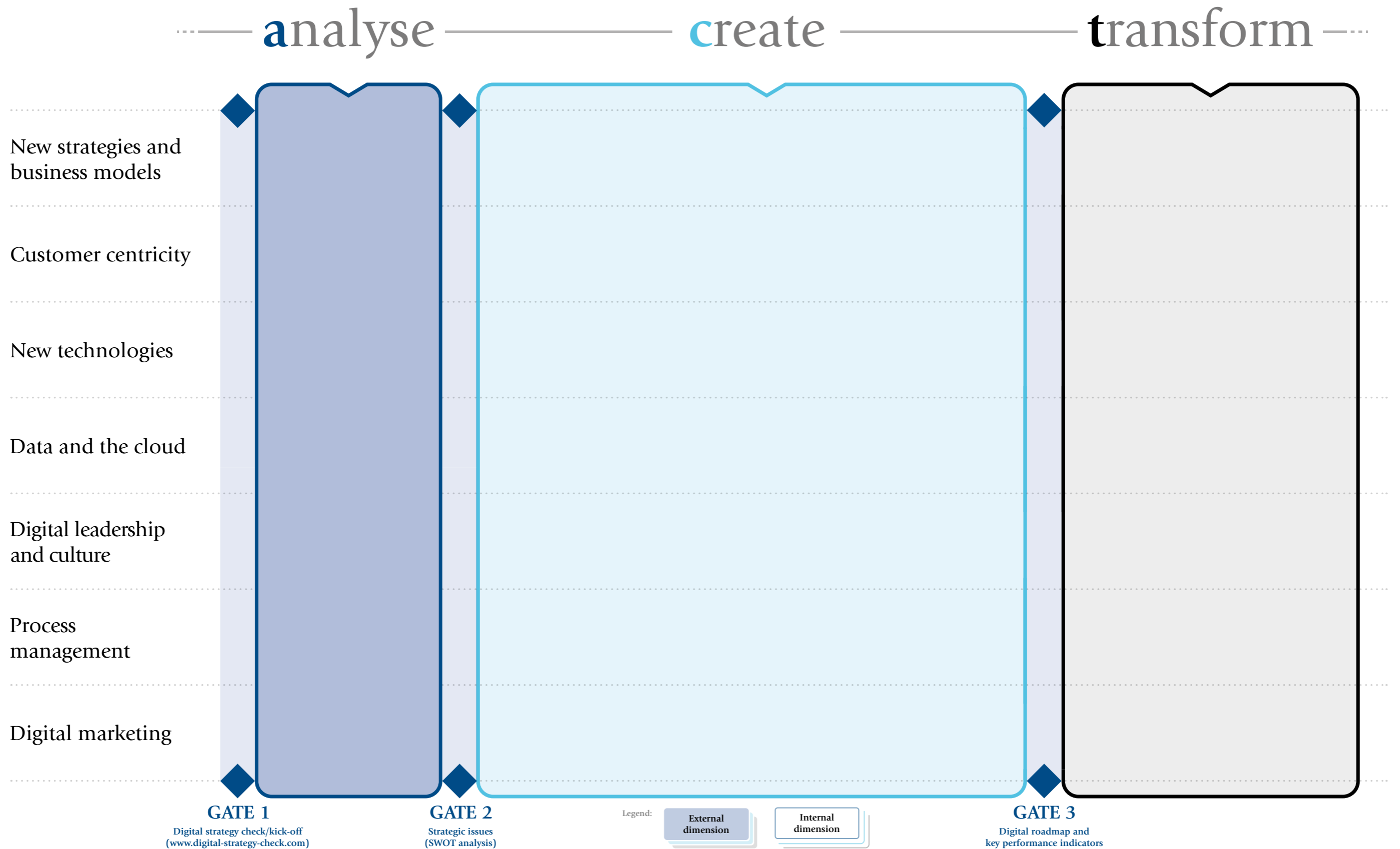
Develop and implement your digital strategy

