

Transforming Your Business

Expert guidance on how to use Amazon Web Services to supercharge your digital services business In *Transforming Your Business with AWS: Getting the Most Out of Using AWS to Modernize and Innovate Your Digital Services*, renowned international consultant and sought-after speaker Philippe Abdoulaye delivers a practical and accessible guide to using Amazon Web Services to modernize your business and the digital services you offer. This book provides you with a concrete action plan to build a team capable of creating world-class digital services and long-term competitive advantages. You'll discover what separates merely average digital service organizations from the truly outstanding, as well as how moving to the cloud will enable your business to deliver your services faster, better, and more efficiently. This book also includes: A comprehensive overview of building industry-leading digital service delivery capabilities, including discussions of the development lifecycle, best practices, and AWS-based development infrastructure Explanations of how to implement a digital business transformation strategy An exploration of key roles like DevOps Continuous Delivery, Continuous Deployment, Continuous Integration, Automation, and DevSecOps Hands-on treatments of AWS application management tools, including Elastic Beanstalk, CodeDeploy, and CodePipeline Perfect for executives, managers, and other business leaders attempting to clarify and implement their organization's digital vision and strategy, *Transforming Your Business with AWS* is a must-read reference that answers the "why" and, most importantly, the "how," of digital transformation with Amazon Web Services.

For more and more companies in a world that's changing fast, there's only one way to win the game: transform it entirely. For anyone who wants to thrive in this new order, this requires a revolution in thinking--a steady stream of disruptive strategies and unexpected solutions. *Disrupt: Think the Unthinkable to Spark Transformation in Your Business* shows how to generate and execute those solutions--a disruptive approach for a disruptive age. Author Luke Williams demonstrates his experience creating disruptive products and services at frog design, one of the world's leading innovation firms. Williams combines the fluid creativity of "disruptive thinking" with the analytical rigor that is indispensable to business success. The result is a simple yet complete five-stage process for imagining a powerful market disruption and transforming it into reality. Using many examples and a book-length case study of Little Miss Matched, Williams shows how the more unexpected an idea, the smaller the number of competitors, and the more successful the company that brings it to market. He walks through generating a disruptive hypothesis, defining a disruptive market opportunity, creating multiple disruptive ideas, shaping them into an actionable solution, and persuading key stakeholders to adopt or invest in the solution. *Disrupt* offers readers a systematic way to redefine the future of a company, catch entire industries by surprise, and leave competitors scrambling to catch up.

Wall Street Journal Bestseller *Thrive in the Digital Age* Digital transformations are everywhere: business to business, business to consumer, and even government to citizens. Digital transformation promises a bridge to a digital future, where organizations can thrive with more fluid business models and processes. Less than 20% of organizations are getting digital transformations right, but these digitally transformed organizations can deliver twice as fast as other organizations, cut OPEX by over 30%, and have seen a near-immediate doubling in brand value. The power to act faster and do it better than before sits at the heart of truly digitally transformed organizations. In *The Digital Helix*, authors Michael Gale and Chris Aarons explain the specifics of digitally transforming your organization— from the role of the digital-explorer leader in using information to empower the organization to move better and faster to shifts in sales, marketing, communications and leadership, product development, and service and support. *The Digital Helix* is a practical guide to bringing all the key functions together and includes guidance on developing a digital culture from the ground up—making it part of your company's DNA—and the mindset tools needed to bring your organization into the digital-first age. Creating this digital-first DNA for your organization will allow you to not only embrace the digital age but thrive in it.

Digital transformation is not about technology--it's about change. In the rapidly changing digital economy, you can't succeed by merely tweaking management practices that led to past success. And yet, while many leaders and managers recognize the threat from digital--and the potential opportunity--they lack a common language and compelling framework to help them assess it and guide them in responding. They don't know how to think about their digital business model. In this concise, practical book, MIT digital research leaders Peter Weill and Stephanie Woerner provide a powerful yet straightforward framework that has been field-tested globally with dozens of senior management teams. Based on years of study at the MIT Center for Information Systems Research (CISR), the authors find that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The book then sets out six driving questions, in separate chapters, that help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help you tackle the threats, leverage the opportunities, and create winning digital strategies.

