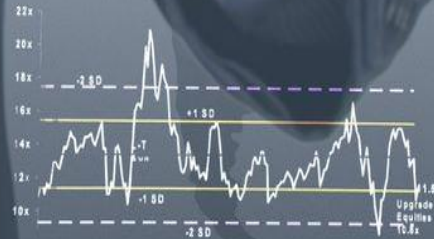# Defining Digital Business Analysis

**(Workshop A)**

**Jonathan Hunsley & Cath Rutter**

**(AssistKD / Liberty Global)**

**23rd November 2018**

**BA** MANAGER FORUM

# What is Digital? (Google)



Google — Digital definition

News    More    Settings    Tools

*adjective*

1. (of signals or data) expressed as series of the digits 0 and 1, typically represented by values of a physical quantity such as voltage or magnetic polarization.

2. (of a clock or watch) showing the time by means of displayed digits rather than hands or a pointer.

**Within your group discuss the answer to the following question:**

# 'What is Digital
# &
# Why is it Important?'

**Be prepared to feedback your thoughts.**

**Use the 'Post its' & 'Flip Charts' provided.**

**Only**

**25%**

**88%**

**Are undergoing Digital Transformation efforts**

# What is Digital? (McKinsey)

Digital should be seen less as a thing and more a way of doing things.

To help make this definition more concrete, we've broken it down into three attributes:
- Creating value at the new frontiers of the business world
- creating value in the processes that execute a vision of customer experiences
- building foundational capabilities that support the entire structure

https://www.mckinsey.com/industries/high-tech/our-insights/what-digital-really-means (Published - July 2015)

# What is Digital? (Gartner)

**Digital business** is the creation of new business designs by blurring the digital and physical worlds.

Gartner - https://www.gartner.com/it-glossary/digital-business/ (Accessed – 08/11/2018)

# What is Digital? (Forrester)

'Digital transformation has come to mean so many things that it's almost meaningless'

'Its about the purpose and destiny of a company…Its the fearless remaking of a firm as a digital entity to compete in a marketplace that's going to reward that speed and that capability.

'Its about pivoting away from failure and becoming a learning organisation. **That's a mindset shift**.'

*What It Means: A Forrester Podcast* - July 2018

# Digital Enterprise

Digital Enterprise | How to Survive in the Digital World

World Economic Forum

# The Digital Promise…

**26% More Profitability**

**9% More Growth**

# The Digital Challenge

IDC estimates that 40 percent of all technology spending will go toward digital transformations, with enterprises spending in excess of $2 trillion by 2019

CIO Magazine –2018

https://images.idgesg.net/assets/2018/01/state_of_the_cio_01_ciod_winter_final.pdf

"This year **an estimated $1.2 Trillion will be spent on Digital Transformation**.

**Only 1% of these initiatives will meet or exceed expectations"**

http://www.futuredigitalleaders.com/blog/the-digital-enterprise-moving-from-experimentation-to-transformat?context=category-Digital+Transformation 2018

# The Digital Challenge

How would your organisation be designed if it were not shackled by its legacy?

How can your organisation increase the pace of change?

How can your organisation _ _ _ _ the quality of change outc _ _ _

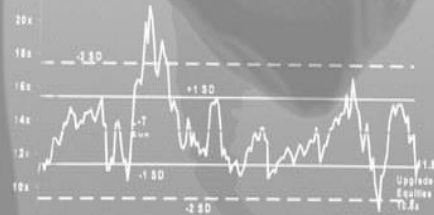_What happens to our organisation if we don't embrace digital?_

