

ARE YOU KEEPING PACE WITH THE THREATS AND OPPORTUNITIES?

DIGITAL PIT-STOP WORKSHOPS
FOR ALL ORGANISATIONS

MILLENNIALS & UBERISATION. LEGACY SYSTEMS & CYBER THREATS.

Whether the digital revolution makes or breaks your business will depend on how well your organisation anticipates and adapts to the radically new operational landscape.

Farsighted managers are engaging a new generation of digital savvy customers and employees. They are also striving to harmonise the ongoing development of the digital customer journey and underpinning IT platform, whilst grappling with new phenomena like cyber threats and cryptocurrencies.

Meanwhile, systemic organisational and cultural problems are overwhelming specialist units, including the digital marketing team, IT and procurement functions, financial crime experts, communications and corporate affairs.

COLLABORATIVE THINKING. COLLECTIVE ACTION.

If you wish to review, refocus and refuel your 'digital journey', we offer a customised, highly interactive and productive pit-stop workshop. This will affirm or challenge the work you are doing and help to increase the success of future development programmes. Participants will leave with fresh insights and a shared understanding of the vision, priorities and immediate next actions.

The workshop is designed for carefully selected cross-functional groups and helps to redress any imbalance between screen-to-screen and face-to-face collaboration.

Marketing, technology, finance and employee engagement specialists will guide the

They are not only pressed to keep abreast of rapidly changing developments in their respective fields but must ensure that their operational colleagues understand the challenges so that they can pre-empt the risks and exploit the opportunities.

'Going digital' is only the beginning of a journey into uncharted waters, requiring a fundamental cultural shift across functions, regions and the supply chain, which must involve an unprecedented level of collaboration.

conversation about today's confluence of factors arising from changing consumer behaviours and digitisation across the organisation.

This approach can also be viewed as a 'test drive' of a replicable process to kick off and monitor progress of your future digital projects. Repeating this experience will progressively embed cross-functional collaboration in the way your people navigate the digital journey, and other aspects of the business, together.

For more information, please contact workshops@beechwood.net.



Adding an app to your network in a bid to become more competitive is like adding a spoiler to your car when what it really needs is for you to look under the bonnet and service the engine.

Aaron Miller, Chief Digital Technologist, Avaya

ENTERPRISE AGILITY

As organisations pursue speed and agility through the wizardry of apps, the bottleneck is the growing complexity of their digital networks and the risk is cyber attack - most systems are now experiencing security breaches. Meanwhile the market continues to expand rapidly - it is projected that smartphone users worldwide will surpass 2 billion in 2016, and by 2018, over a third of consumers will become users (eMarketer). Mobile commerce is estimated to hit US\$626 billion by 2018, equivalent to all sales by computer in 2013 (Goldman Sachs). Alternative currencies — both local and global — are also disrupting traditional finance by increasingly allowing people to trade outside of the corporate-government banking systems and central bank notes.

EXPERTISE. EXPERIENCE. STRATEGY. COLLABORATION.

Through our alliances, we blend perspectives from independent specialists with a deep contemporary first-hand knowledge of the relevant practical and technical issues arising from disruptive technologies. These are big questions that cut to the core of most organisations, and require a new level of creativity and joined-up thinking. No single party has all the answers – those who reach the high ground first will have discovered how to unlock the value of diverse groups of their own people, experts and practitioners.

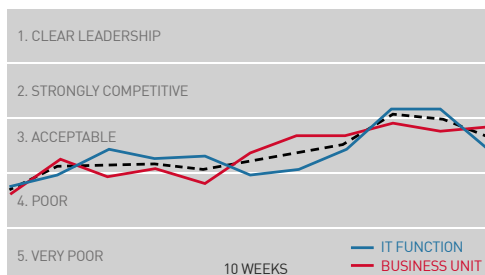
Examples of relevant assignments include:

Start-up £100m IT project involving team from 3 competing external providers and 5 divisions of client

Each of the external providers wanted to assume full control and position themselves as the preferred future contractor, and internally there was a strong silo mentality and resistance to external input. As part of our input, we designed and facilitated a strategic workshop to build a shared vision, identify key issues, draw on combined experience and develop action plans. The outcomes were a well-considered ambitious high level plan, shared ownership of goals, and immediate traction.

Develop 'true partnership' at interfaces between external providers, internal IT function and business units of a global bank

The problem was multi-faceted: lack of accountability, transparency, trust; zero sum game; complexity; inputs focus. We designed and facilitated workshops to help different parties specify the deliverables each require at key interfaces, a simple measurement system that allows for objective monitoring of progress, and a step-by-step action plan to break down the challenge into manageable chunks. The outcome was measured improvement at all interfaces, illustrated per the graph for the IT function and one of the business units.



BEECHWOOD
INTERNATIONAL

Beechwood International is a London-based strategy consultancy that brings together disparate groups to address difficult problems. Its associates combine subject matter expertise and first-hand practical experience with a strategic perspective and a unique workshop-based collaborative capability called **TEAMWIN**.

Pomegranate is a new generation digital user experience (UX) agency that fuses function, emotion and design to create meaningful user experiences and achieve business goals. It provides strategy, design, build, and evaluation services.

POMEGRANATE