The internet was envisaged as a decentralised global network, but in the past 25 years it has come to be controlled by a few, very powerful, centralised companies. Blockchain is a technological paradigm shift that allows secure, reliable, and direct information transfer between individuals, organisations, and things, so that we can manage, verify, and control the use of our own data. Blockchain also offers a new opportunity for humanity to fix some major problems. It can authenticate data, manage its analysis, and automate its use. With better data comes better decision-making. In this way, Blockchain can contribute to solving climate change, reduce voting fraud, fix our identity systems, improve fair trade, and give the poor an opportunity to improve their lives by monetising their (digital) capital. A world built upon peer-to-peer transactions and smart contracts can empower individuals and communities. This book offers a fresh perspective with which to consider this transformative technology. It describes how Blockchain can optimise the processes that run our society. It provides practical solutions to global problems and offers a roadmap to incorporate Blockchain in your business. It offers a blueprint for a better world. Filled with easy-to-understand examples, this book shows how Blockchain can take over where the internet has fallen short.

Strategic Business Transformation The seven deadly sins to overcome What can Gandhi, Mother Teresa and Nelson Mandela teach us about running businesses that face transformation in their markets. This book courageously offers that businesses that transform markets or respond to transformation know that they must transform themselves before they transform others. Great companies find a cause greater than themselves, organizes this cause into executable momentum and conquers the imagination of the market. Transforming your business requires a recipe powered by a cause not missions. Read and see how and why.

This book is aimed at consultants and managers, HR managers, and project managers who need to lead or implement change programs. There are many different change management models--some are very complex, others are not very effective. With the MIC (mindset, infrastructure, capabilities) model there is an easy-to understand and easy-to-use model presented that has proven itself many times over in practice. It is useful in both private and business settings, in both large transformation projects as well as smaller change projects. Every change requires the right mindset, the right infrastructure, and the necessary capabilities. MIC comes from practice and is for practice. This book is aimed at consultants and managers, HR managers, and project managers who need to lead or implement change programs. Executives and their teams will benefit from the book as much as individuals who want to change or face change in their lives. Finally, it addresses all those who watch the changes of our time and are curious

to understand more deeply how changes do not have to be passively endured but can be actively understood and lived as an opportunity.

If you suspect that you and your organization are being hindered or stolen from in ways you don't know or understand; if you have problems that seem unsolvable; this book is for you. You will learn about the five negative spiritual roots underlying all organizational problems and how to remove them. You will learn how to apply Transforming Your Business principles to free your business into your organizational destiny.

Organizations need to constantly innovate and improve products and services to maintain a strong competitive position in the market place. The vehicle used by organizations for such constant reinvention is a business transformation program. This book illustrates a tested program management roadmap along with the supporting comprehensive frameworks to successfully execute business transformation programs, formulated strategies, and strategic initiatives. It outlines the steps to successfully transform any business and deliver tangible business outcomes. This breakthrough work establishes the linkage between strategy formulation and strategy execution through the program management discipline. It depicts how program management integrates strategy, people, process, technology, structure, and measurement on cross-functional initiatives. The author details the processes, techniques, and tools that a program management team can customize and easily implement on any type of strategic initiative within the private or public sector environment to deliver and sustain the expected business outcomes and benefits. This book discusses the ten mandatory steps (or roadmap) needed to lead complex, business transformation programs to success. It showcases program management best practices and lessons learned through real-world case studies spanning different industry sectors and functional domains. Transforming Business with Program Management will equip executives, general managers, and program managers with the core skills necessary to effectively plan and implement business transformation strategies that drive sweeping business change and innovation.

How can businesses transform to achieve competitive advantage in a digital-enabled world? How can managers and leaders create a culture that supports lasting change through these transformations? Building the Agile Business through Digital Transformation is an in-depth guide for all those needing to better understand, implement and lead digital transformation in the workplace. It sets aside traditional thinking and outdated strategies to explain what steps need to be taken for an organization to become truly agile, embed innovation and develop talent to succeed. This majorly revised second edition of Building the Agile Business through Digital Transformation contains new material on the culture and mindset challenges of shifting at scale from linear to agile working, and using data effectively in organizational decision-making. Full of practical advice, examples and real-life insights from organizations at the leading edge of digital transformation including Airbnb, Amazon and Google, this book is an essential guide to driving success by becoming an agile and digital native business.

