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Digital Transformation



Digital transformation refers to the process of using digital technologies to fundamentally change how businesses operate and deliver value to customers. It involves the adoption of new digital technologies such as cloud computing, big data analytics, the Internet of Things (IoT), artificial intelligence, and machine learning to create new business models, improve existing processes, and enhance customer experiences.

Economy of Experience

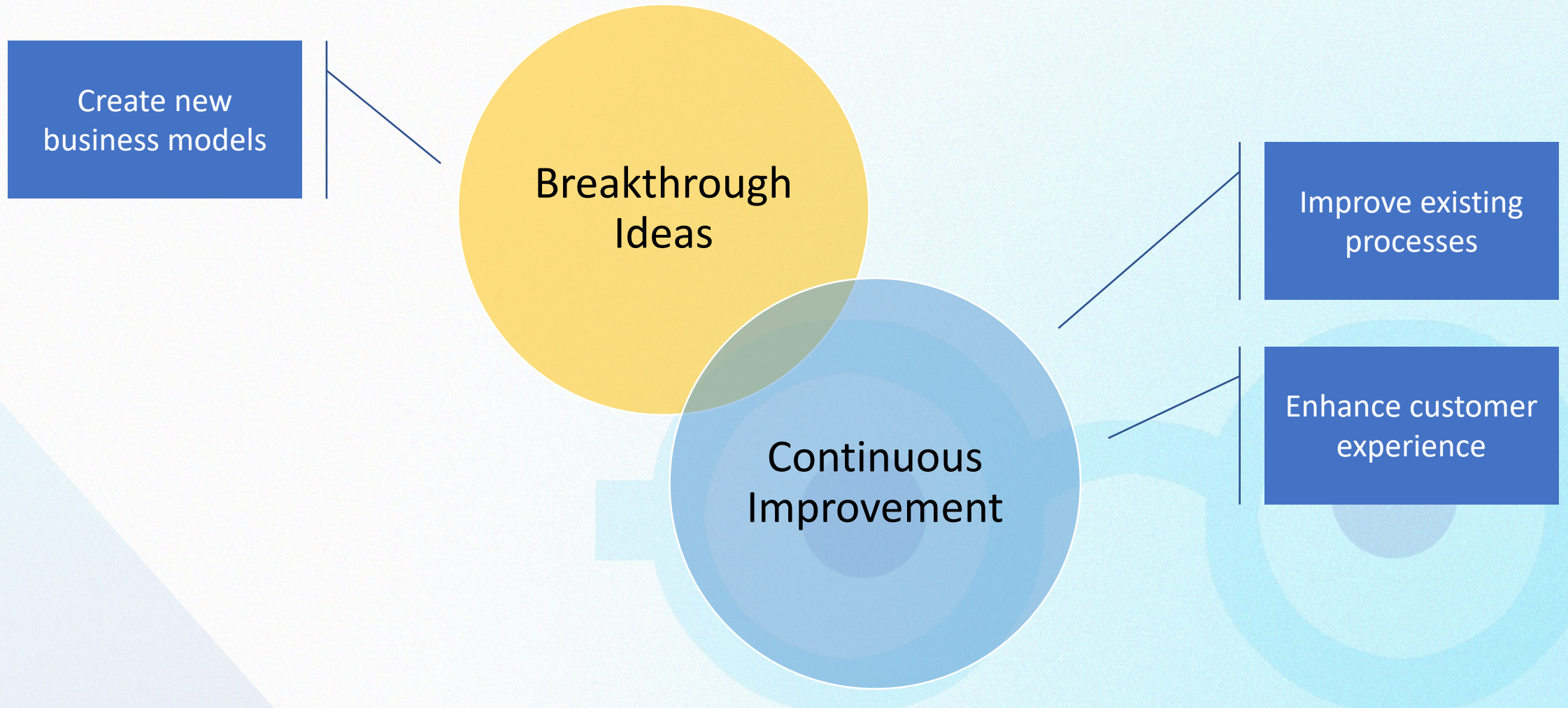


<https://hbr.org/1998/07/welcome-to-the-experience-economy>

Digital Transformation

The goal of digital transformation is to help organizations become more agile, innovative, and customer-focused in a rapidly changing digital landscape. It can lead to new revenue streams, improved efficiency, and better customer experiences, making it a crucial aspect of modern business strategy.

