

# Go Fish!



**Mark Bradley**

**Sr Product Manager – Flexera Software**

**Twitter: @SyscoKid87**

**LinkedIn: [linkedin.com/in/markebradley/](https://www.linkedin.com/in/markebradley/)**

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**@ITSMAcademy**

**[info@itsmacademy.com](mailto:info@itsmacademy.com)**

**[www.itsmacademy.com](http://www.itsmacademy.com)**

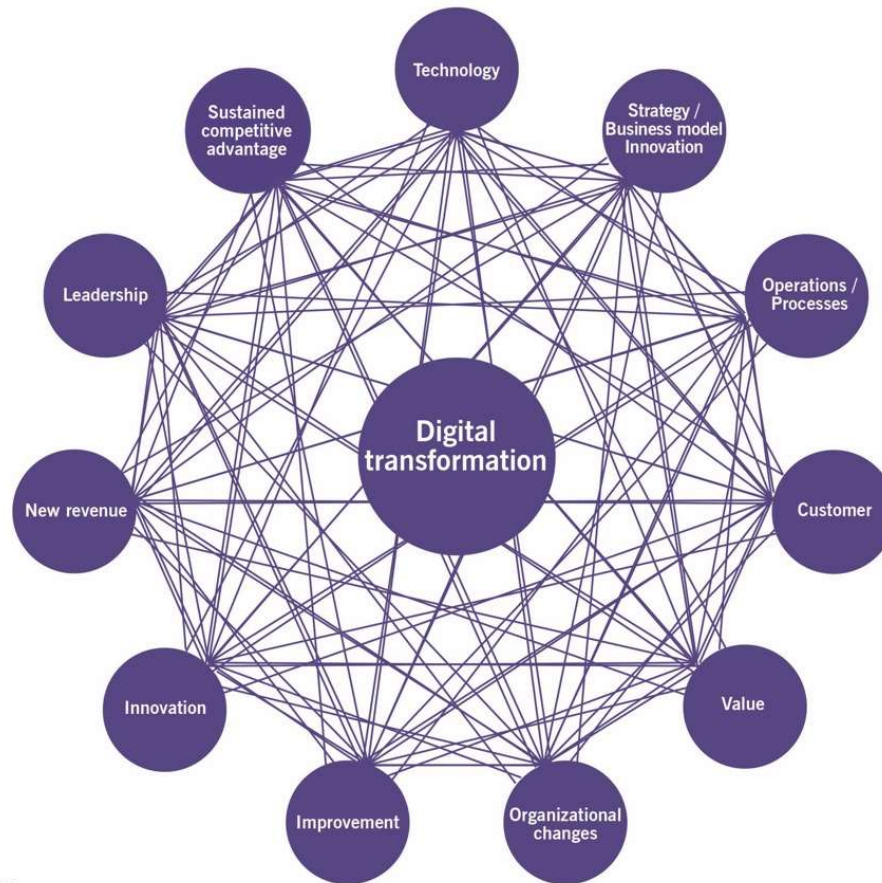
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# Agenda



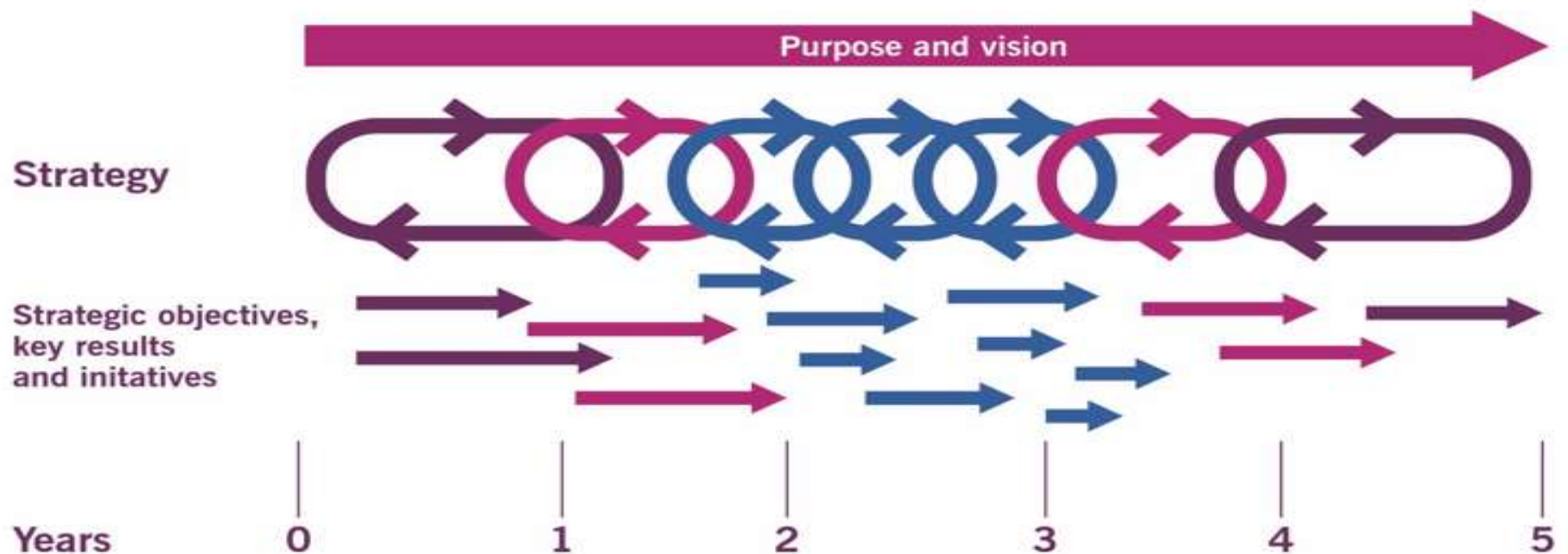
- What the heck is Digital Transformation?
- Cannibalism is a good thing
- Go Fish! – Using the Fish Model to understand digital strategy in the long run
- It's okay to be Human!
- I can get certified in this?

