



DIGITAL TRANSFORMATION

FOUNDATION

a methodology that equips organisations with
the knowledge and tools they need to succeed
in the digital age

01

DIGITAL TRANSFORMATION

still a choice or already a necessity?

In today's dynamic business environment, digital transformation has become an indispensable part of companies' strategies. The significant investment in this area, which in Europe alone has increased by around 54% (to UDS 480 billion) between 2020 and 2022, demonstrates the growing awareness and need to adapt to digital change.

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59% of companies in the US believe that digital transformation is key to achieving operational efficiency and process optimisation.

(Techaisle, 2019)

Despite these investments, many companies are finding it difficult to realise the full potential of digital transformation.

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69% of CFOs see implementing technology in a way that does not disrupt the day-to-day operations of the business as the biggest challenge to growing the business effectively.

(„How Finance Leadership Pays Off Six Ways CFOs Stay Ahead of the Pack“, Oxford Economics 2017)

02

METHODOLOGY OF DIGITAL TRANSFORMATION

Why?

The methodology of digital transformation was developed to meet the need for a comprehensive and continuous approach to digital transformation. Traditional design approaches are insufficient in a rapidly changing digital environment. Companies need a broad set of competencies to effectively manage digital transformation.

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Digital transformation is the rewiring of an organisation, with the goal of creating value by continuously deploying tech at scale. A clear digital transformation strategy focused on specific domains and enabled by a set of specific capabilities is critical for organisations to not only compete but survive.

(McKinsey&Company, „What is digital transformation?“, 2024)

With the development and increased importance of digital transformation, there is a need for new, specialised roles in organisations, such as Chief Transformation Officer (CTO) or Digital Transformation Manager. The methodology of digital transformation was created precisely to meet this need,

offering a comprehensive approach that brings together the different elements of digital transformation into a coherent whole.

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XX companies in the global TOP 2000 list base their growth strategy on carrying out a full digital transformation.

(IDC, „Przetwarzanie czy wzrost? Cele firmy w dobie cyfrowej rewolucji”, 2018)

03

DIGITAL TRANSFORMATION

Foundation Training

- ✓ The training covers all key areas related to the use of digital technologies.
- ✓ Participants will learn the definition and meaning of digital transformation.
- ✓ They will use the tools and processes necessary to assess the status quo and learn to build a digital transformation strategy and identify key initiatives to implement.
- ✓ The principles of digital transformation and the roles and responsibilities that should be included in transformation initiatives are discussed.

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When asked “How does your company acquire the competencies required for digital transformation projects?” 70% of companies answered “Training for existing employees”.

(EY Report, “Transformacja Cyfrowa 2024”, 2024)

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WHY CHOOSE THE METHODOLOGY

of digital transformation?

The methodology of digital transformation is the only methodology on the market that offers a complete framework for modelling and implementing digital transformation in an organisation – from the strategic to the operational level.



It offers concrete steps and tools leading from idea to implementation.



It thoroughly analyses organisation, allowing an assessment of current business models.



It takes into account the latest trends in building organisational models, such as Gartner’s Run / Grow / Transform approach.



It guides the organisation through the key steps of transformation (4D process) using the appropriate tools.

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FOR WHOM?

- ✓ Project and programme managers who want to develop their competences and move to a more strategic level.
- ✓ Change Managers who want to develop their skills in the strategic-technological area.
- ✓ Boards and senior management to understand how to guide the organisation through the transformation process and what resources they will need.
- ✓ Heads of departments and divisions who face the digital transformation of their areas on a daily basis.
- ✓ Heads of project management offices and PMO staff to outline strategic directions for their departments.
- ✓ Individuals involved in transformational work.

**Do you have any questions?
Feel free to contact us!**

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BENEFITS

for participants and organisations



Development of managerial competences, enabling entry into the field of strategic management in the organisation.



A more efficient and planned introduction of the organisation to digital transformation.



Better selection of initiatives worth pursuing as part of digital transformation.



Optimising the allocation of resources to key transformation initiatives.



Improved communication about digital transformation by creating a common conceptual base within the organisation.



To be digital, every company needs to rewire how it works. Once upon a time, Amazon was just another start-up: it had to invest in its technology, data, performance management, and talent practices over years to become an industry leader. The good news is that successful digital transformations aren't just the purview of the tech titans. Established companies of all kinds can be successful on their digital transformation journeys.

(McKinsey&Company, „What is digital transformation?“, 2024)