THE ONE HOUR DIGITAL LEADER

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It's always impossible, until it's done"
- NELSON MANDELA

THE RAPID DIGITAL LEADER

How to Become the Digital Leader Rapidly

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Executive Summary

Congratulations, for accessing the action guide: *How to Turn Your Digital Laggard Position to Digital Leadership Rapidly*

Spend just one-hour to read the action guide and get started to turn your digital laggard position into digital leadership in your sector right away

How to Turn Your Digital Laggard Position to Digital Leadership Rapidly

You'll learn how to become the digital leader in your sector rapidly.

We outline our Rapid Business Model Innovation Model to transferring your goal into actions rapidly.

- Why Digital Laggards lose Competitiveness Rapidly
- How Digital Leaders Thrive Leadership
- Get the Step-by-Step Guide to Turn the Digital Laggard Position into Digital Leadership Rapidly

Wish You All Success in becoming the digital leader in your sector. This action guide will help to achieve your goal rapidly and sustainably.

To Your Success - *Josef*

Action Guide to Become the Digital Leader Rapidly

Rapid Business Innovation - How to Turn Your Digital Laggard Position to Digital Leadership Rapidly

Many companies want to transfer their current business into a digital leadership model to remain competitive and capitalize on global opportunities rapidly.

That's why we created this action guide to help to achieve your goal quickly.

Why Thrive Digital Leadership

First, let's analyse the reasons why companies delaying the digital transformation.

Rapid Business Strategy Innovation
Strategy Map to Digital Leadership

Digital Laggards Maintain Existing Business Model	Digital Leaders Thrive Digital Transformation
Digital Ignorant NON BELIEVERS IN DIGITAL	**Digital Driver** THRIVING DIGITAL TRANSFORMATION
Existing Business Model APPLY ONLY PROVEN SYSTEMS	**Thrive Transformation** CREATE STAKEHOLDER VALUE
Managing from the Top MANAGING EFFICIENCY	**Leading from the Front** LEADING INNOVATION

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Digital Laggards Want to Maintain Their Current Business Model

Digital Ignorant - Non-Believers in Digital Opportunities

Digital Laggards are companies that do not recognize the opportunities of Digital Transformation or whose owners and executive management do not acknowledge them as strategic.
Therefore, these companies do not invest in the development of innovative digital strategies.
This fact makes these companies laggards that will quickly lose their competitive edge in this dynamic business environment.

3 Reasons for Losing the Competitive Edge in the Digital Age Rapidly

1. Don't recognize opportunities of digital transformations
2. Owners and Executive Management do not acknowledge the strategic opportunities of digital transformation
3. Losing the competitive edge rapidly

Defend Existing Business Model - Apply Only Proven Business Systems

Digital laggards are defending their existing business model, where they have – often for years – developed working processes that they have optimized over time with process systems.
That's why senior executives are against change because it can significantly affect business risk.
This fact makes management sceptical and resistant of any changes to the working systems, processes, and routines.

3 Facts Why Top Management Maintains the Status Quo

1. Defending the existing business model
2. Top Management is against change because of business risk
3. Top management is sceptical of any changes in the existing business process

Managing from the Top - Managing Efficiency

Digital laggards are micromanaging their businesses from the top.
This fact suppresses initiatives of ambitious employees who often leave these

companies in frustration.