The Digital Age is having a broad and profound impact on companies and entire industries. Rather than simply automate or embed digital technology into existing offerings, your business needs to rethink everything. In this practical book, three ThoughtWorks professionals provide a game plan to help your business through this transformation, along with technical concepts that you need to know to be an effective leader in a modern digital business. Chock-full of practical advice and case studies that show how businesses have transitioned, this book reveals lessons learned in guiding companies through digital transformation. While there's no silver bullet available, you'll discover effective ways to create lasting change at your organization. With this book, you'll discover how to: Realign the business and operating architecture to focus on customer value Build a more responsive and agile organization to deal with speed and ambiguity Build next generation technology capability as a core differentiator Tap into solutions for the Top 10 Challenges Every Business Encounters and Learn the Keys to Transform Your Business today. The Profit Pattern by John Mautner: Learn the key solutions to solve the ten proven, repeatable and beatable challenges that every business encounters. Whether you are a startup, restructuring or escalating to a higher level, you can grow your business, improve performance, improve efficiency, starting right now with the help of The Profit Pattern. This is an insider's look at the strategies behind authority business coach and serial entrepreneur John Mautner's formula. The Profit Pattern will help you protect, restore and grow your business, just as Mautner personally has done to help thousands of other businesses. Discover the challenges that every business faces and learn how to make a difference, transform your business, improve efficiency, and impact your company's bottom line. Whether you are facing financial challenges or are seeking greater heights, The Profit Pattern will guide you to improve performance, increase productivity and time management through simple steps so you can accomplish all your goals. Inside The Profit Pattern: The Top 10 Tools To Transform Your Business Drive Performance, Empower Your People, Accelerate Productivity and Profitability you will receive access to many downloadable pdf's, quizzes and tools that will help you along as you implement Mautner's proven formula.

Is digitalization a value-added approach? Global leaders believe so, and this book reveals how to digitally transform your business model and compete in today's economy. It presents a roadmap consisting of five phases; Digital Reality, Digital Ambition, Digital Potential, Digital Fit, and Digital Implementation, each with step-by-step instructions as well as innovative activities and tools. This is a timely book offering professionals a concise, tried-and-trusted guide to the digital transformation of business models.

New Tools to Overcome the Human Barriers to Change Leaders know that their job is to transform their organizations to keep pace with technology and an ever-changing business environment. They also know that they are bound to fail in doing so. But this discouraging prospect is not because they won't be able to solve a technological or strategic problem. Leaders will fail because of intractable human responses associated with change--responses such as fear, ingrained habits, politics, incrementalism, and lack of imagination. These stumbling blocks always arise when we humans are faced with change, but what if we had a way to transcend them? This book reveals a radical new method for doing just that. Written by the executive who designed and implemented it, the neuroscientist who helped make it work, and the academic who explains why it works and how to do it, Leading Transformation introduces an innovative yet proven process for creating breakthrough change. Divided into three steps--envisioning the possible, breaking down resistance, and prototyping the future--this process uses cutting-edge tools such as science fiction, cartoons, rap music, artifact trails, and neuroprototypes to overcome people's inability to imagine or react to what doesn't yet exist, override powerful habits and routines that prevent them from changing, and create compelling narratives about the organization's future and how to get there. Showing how these tools have been used successfully by companies such as Lowe's, Walmart, Pepsi, IKEA, Google, Microsoft, and others, the process revealed in this book gives leaders the means to transcend the human barriers that block change and lead their organizations confidently into the future.

A guide for new executives that explores how to create an overarching, enterprise-wide transformative program. The book provides a best-practice checklist for 8 core areas: Strategy Setting, Technology Alignment, Business Renovation, Project Management, Communications Renewal, Employee Engagement, Staff Transformation, and Organizational Design.

Business Agility is an approach that gives the right business flexibility and fast decision-making in a volatile environment, providing a great capacity for innovation, adaptation and change. Businesses everywhere are trying to 'get business agile' – but it's not easy to adapt to becoming this adaptive. How can conventional organisations succeed in this transformation? In this book, project and change management expert Peter Taylor walks you through the change process step by step, providing a tried and tested transformation roadmap: benefits are outlined, solutions to common challenges offered, and tried and tested methods and tools provided. He guides you towards a decentralised management style that offers more successful decision making through collaboration. By reducing processes, adjusting

the governance and believing in 'the power of the people' to deliver simple success in a time of complex demand, the guidance in this book will help any manager get Business Agile.

