

Digital strategy in 2 minutes

Digital strategy



A digital strategy is a predefined plan that determines how the organisation can better achieve organisational goals with the optimal use of digital tools.

Why Digital strategy?

Without a digital strategy, an organisation is vulnerable to disruption and misses out on the power of innovation.



A digital strategy bridges the gap between emerging opportunities and business goals, helping you adapt, grow, and stay ahead of the curve in a world where technology constantly redefines industries.

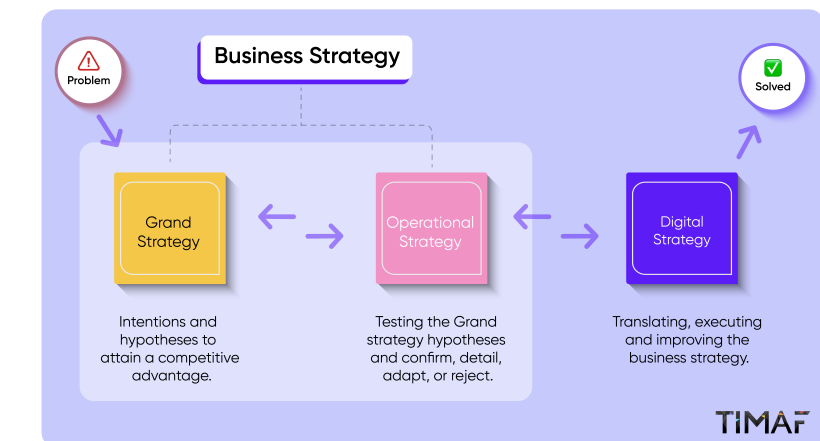
Make a good strategy

A good strategy addresses a well-defined problem with a clear approach and a coordinated set of actions to achieve the desired outcome.

Objective				
Strategic goals	Digital strategies	Measures		Op. digital strategies
		Indicators	Actions	
Strategic goal #1	Digital strategy #1	Indicators	Actions	Op. digital strategy #1.1
		Indicators	Actions	Op. digital strategy #1.2
Strategic goal #2	Digital strategy #3	Indicators	Actions	Op. digital strategy #3.1
		Indicators	Actions	Op. digital strategy #3.2
Strategic goal #3	Digital strategy #5	Indicators	Actions	Op. digital strategy #5.1
		Indicators	Actions	Op. digital strategy #5.2
Strategic goal #4	Digital strategy #7	Indicators	Actions	Op. digital strategy #7.1
		Indicators	Actions	Op. digital strategy #7.2

Cascade the strategies

A digital strategy works in harmony with the business strategy, creating a two-way relationship where each informs and enhances the other.



Shape your strategy

Develop a digital strategy in 12 steps using the TIMAF Digital Strategy Game.

Before the workshop, ensure you have a clear business strategy and a solid understanding of your key challenges and success factors.

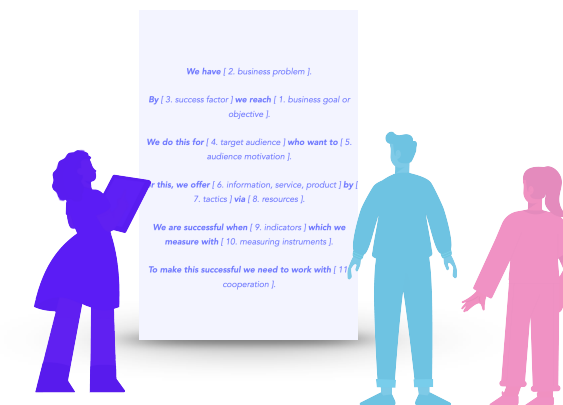
Bring together your strategy team, sponsor, and relevant stakeholders for a focused workshop.

Strategy game



1. Goal
2. Pain
3. Success factors
4. Target audience
5. Motivation
6. Information, services, products
7. Tactics
8. Resources
9. Performance indicators
10. Measuring instruments
11. Cooperation
12. Next strategy!

