

# 5 Factors

# TO SUCCEED AT DIGITAL TRANSFORMATION

– *The Amazon Way*

Amazon is **THE** most interesting company of the digital era, not because of “what” they do, but because of “how” they consistently innovate, delight customers and transform industries.

## 1 Leadership for Transformation

Vision • Consistent messaging • Patience • Reimagined organization • Resource Allocation

## 2 Work Backwards — *The Amazon Way*

Think Big • Business Model Innovation • Customer & Employee Experience Transformation

## 3 Technology and Data Science

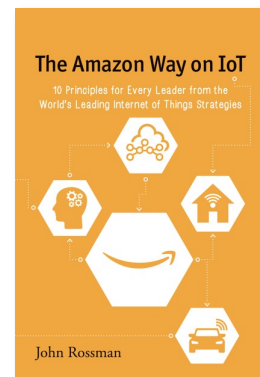
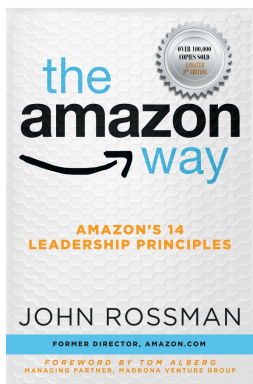
AI/ML • Robotic Process Automation • Crypto & blockchain • Computer Vision

## 4 Constant Innovation

Operational Excellence • Scan • Envision • Prototype • Validate • Scale

## 5 Keeping Score

Governance • Metrics • Business Case and Portfolio Management



Inquiries: [info@rossmanpartners.com](mailto:info@rossmanpartners.com)



# 5 FACTORS TO SUCCEED AT DIGITAL TRANSFORMATION

## Digital Transformation Assessment

Succeed at digital transformation by benchmarking your leadership, approaches and results against proven practices.

Contact Rossman Partners to inquire about the Digital Transformation Assessment

### What is the Digital Transformation Assessment?

Forty questions to measure your current state against the 5 factors with summary analysis and insights added by John Rossman.

### Who takes the assessment?

Current management, employees, key customers and partners.

### How long does it take a person to complete the assessment?

The assessment requires 30 to 60 minutes for each person.

### What is the typical time for the assessment process?

Typically, two to four weeks in duration.

### What is the deliverable?

A diagnostic of the current state of your digital transformation, and a set of recommendations.

### What is an example question?

Each question is scored on a scale of “Zero”– non-existent, to “Five”– defined and consistently done across the enterprise. A dialog box asks for further comments and reflections. Example question:

\* 1. Leadership sets a consistent vision and priority for digital transformation

Zero	One	Two	Three	Four	Five
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Dialog



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