



# Digital Fluency: Connecting the Dots of Digital Transformation

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# What's your digital fluency?

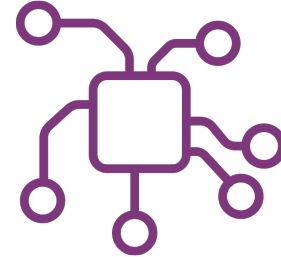
# Three Shifts of the Digital Era



Customer Expectations



Speed



Technology-Driven Value

# Customer Obsession

The background image is a photograph of a young girl with long dark hair, wearing a light-colored button-down shirt over a white t-shirt and dark pants, running joyfully towards a large glass door. Through the glass door, a woman and a man are visible, both carrying large cardboard boxes. The woman is on the left, and the man is on the right. The scene is set in a brightly lit room with a stack of cardboard boxes on the left side. The entire image has a warm, orange-red tint.



# Business Outcome Orientation

A person is captured mid-jump, clearing a low concrete wall. The scene is set against a dramatic sky with warm orange and purple hues, suggesting a sunset or sunrise. The person is wearing a light-colored t-shirt and dark shorts. The background includes a textured wall on the right and some foliage at the base of the wall.

# Responsive to Market Shifts

# A Test & Learn Culture





A blurred background image of chess pieces on a dark board, with a warm, reddish-brown color overlay. The pieces are out of focus, creating a sense of depth and strategy.

# Strategic Use of Information Assets



An aerial photograph of a river meandering through a dense, dark forest. The river is a light brown color, contrasting with the dark green of the trees. The image is overlaid with a gradient from purple at the top to orange at the bottom. The title 'Structures & Governance' is written in white, bold, sans-serif font across the middle of the image.

# Structures & Governance

A photograph of a conference room with a long table and several chairs, overlaid with a purple and orange gradient. The text "Technology @ The Core" is written in white on the table.

# Technology @ The Core

# THE BUILDING BLOCKS OF A MODERN DIGITAL BUSINESS



Frictionless  
Operating Model



Platform  
Strategy



Experience  
Design and  
Product  
Capability



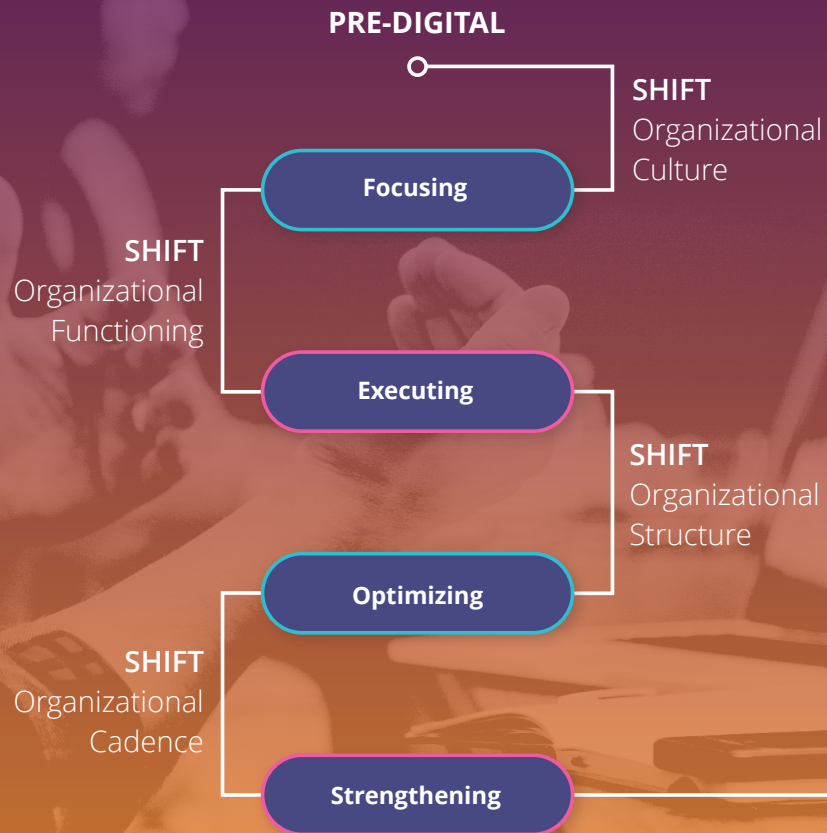
Intelligence  
Driven Decision  
Making



Engineering  
Culture, Delivery  
Mindset



# DIGITAL FLUENCY MODEL™





## PRE-DIGITAL

Focusing

Executing

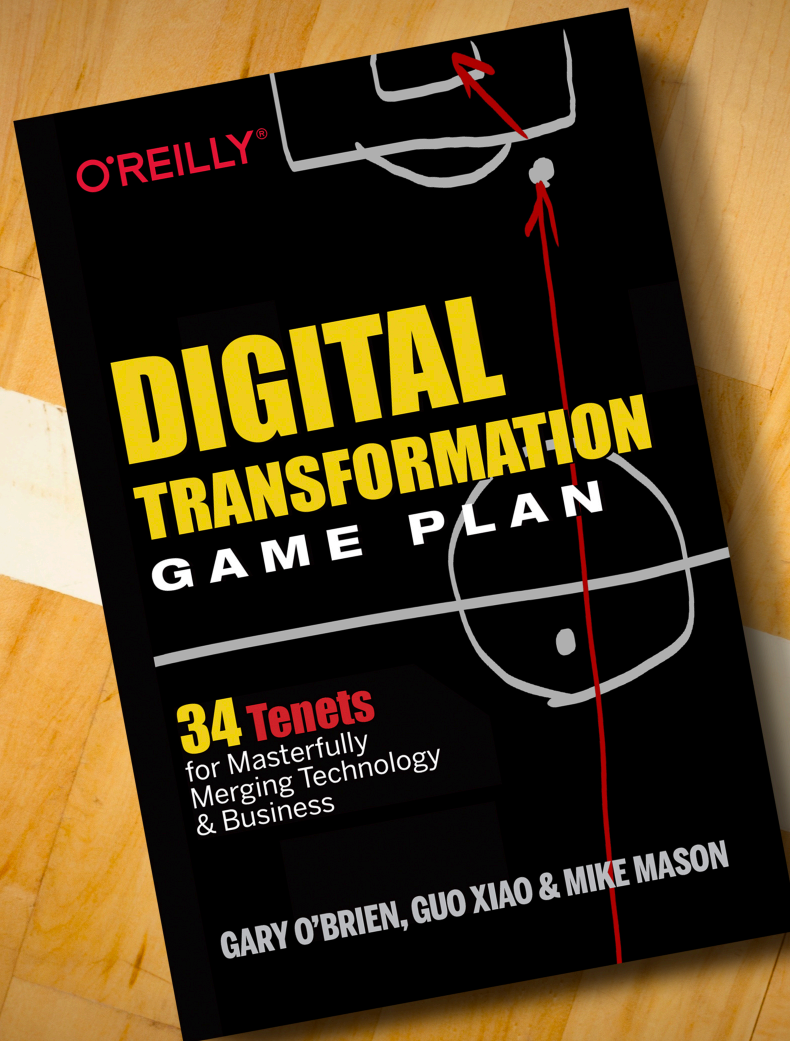
Optimizing

Strengthening



# Sensible default investments

- Internal Advocacy for Platform as a Product •
  - Self Service Data Platform •
    - Data as Product •
  - Adaptive Architectures •



Thank you.