

How to build a digital road map?

Key steps:

- **Review current strategic plan:** Is one in place? Does it fully address digital? Where are we headed?
- **Define business objectives:** Start with your balance sheet and income statement in mind. What are the objectives?
 - Identify the specific goals you want to achieve through digital transformation.
 - Is a written road map needed?
- **Assess your current state:** Assess your current digital capabilities, including your technology infrastructure, business processes, data management practices, and talent and skills. Then identify any gaps between your current state and your desired future state.
 - Do we have the right tools in place such as written journey maps or developed personas?
- **Identify digital transformation initiatives:** Identify the specific initiatives and projects that will enable you to achieve your desired future state. These initiatives could include implementing new technologies, redesigning business processes, or developing new digital products or services.
- **Prioritize initiatives:** Prioritize your digital transformation initiatives based on their potential impact on your business objectives, the feasibility of implementation, and the resources required. Create a roadmap that outlines the timeline for each initiative and the dependencies between them.
- **Align stakeholders:** Engage stakeholders across the organization, including executives, business unit leaders, IT staff, and front-line employees, to ensure alignment and support.
- **Develop implementation plans:** Develop detailed implementation plans for each initiative, including timelines, budgets, resource requirements, and risk management strategies.
- **Monitor progress:** Monitor progress against the digital transformation roadmap, tracking key performance indicators and metrics to assess the impact of each initiative on your business objectives.
- **Foster a culture of innovation:** Foster a culture of innovation and experimentation, focused on identifying and testing new ideas and approaches to drive continuous improvement and transformation.