# What is Digital Transformation?



Where do we want to be and how do we get there?

## Strategy Cycles and Planning Horizons

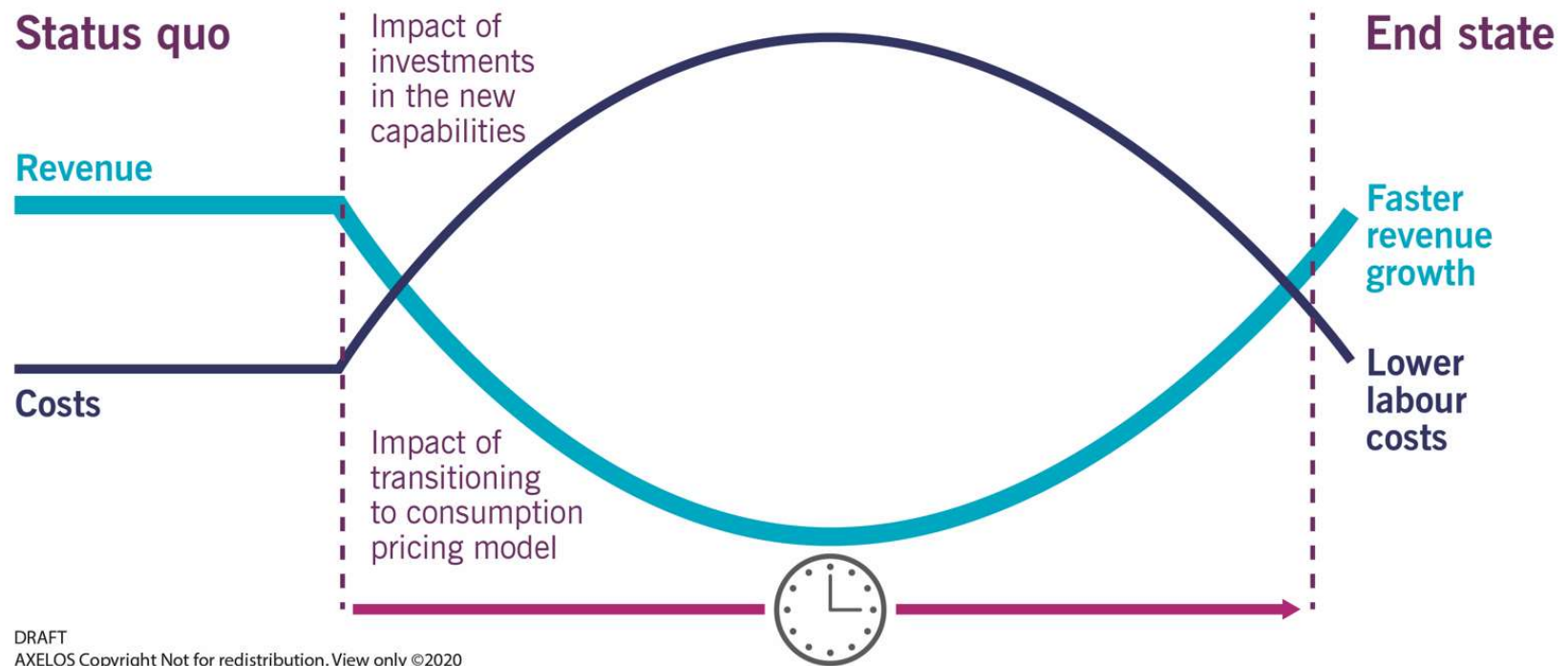


# Parallel Operating Models

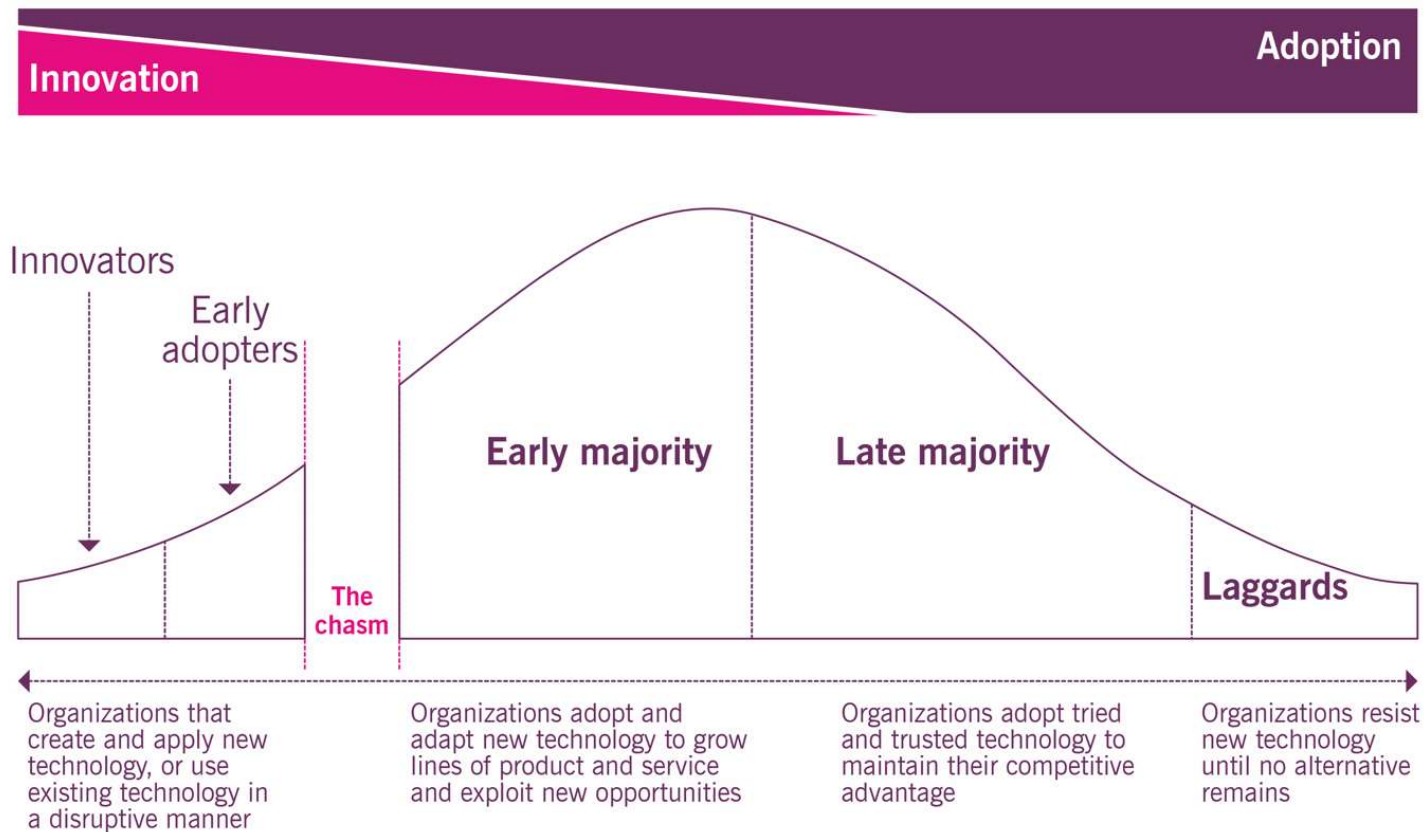
- Cannibalism
- Erosion
- Concurrence
- Synergism