..... analyse create transform



The ACT method – extended workshop canvas

Develop and implement your digital strategy



The ACT method – extended workshop canvas

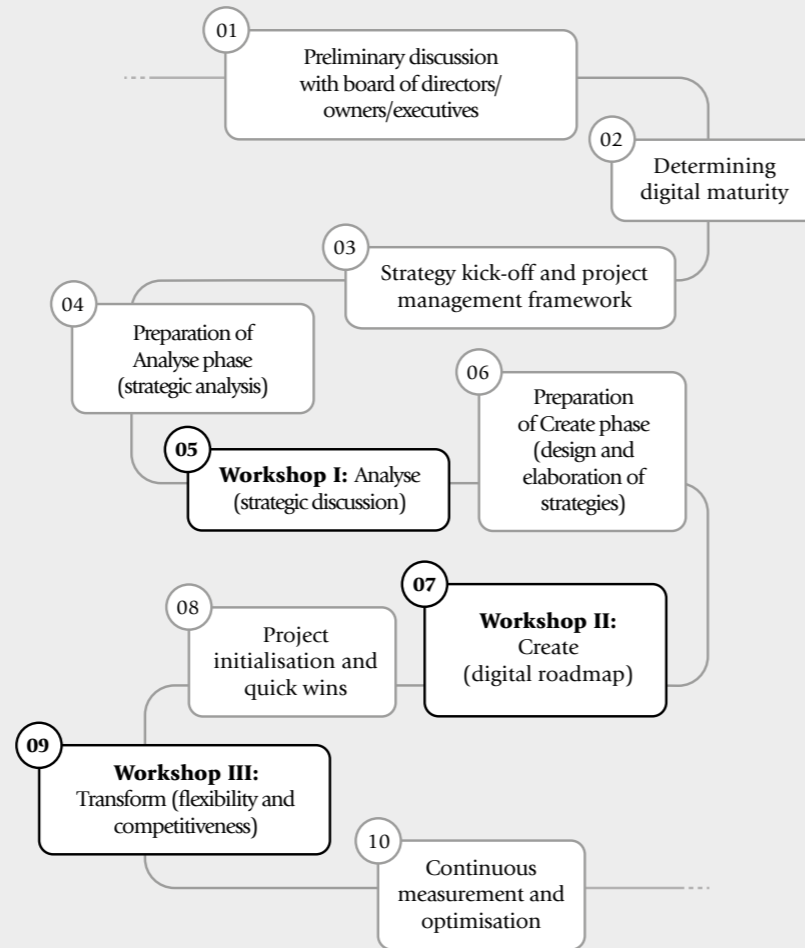
Develop and implement your digital strategy

How to use the ACT method – extended workshop canvas

The ACT method (analyse, create, transform) ensures that the 24 most important strategic topics for the digital age are covered in your strategy. The three phases will be completed as separate workshops and in ten strategy steps. Use this canvas to discuss the 24 strategic topics/questions with your project team so that you can use ACT to identify challenges, opportunities and project ideas for your strategy roadmap.

The strategy process starts with a kick-off (Gate 1). After the subsequent analyse phase, the findings from the first workshop and discussions are summarised, for instance in a SWOT analysis (Gate 2). After the create phase, the digital roadmap will be created with the digital vision and all strategic initiatives and projects (Gate 3; use the digital roadmap template for guidance).

When the organisation is in the implementation phase (transform), the analyse phase might be reactivated in the sense of a control loop and the findings flow continuously into the current strategy period or into the new digital roadmap.



In 10 steps, the ACT method is applied holistically for strategy development.

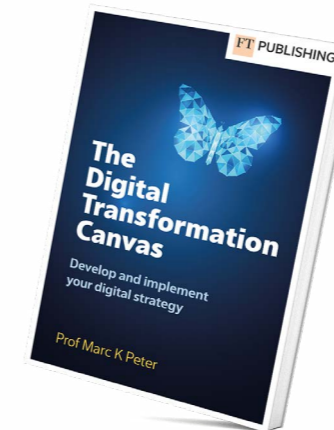
The book

The practical book on digital transformation provides insights and the digital transformation canvas on how to tackle all important digital topics. Together, you and your employees will develop a digital roadmap with clearly described steps that will lead to your business strategy for the digital age.

Why will this book fast-track your digital transformation?

- The Digital Transformation Canvas is a tested practical tool to fast-start your digital roadmap.
- It is extremely practical with step-by-step guidance on how to build a digital strategy.
- Over 80 illustrations visualise case studies and concepts.
- It includes many useful checklists and templates.
- All concepts and checklists have been tested in practice and are based on research insights from thousands of organisations.

Now available in your bookstore!



The author

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He has over 30 years of professional experience in SMEs and large enterprises, including eBay, E*TRADE (ANZ) and LexisNexis in Europe and Asia-Pacific. Over the past decade, he supported many organisations in their pursuit of digital transformation, among others, Accenture, Amnesty International, BDO, Canon, Caritas, Lenovo, Logitech, Mayo Clinic, MSD, Sharp, Siemens, Swisscom and T-Systems.

Visit www.digitalprof.com to contact the author.



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Online resources



Download the ACT method – extended workshop canvas:
www.the-digital-transformation-canvas.com/act-canvas



Download the Workshop canvas for digital transformation:
www.the-digital-transformation-canvas.com/canvas



Download the Digital roadmap template and SME example:
www.the-digital-transformation-canvas.com/roadmap



Download the ACT method checklist:
www.the-digital-transformation-canvas.com/act-checklist



Complete the Digital strategy check for an assessment of your digital maturity:
www.digital-strategy-check.com