Therefore, these companies lack the employees with entrepreneurial and leadership skills who can successfully implement the digital transformations in the form of projects and programs.
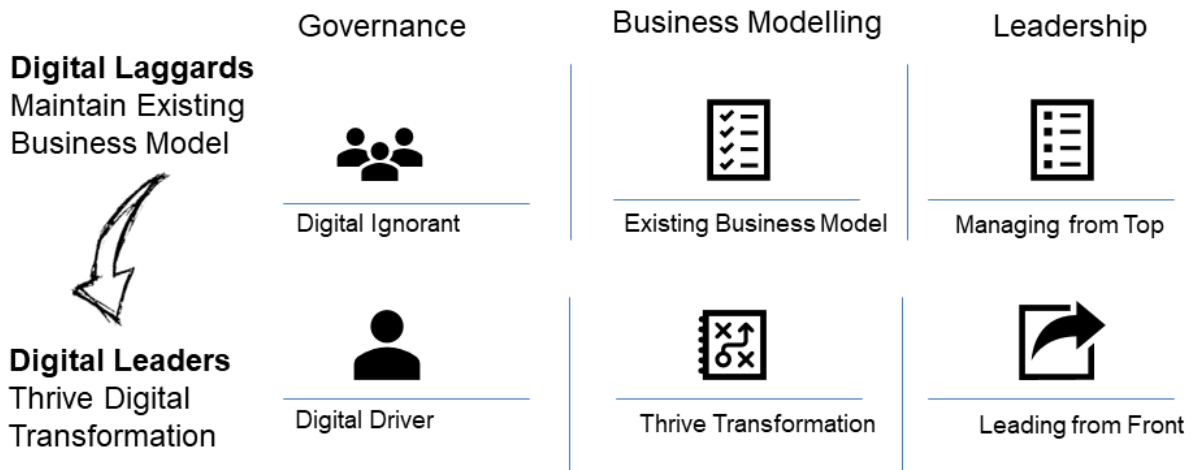
3 Risks Why Lack of Competent Program Leaders Holds Back Digital Transformation

1. Micromanaging business from the top
2. Ambitious employees get frustrated and leave the company
3. Lack of competent program leaders who can thrive the digital transformation process

How to Thrive Digital Leadership

Next, we highlight the key strategies of digital leaders.

Digital Driver - The Digital Leader

Digital Drivers are companies and leaders in these companies who believe that developing a digital business model will give their businesses a competitive edge over the long term.

That's why these companies invest in improving the digital skills of their entire workforce.

Their key goal is to make their organizations flexible, agile and fast in recognizing and implementing new business opportunities and become the stakeholder leader in their sector.

How Digital Leaders Thrive Agile Organizations

1. Digital Drivers want to become digital leaders of their sector
2. Investing in improving digital skills of their workforce
3. Making the organization flexible, agile and fast in creating, delivering and capturing stakeholder value

Thrive Transformation - Creating Sustainably Stakeholder Value

Top Management of digital drivers shows a strong commitment to transforming their business into a leading digital company in their sector.

That's why these companies are establishing a mission that reflects their commitment.

They nominate a digital champion from the top management, who is responsible for leading the digital transformation process.

How Smart Top Management Demonstrates Digital Commitment

1. Top Management committed to thriving Digital Leadership
2. Specific mission for thriving digital leadership
3. Digital Champion leads the digital transformation process

Leading from the Front - Leading Innovation

Successful companies have recognized the need to build and develop close relationships with their key stakeholders.

They use multiple channels like personal business networks, social networks, video conferences, video seminars to create, deliver value to their most innovative stakeholders rapidly and sustainably

Their goal is to build strong relationships with their most innovative stakeholders to reach the global digital leadership position in their business sector in the medium term.

How Digital Leaders Thrive the Digital Journey

1. Developing close business relationships with key stakeholders
2. Using multiple business channels to create, deliver and capture value
3. Build strong relationships with your most innovative stakeholders to reach global digital leadership position rapidly and sustainably.

Getting Started

The rapid start to a digital transformation process is crucial to the sustainable success of the initiative.

RapidKnowHow recommends that companies nominate the most successful key account managers as project managers for the rapid implementation of innovative business models. They focus is on creating, delivering and capturing value from most innovative customers.

RapidKnowHow is specialised in creating and promoting innovative breakthrough strategies and business models for digital leaders.

Visit us: www.rapidknowhow.com

About the Author

Josef David is the founder and managing partner of RapidKnowHow.com. He specialises in creating digital leadership strategies and related products for companies and leaders who want to thrive digital transformation rapidly and sustainably.

He has more than 15 years of experience in crafting digital strategies and creating digital programs for various industries.
He started his digital journey 2000 with implementing eBusiness in a DAX 30 company as Senior Vice President eBusiness.

He is married to a wonderful partner in life: Irena, the proud father of two sons and the playing grandfather with two lively children.