Most books dealing with change management focus on how companies reach their corporate goals, instead of on what individual leaders must do. Filling this need, *Leading Business Change: A Practical Guide to Transforming Your Organization* is an easy and fun read that will inspire you to think more closely about how you implement change as a leader. The book presents a proven approach to help leaders of global initiatives grapple with impossible projects and deliver on their goals. The first part of the book explains the author's approach to change management, centering on the need not just for an effective approach but for effective leadership. The remaining three parts walk readers through the three phases of the authors' methodology, using actual examples to demonstrate how to apply each step in the real world. Introduces the topic of strategic implementation and organizational change Supplies an overview of the challenges a leader will face when tasked with transforming aspects of a global company Discusses the need to align the goals of the company, sponsors, and project Highlights the need to understand the resources available to change leaders Addresses the challenges of planning the design and delivery of organizational change The author begins each chapter with a short story around the experiences of a fictional executive with a multinational company who has been tasked with implementing a global outsourcing project. Different stories illustrate the application of the methodologies discussed in the book. Each chapter concludes with questions to help you assess your own leadership style.

Interconnecting the concepts of sustainability, innovation and transformation, this book explains how organizations have successfully transformed themselves and wider society to foster a more sustainable future, and identifies the difficulties and challenges along the way. Part of the Principle of Responsible Management Education (PRME) series, the book promotes a strong voice for meeting sustainability challenges for transformative change in a globalized world through business education and practice. A transition to a more sustainable way of doing business can only be attained by combining technology with profound system innovations and lifestyle changes. The chapters in the book, each written by a strong and well-recognized team of researchers in the field, open up the discussion about a new partnership between sustainability, innovation, and transformation that includes the global society (big world), the biosphere (small planet), and also requires a deep mind shift. The book presents cases from business (including Ikea and Eataly) and other service networks including the Base of the Pyramid (BoP), and illustrates how these organizations have transformed themselves for a sustainable future. The research perspectives are macro (policies and legislation), meso (institutional practices) and micro (business practices and individual behavior). This book is where research meets real-world business and societal practice. The chapters are grounded in business research, specifically the interdependencies between sustainability, innovation, and transformation, which makes for a robust basis for describing, explaining, and understanding the complex challenges faced by business and society in the 21st century. The book is intended for graduate- and postgraduate-level students and executive education with implications for practitioners. Furthermore, it contributes to multidisciplinary research in the field of interaction between business and society with a view to extending the firm-centric view to encompass a broader, systemic, and dynamic understanding of business and societal transformation.

Effectively introduce and promote analytics within your enterprise All companies use information to set strategies and accomplish business objectives. But how many CEOs and CIOs would say they are satisfied that their companies get maximum value from information? *Business Transformation* reveals how SAS's Information Evolution Model (IEM) can be used together with analytics for groundbreaking results. Author Aiman Zeid provides the necessary information you need to introduce and promote the use of analytics and insight across your organization. Along with examples and best practices of global companies that have successfully been through this process, you'll learn how to identify the starting point and develop a road map for execution. Reveals how to introduce and promote the use of analytics and insights across your organization Written by a lead developer at SAS global Business Intelligence Competency Center program and services Features global case studies and examples Practical and insightful, this reference provides businesses with an essential blueprint for creating improvements that optimize business returns and put the potential of data analytics to work.

"Brilliant advice written in an effervescent, concise, easy-to-understand language. Expanding on a subject that is often misunderstood even by some top executives, Jacky and Wilson cut to the chase and tell us what branding really is and why it matters." - Kevin Chang, Director, National University of Singapore Business School

Why do only 30% of business transformation projects deliver on time, on budget and scope, realising the intended benefits while 70% fail? This book uncovers HOBA(R) (House of Business Architecture(R)) Business Transformation framework and provides a practical guide that has helped organisations successfully implement their business transformation.

In a global survey by the Katzenbach Center, 80 percent of respondents believed that their organization must evolve to succeed. But a full quarter of them reported that a change effort at their organization had resulted in no visible results. Why? The fate of any change effort depends on whether and how leaders engage their culture: the self-sustaining patterns of behaving, feeling, thinking, and believing that determine how things are done in an organization. Culture is implicit rather than explicit, emotional rather than rational—that's what makes it so hard to work with, but that's also what makes it so powerful. For the first time, this book lays out the Katzenbach Center's proven methodology for identifying your culture's three most critical elements: traits, characteristics that are at the heart of people's emotional connection to what they do; keystone behaviors, actions that would lead your company to succeed if they were replicated at a greater scale; and authentic informal leaders, people who have a high degree of "emotional intuition" or social connectedness. By leveraging these critical few elements, you can tap into a source of catalytic change within your organization. People will make an emotional, not just a rational, commitment to new initiatives. You will elicit enthusiasm and creativity and build the kind of powerful company that people recognize for its innate value and effectiveness.