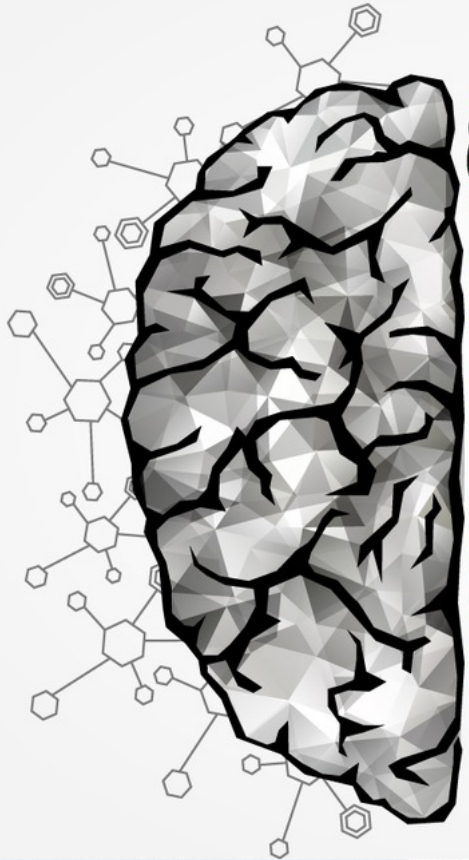
Digital Transformation



Digital Transformation: Problem

Project Mindset

Product Mindset



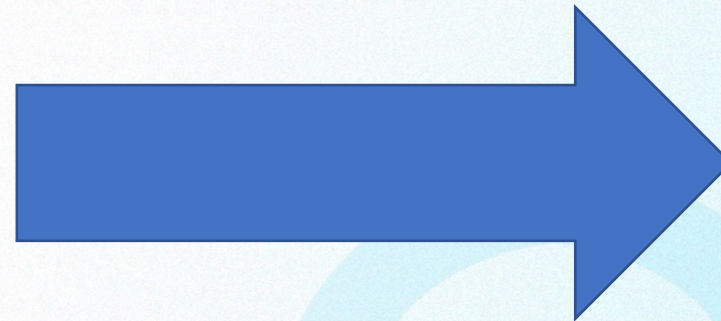
Project Management



Project Management: from Chaos and Unknown to Order and Completion

Before

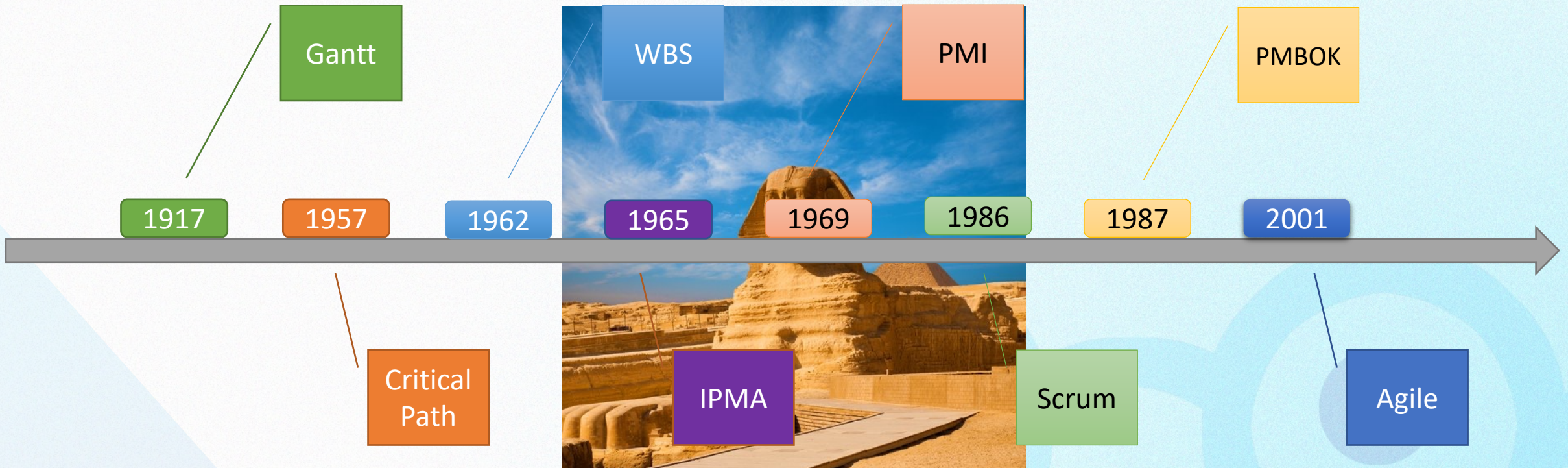
chaos unknowns



After

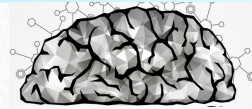
order completion

Project Management as a Discipline: Brief History



<https://www.projectsmart.co.uk/history-of-project-management/brief-history-of-project-management.php>

Key differences



Handling the Unknown	Minimize	Thrive
Meaning of Completion	Success	Failure
Who is the King?	Control	Open Mind
Ultimate Satisfaction	Achievement time/budget/scope	Delighted Customer; Revenue
Scope Creep	Enemy, to be resisted	Life, to be embraced
Budget	Fixed	Open

“Project to Product” by Mik Kersten

Product-related outcomes: to be measured differently for different stages of product lifecycle

Digital Transformation: key to growth (and survival)

IT: from Cost Center to Core function

Why are startups a disruption risk?
Because they create products, while corporations do projects!

Business and Tech: find common language for defining goals, measuring success

Connect work outcomes to measurable business results

Thank you

Happy to hear your thoughts!

