

Beyond AI: Critical Success Factors for Digital Transformation



Digital Transformation

"People don't fear change, they fear sudden, drastic and unexpected change that seems forced upon them"

Simon Sinek



Growth Mindset

"What got you here, won't get you there"

Marshall Goldsmith



Change or Transformation?



"Change is rearranging of the old; transformation is the creation of something entirely new"

unknown

Reasons for Change

"The reason why it is so difficult for existing firms to capitalise on disruptive innovations is that their processes and business models... are designed to do what they're currently doing, not something new."

Clayton Christensen



Make experiences flow

Key Takeaways

- Start with the Why
- The North Star is constant but the journey to get there can change
- Remember the tech is the how and not the what
- Lead by example – remain curious
- Emphasize User-Centric Design Over Tools
- Adaptability and Experimentation



Thank You