How companies can adapt in an era of continuous disruption: a guide to responding to such acute crises as COVID-19. When COVID-19 hit, businesses had to respond almost instantaneously--shifting employees to remote work, repairing broken supply chains, keeping pace with dramatically fluctuating customer demand. They were forced to adapt to a confluence of multiple disruptions inextricably linked to a longer-term, ongoing digital disruption. This book shows that companies that use disruption as an opportunity for innovation emerge from it stronger. Companies that merely attempt to "weather the storm" until things go back to normal (or the next normal), on the other hand, miss an opportunity to thrive. The authors, all experts on business and technology strategy, show that transformation is not a one-and-done event, but a continuous process of adapting to a volatile and uncertain environment. Drawing on five years of

research into digital disruption—including a series of interviews with business leaders conducted during the COVID-19 crisis—they offer a framework for understanding disruption and tools for navigating it. They outline the leadership traits, business principles, technological infrastructure, and organizational building blocks essential for adapting to disruption, with examples from real-world organizations. Technology, they remind readers, is not an end in itself, but enables the capabilities essential for surviving an uncertain future: nimbleness, scalability, stability, and optionality.

The Practical Guide to Transforming Your Company is a concise handbook for conducting business transformations—defining and implementing a redirection in the company's core business or in its strategic positioning. Starting where such programs as LEAN and Six Sigma leave off, the text offers a well-proven methodology for conducting a comprehensive transformation (not a process-by-process efficiency enhancement). The book provides dozens of forms, figures, templates, and checklists the authors have developed through personal experience leading successful corporate efforts. In a sequence paralleling the process of transformation, individual chapters are devoted to the roles and responsibilities of the company leadership, the workforce, and the board of directors. Principles are reinforced by illuminating key success factors by examining government and commercial projects from the United States, Canada, and the United Kingdom. Written by two individuals with proven track records, this book is sure to produce success in any transformation endeavor.

A practical approach to business transformation Fit for Growth* is a unique approach to business transformation that explicitly connects growth strategy with cost management and organization restructuring. Drawing on 70-plus years of strategy consulting experience and in-depth research, the experts at PwC's Strategy& lay out a winning framework that helps CEOs and senior executives transform their organizations for sustainable, profitable growth. This approach gives structure to strategy while promoting lasting change. Examples from Strategy&'s hundreds of clients illustrate successful transformation on the ground, and illuminate how senior and middle managers are able to take ownership and even thrive during difficult periods of transition. Throughout the Fit for Growth process, the focus is on maintaining consistent high-value performance while enabling fundamental change. Strategy& has helped major clients around the globe achieve significant and sustained results with its research-backed approach to restructuring and cost reduction. This book provides practical guidance for leveraging that expertise to make the choices that allow companies to: Achieve growth while reducing costs Manage transformation and transition productively Create lasting competitive advantage Deliver reliable, high-value performance Sustainable success is founded on efficiency and high performance. Companies are always looking to do more with less, but their efforts often work against them in the long run. Total business transformation requires total buy-in, and it entails a series of decisions that must not be made lightly. The Fit for Growth approach provides a clear strategy and practical framework for growth-oriented change, with expert guidance on getting it right. *Fit for Growth is a registered service mark of PwC Strategy& Inc. in the United States

A resource for industry professionals and consultants, this book on corporate strategy lays down the theories and models for revitalizing companies in the face of global recession. It discusses cutting-edge concepts, constructs, paradigms, theories, models, and cases of corporate strategic leadership for bringing about transformation and innovation in companies. It demonstrates that great companies are those that make the leap from 'good' results to 'great' results and sustain these for at least 15 years; it explores, reviews and analyzes great transformation strategies in this context. Each chapter in the book is appended with transformation exercises that further explicate the concepts.