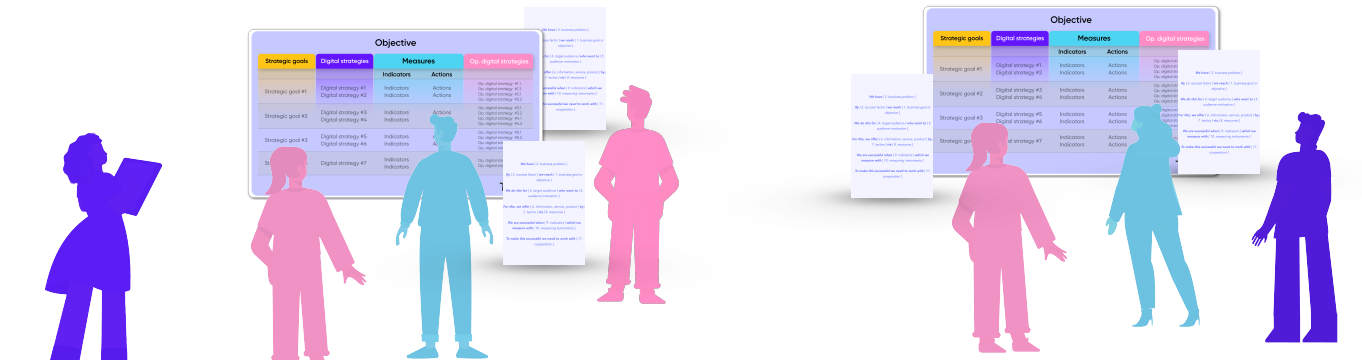
At the end of the workshop, assemble an 'elevator pitch' strategy statement.



Gather all strategy statements and make them part of your overall digital strategy.

Share and amplify

A digital strategy gains power when it's shared. By communicating it clearly across your organisation, you align teams, focus efforts, and empower everyone to contribute.



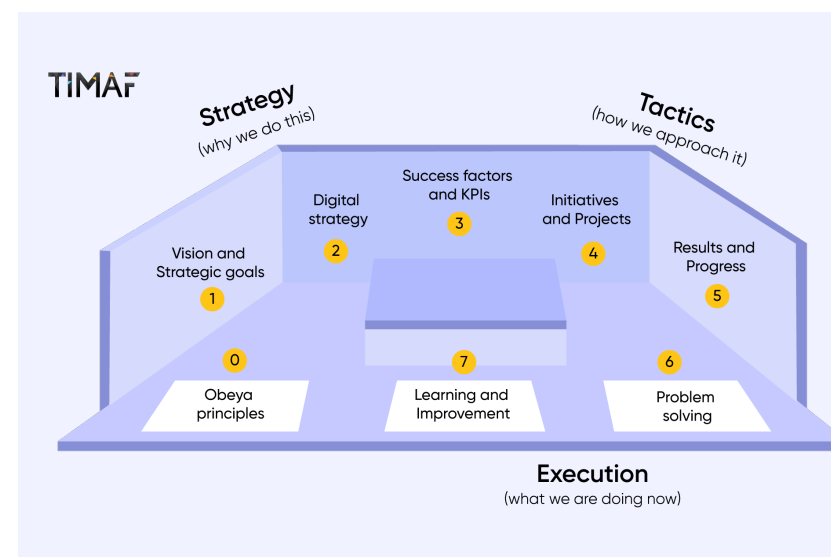
Transparency bridges the gap between vision and execution, making your digital transformation faster, smarter, and more successful.

Execute with impact

Turn your digital strategy into action by bringing teams together in the Obeya. Here, everyone aligns on goals, tracks progress, and solves challenges in real time.

By seeing, thinking, and acting as one, you accelerate results and make your strategy a reality.

Obeya



0. Obeya principles
1. Vision and Strategic goals
2. Digital strategy
3. Success factors and KPIs
4. Initiatives and Projects
5. Results and Progress
6. Problem solving
7. Learning and Improvement

Measure what matters

Track your strategy's progress with clear metrics, then share the insights with your strategy team, sponsor, and key stakeholders.



Regular reviews turn data into action, helping you spot successes, address gaps, and keep your digital transformation on course. What gets measured gets improved.

Optimise for success

Create a culture of continuous improvement, where feedback and agility drive progress.

A strategy isn't set in stone; it evolves to stay ahead. Keep learning, keep adapting.