*If you don't cannibalize  
yourself, someone else  
will.  
-Steve Jobs*

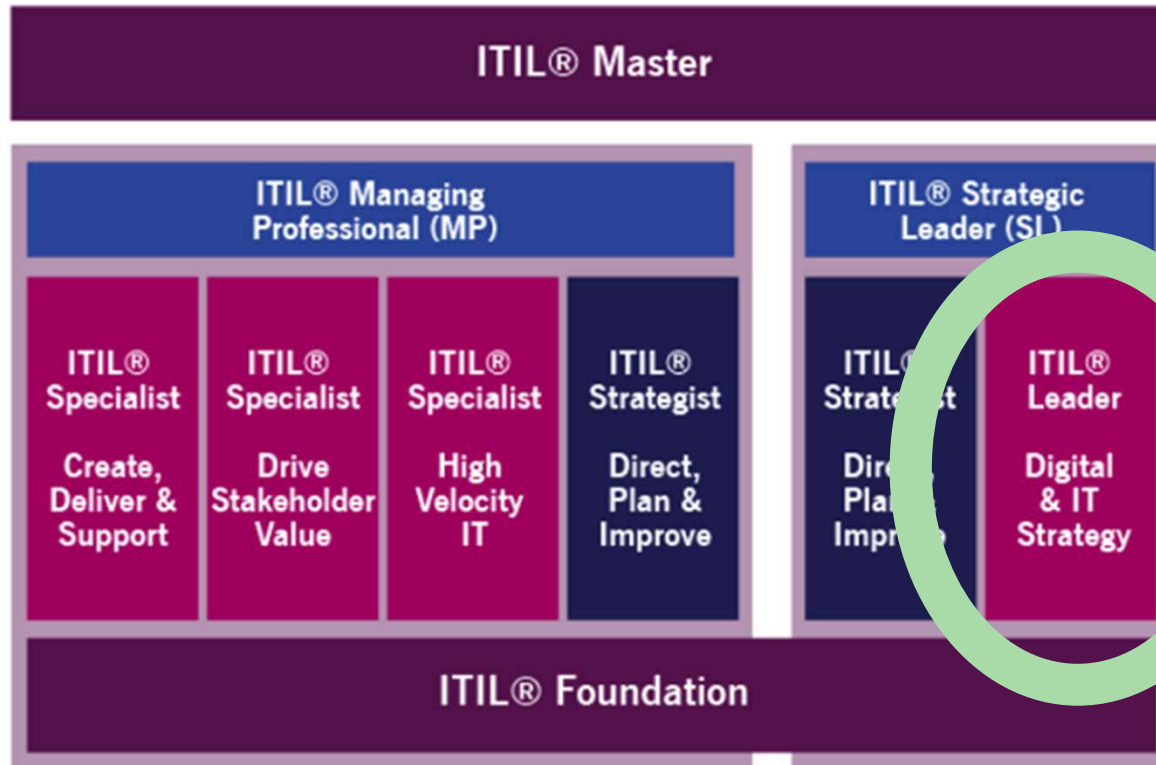
# Financial Investments and the Fish Model



# Technology Adoption Lifecycle



# The Digital and IT Strategy Book

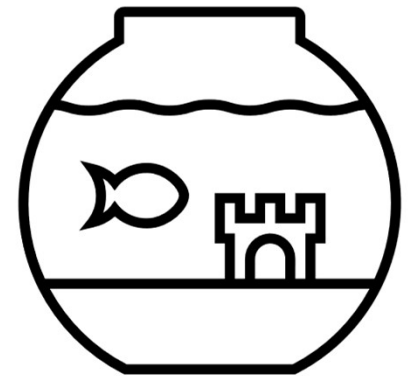


ITIL 4 core publication specifically written by and for digital leaders



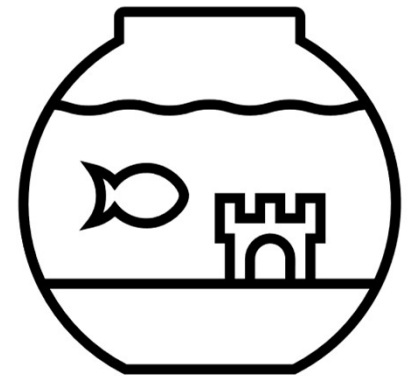
# The Human Side of Digital Transformation

- Key elements to include in a successful transformation
- Back to Basics
- Understanding the work we do and who we are doing it for
- The impact of culture throughout the digital transformation



# The Human Side of Digital Transformation

- What's required from the organization
- Leadership doesn't just live in the C Suite
- Growth vs. Fixed mindset



Questions?  
Case Study?