The business environment is changing at a faster rate than ever, with transformational shifts taking place in every industry and market in the world. These changes create increased risks for companies that remain complacent. However, they also generate opportunity for businesses willing to adapt and evolve. The key is transforming your organization to meet the demands of tomorrow. Change and Execute: How to Transform and Design Your Business for Sustained Success has been written to help you do just that. This book provides strategic insights, solutions, and direction that will empower you to improve your organization by providing definitive actions that will transform potential into productivity to generate sustained success. You are encouraged to use this book to transform your organization and take it to the next level! Features: Shares 10 changes that will have an enormous impact on the future of business over the next 10 years Highlights the importance of maximizing the value companies deliver to customers Shares the increased threats that are now present due to global competition Includes a fascinating case study on how the Golden State Warriors revolutionized the NBA and effectively draws parallels to how business has evolved in the 21st century Explains how changes in the workplace have shifted the perspective of the "traditional" employee Provides new characteristics and traits leaders need to be successful Examines how policies, processes, procedures, and performance have changed in the workplace Discusses actions companies must take to generate sustained results Describes the risks that are present when you are resistant to change The consumer power dynamic has changed forever. Are you ready? Armed with computers, tablets, smartphones, and connected globally to each other, today's consumers have revolted against the marketplace status quo. Demanding a voice, and sometimes a hand, in the products they buy, these digitally empowered consumers—"Me's"—have changed the traditional market dynamics of retail into Metail. Through what Bines calls "The Quantum Consumer Revolution," companies are no longer in charge, the consumer is. Your customers now create their own stories. Your very survival depends on recognizing this and adapting to the new Metail economy. From Joel Bines, one of today's top retail brand thought leaders, Metail provides innovative methods for connecting with the Me-centric consumer and shows organizations how to survive this consumer revolution. Bines provides examples of companies that have failed to address the Metail paradigm, along with those that are on the right path, clearly illustrating how the traditional power dynamic has inverted and why it matters for business survival. Bines offers six proven models you can use to cultivate and serve highly informed and empowered customers in the Metail marketplace: Curation Customization Category Expertise Cost Convenience Community Metail explains why companies shouldn't pigeonhole themselves into one model, but rather develop a deep self-awareness about how they're viewed and valued by their customers—and focus their investment, resources, and energies accordingly. An Executive Action Plan is included. Whether you are the CEO of a global organization or starting your own clothing boutique in order to succeed from here out, you must become a Metailer—and this groundbreaking book will show you how.

Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy? Globally recognized digital expert David L. Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking. Based on Rogers's decade of research and teaching at Columbia Business School, and his consulting for businesses around the world, The Digital Transformation Playbook shows how pre-digital-era companies can reinvigorate their

game plans and capture the new opportunities of the digital world. Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how to integrate these into your existing business and organization. Rogers illustrates every strategy in this playbook with real-world case studies, from Google to GE, from Airbnb to the New York Times. With practical frameworks and nine step-by-step planning tools, he distills the lessons of today's greatest digital innovators and makes them usable for businesses at any stage. Many books offer advice for digital start-ups, but *The Digital Transformation Playbook* is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth.

Game-changing disruptions will likely unfold on your watch. Be ready. In *Dual Transformation*, Scott Anthony, Clark Gilbert, and Mark Johnson propose a practical and sustainable approach to one of the greatest challenges facing leaders today: transforming your business in the face of imminent disruption. *Dual Transformation* shows you how your company can come out of a market shift stronger and more profitable, because the threat of disruption is also the greatest opportunity a leadership team will ever face. Disruptive change opens a window of opportunity to create massive new markets. It is the moment when a market also-ran can become a market leader. It is the moment when business legacies are created. That moment starts with the core dual transformation framework: Transformation A: Repositioning today's business to maximize its resilience, such as how Adobe boldly shifted from selling packaged software to providing software as a service. Transformation B: Creating a new growth engine, such as how Amazon became the world's largest provider of cloud computing services. Capabilities link: Fighting unfairly by taking advantage of difficult-to-replicate assets without succumbing to the "sucking sound of the core." Anthony, Gilbert, and Johnson also address the characteristics leaders must embrace: courage, clarity, curiosity, and conviction. Without them, dual transformation efforts can founder. Building on lessons from diverse companies, such as Adobe, Manila Water, and Netflix, and a case study from Gilbert's firsthand experience transforming his own media and publishing company, *Dual Transformation* will guide executives through the journey of creating the next version of themselves, allowing them to own the future rather than be disrupted by it.