**Within your group discuss the answer to the following question:**

# 'What is Digital Business Analysis?'

**Be prepared to feedback your thoughts.**

**Use the 'Post its' & 'Flip Charts' provided.**

**Within your group discuss the answer to the following question:**

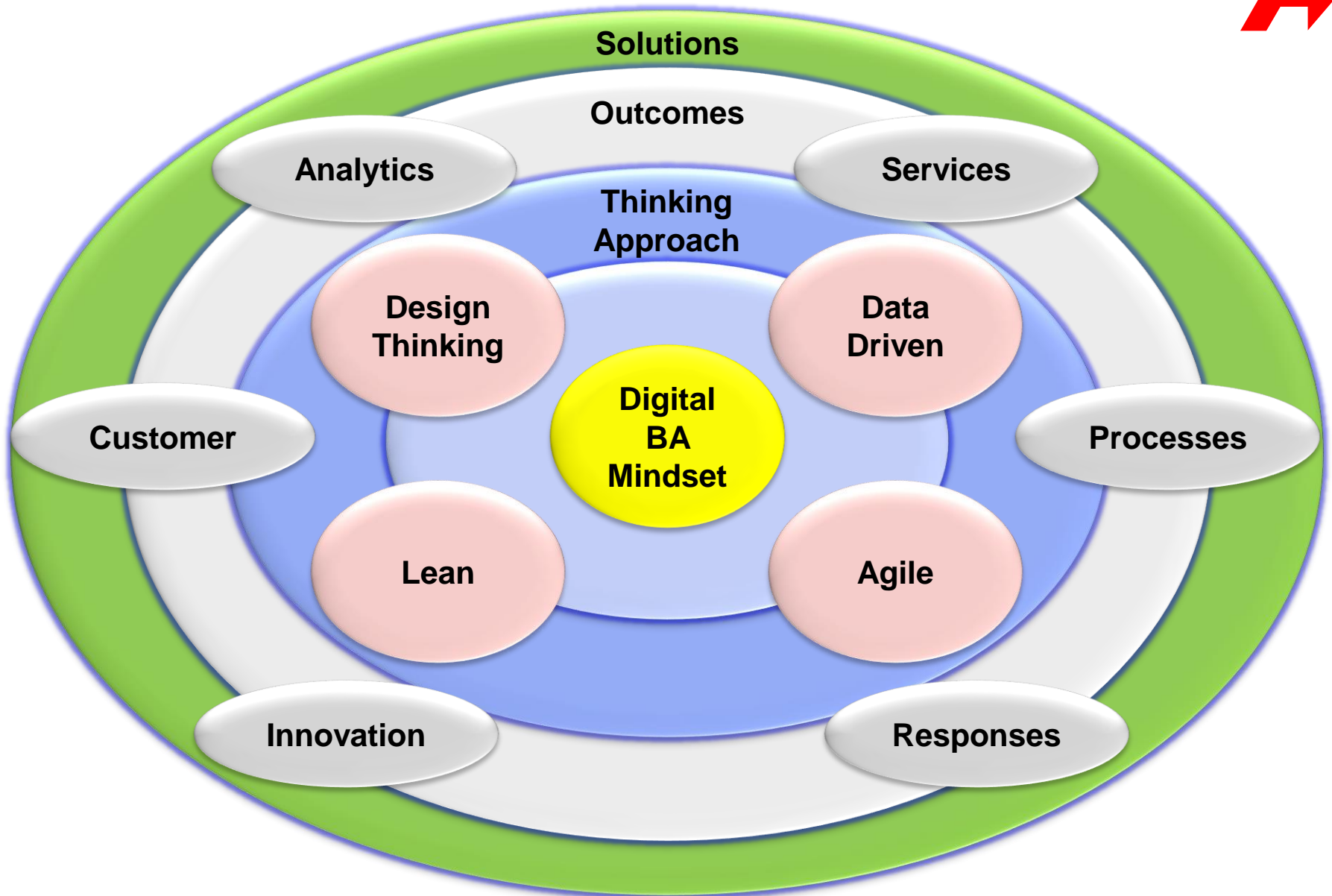# How should we do Digital Business Analysis?

**Consider:**

- **Approach, standards, outputs, tools & techniques**

- **Skills** *(Personal/Business/Professional)*

- **What has worked / not worked for you or your team**
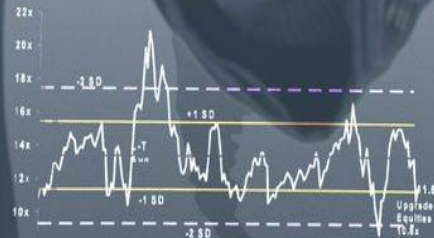
**Be prepared to feedback your thoughts.**

**Use the 'Post its' & 'Flip Charts' provided.**

# Digital Business Analysis Mindset

# Defining Digital Business Analysis

**(Workshop A)**

**Jonathan Hunsley & Cath Rutter**

**(AssistKD / Liberty Global)**

**23rd November 2018**

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- *Digital Helix,* Michael Gale & Chris Aarons, Greenleaf Book Press (2017)
- *Lean Enterprise*, J Humble, J Molesky, B O'Reilly, O'Reilly Media Inc (2015)
- *Out Of The Crisis,* W Edwards Deming, MIT Press (1982)
- *The Lean Toolbox*, J Bicheno and M Holweg, PISCIE Books (2016)

# References

## Online Resources

- *CIO Magazine, 4 things successful CIOs know about digital transformation, Joseph Pucciarelli, available from* https://images.idgesg.net/assets/2018/01/state_of_the_cio_01_ciod_winter_final.pdf (2018)

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- *What Digital Really Means, McKinsey -* www.mckinsey.com/industries/high-tech/our-insights/what-digital-really-means (2015)