Named a Top 10 Business Strategy Book of 2018 by Inc. magazine In his pioneering book *Seizing the White Space*, Mark W. Johnson argued that business model innovation is the most proven path to transformational growth. Since then, Uber, Airbnb, and other startups have disrupted whole industries; incumbents such as Blockbuster, Sears, Toys "R" Us, and BlackBerry have fallen by the wayside; and digital transformation has become one of the business world's hottest (and least understood) slogans. Nearly a decade later, the art and science of business model innovation is more relevant than ever. In this revised, updated, and newly titled edition, Johnson provides an eminently practical framework for understanding how a business model actually works. Identifying its four fundamental building blocks, he lays out a structured and repeatable process for reinventing an existing business model or creating a new one and then incubating and scaling it into a profitable and thriving enterprise. In a new chapter on digital transformation, he shows how serial transformers like Amazon leverage business model innovation so successfully. With rich new case studies of companies that have achieved new success and postmortems of those that haven't, *Reinvent Your Business Model* will show you how to: Determine if and when your organization needs a new business model Identify powerful new opportunities to serve your existing customers in existing markets Reach entirely new customers and create new markets through disruptive business models and products Seize opportunities for growth opened up by tectonic shifts in market demand, government policy, and technologies Make business model innovation a more predictable discipline inside your organization Business model innovation has the power to reshape whole industries—including retail, aviation, media, and technology—redistributing billions of dollars of value. This book gives you the tools to reshape your own company for enduring success. *Reinvent Your Business Model* is the strategic innovation playbook you need now and in the future.

Practical, tested, implementable real-world advice for transforming any business and is written by people that have "been there and done that". Changing an organization is tough. Transformation is hard work that should not be attempted by the faint of heart or the weak of mind. But transformation is not rocket science either. By taking a realistic, simple and direct view of what is required to transform an enterprise, the authors reduce the noise and nonsense that surrounds much of the discussion of transformation and provide straight forward lessons, examples and thought provoking questions to guide the reader to a more powerful position as an agent of change. Based on the authors' decades of experience dealing with major business transformation, this book provides valuable guidance for any company engaged in large scale change brought on by shifts in the competitive landscape, mergers, acquisitions, or a major restructuring of their business model. Many organizations undergo transformation with lots of enthusiasm, but are frustrated with the results. This book contains a set of lessons gained in the process of working in and with organizations in the process of transformation. The book starts out by framing transformation and explains the overall system the enterprise that is involved in transformation. By doing so, clarity is brought to the question of why change is so difficult and problematic. What you can expect to get by reading this book is: A way of looking at transformation that is comprehensive and yet manageable without all the buzzword bingo terminology 11 critical lessons taken from the author's broad experience on a broad range of topics that you can leverage in your situation To get some thought provoking insight from 10 key questions for each lesson that you can use to apply the lessons to your organization A comprehensive framework for leading transformation that will challenge your thinking and provide a path forward to taking immediate action With rare insight and candor, the authors provide thoughtful advice backed by examples from their comprehensive experience. If you don't like transformation, you are going to hate irrelevance. This book is your best bet for getting the insight you need to transform your organization before it becomes irrelevant.

Social media has already transformed society. Now it is poised to revolutionize communications and collaborative business processes. This book provides you with an actionable framework for developing and executing successful enterprise social networking strategies. Using straightforward language, accompanied by exhibits and fleshed out with real-world stories and revealing anecdotes, you will learn how to develop your own internal corporate social media strategy. Through the use of in-depth interviews with leading companies using these strategies, you will also discover best practices that will propel your business to new heights.

For trainers free additional material of this book is available. This can be found under the "Training Material" tab. Log in with your trainer account to access the material. This book

explains the Business Transformation Framework, BTF Version 2016, a structural approach based on best practice. It is a practical approach that helps organizations to design, develop, plan and govern organizational change. Obviously developing a solid and widely supported Change plan is the first step towards a successful organizational change! Simply said: BTF helps to get control over organizational change! In the BTF coherence and collaboration are essential. The BTF approach imposes the establishing of coherence between organizational setting, strategy, and business transformation portfolio as well as between the four different aspects of running the business: Customer Treatment & Channels, Processes & organizational culture, Information & applications and IT infrastructure & facilities. This is a complex process. The BTF methodology helps to make this a manageable process by following a structured and step-by-step approach. Establishing coherence is possible when all divisions in the organizations work together. Coherence can only be achieved when all levels in the organization and all divisions and employees work closely together. The methodology aims at making change tactile and concrete, so that all stakeholders can be committed and contribute. In the BTF the design and development go hand in hand. That is so, because people are willing to change, but do not like to get a change imposed upon themselves! This book is the official manual of the Business Transformation Framework, BTF Version 2016. Primary target groups are: managers and professionals in the information-intensive firms and industries that are confronted with organizational change. The BTF has already been put into use by: operations managers, CIOs, information managers, portfolio managers, change managers, programme managers and consultants.

A blueprint for reinventing the core of your business Value in the next phase of the digital era will go to those companies that don't just try digital but also scale it. Digital@Scale examines what it takes for companies to break through the gravitational pull of their legacy organizations and capture the full value of digital. Digging into more than fifty detailed case studies and years of McKinsey experience and data, the authors, along with a group of expert contributors, show how companies can move beyond incremental change to transform the business where the greatest value is generated—at its core. The authors provide practical insights into the three pillars of digital transformations that successfully scale: reinventing the business model, building out a business architecture from the customer back into the organization, and establishing an 'amoeba' IT and organizational foundation that learns and evolves. This is the ideal guide for all leaders who recognize the power and promise of a digital transformation.

Expert guidance on how to grow innovation and optimize already-successful areas of established organizations Transforming Legacy Organizations provides real-world advice and research-based information on how to grow innovation by employing new technologies, improving processes, and establishing a culture of creativity and forward momentum. Conventional business wisdom views innovation as the biggest advantage startups have over large, established organizations, often referred to as legacy organizations. This belief is false, especially when considering that 70% of all startups fail within 20 months of their first venture round. The truth is innovation initiatives of legacy organizations have far better chances of succeeding. Organizations with superior resources—money, customers, suppliers, data, employees, infrastructure—can overcome challenges from new entrepreneurial ventures: knowing how to leverage their underutilized advantage is key for achieving sustained, long-term innovation success. Author Kris Oestergaard has been teaching established organizations around the world for over 15 years. Transforming Legacy Organizations illustrates how to best pursue innovation to create future success. This book helps leaders to: Incorporate proven strategies and research-based information into your organization's overall innovation initiatives Use new technologies to improve processes and increase innovation Learn to capitalize on your organization's existing resources to beat startups at their own game Transform innovative concepts into specific products, services, and business models Reinvent your organization to overcome disruptions in the market and challenges from new competitors Transforming Legacy Organizations: Turn your Established Business into an Innovation Champion to Win the Future is a valuable resource for leaders of established companies such as C-Suite executives, senior managers, and heads of business development, innovation, and digital teams.

Artificial Intelligence (AI) is here to stay. No longer confined to the world of science fiction, AI has infiltrated the mainstream and is the new electricity for business. Bestselling author, Bernard Marr, shows you how to harness and integrate it with your business strategy. We all know about driverless cars, automated production lines and chatbots but how do you ensure your business keeps up and where do you start? Bestselling author and strategy guru, Bernard Marr, argues that AI absolutely applies to your business and explains how to design an AI strategy that will guarantee its success. The Intelligence Revolution explores the opportunities and challenges that come with this monumental new taskforce that is defining the new standards of business. Guiding us through intelligent products, services and work processes, The Intelligence Revolution illustrates how new technologies are impacting customer experience, product and service design and work efficiency. Bernard Marr delights us with fascinating case studies of businesses excelling at maximizing the potential of AI like Netflix, Autodesk, Disney, Rolls Royce and Amazon. Don't be left behind. Instead, discover how to turbocharge your business.

Fuel your business' transition into the digital age with this insightful and comprehensive resource Digital Business Transformation: How Established Companies Sustain Competitive Advantage offers readers a framework for digital business transformation. Written by Nigel Vaz, the acclaimed CEO of Publicis Sapient, a global digital business transformation company, Digital Business Transformation delivers practical advice and approachable strategies to help businesses realize their digital potential. Digital Business Transformation provides readers with examples of the challenges faced by global organizations and the strategies they used to overcome them. The book also includes discussions of: How to decide whether to defend, differentiate, or disrupt your organization to meet digital challenges How to deconstruct decision-making throughout all levels of your organization How to combine strategy, product, experience, engineering, and data to produce digital results Perfect for anyone in a leadership position in a modern organization, particularly those who find themselves responsible for transformation-related decisions, Digital Business Transformation delivers a message that begs to be heard

by everyone who hopes to help their organization meet the challenges of a changing world.

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