

Deloitte.
Digital

Accelerate



**The Deloitte Digital
Leadership (CDO) Lab**

Different is really good

As customers gain more power, so do Digital Leaders – after all the individual leading Digital Transformation for the organisation has an immense influence on customer value. There is mounting pressure on Digital Leaders and CDOs to show value from and scale the often disparate digital initiatives in the organisation, not just for the sake of financial reporting but for the future of the business. How do you use your limited Time, Talent and Relationships to achieve what your stakeholders expect of you?

Time, Talent and Relationship



An opportunity to accelerate

As a CDO or Digital Leader, how do you respond in the face of major disruption and massive opportunity? You start small and scale fast. That's what CDOs do.

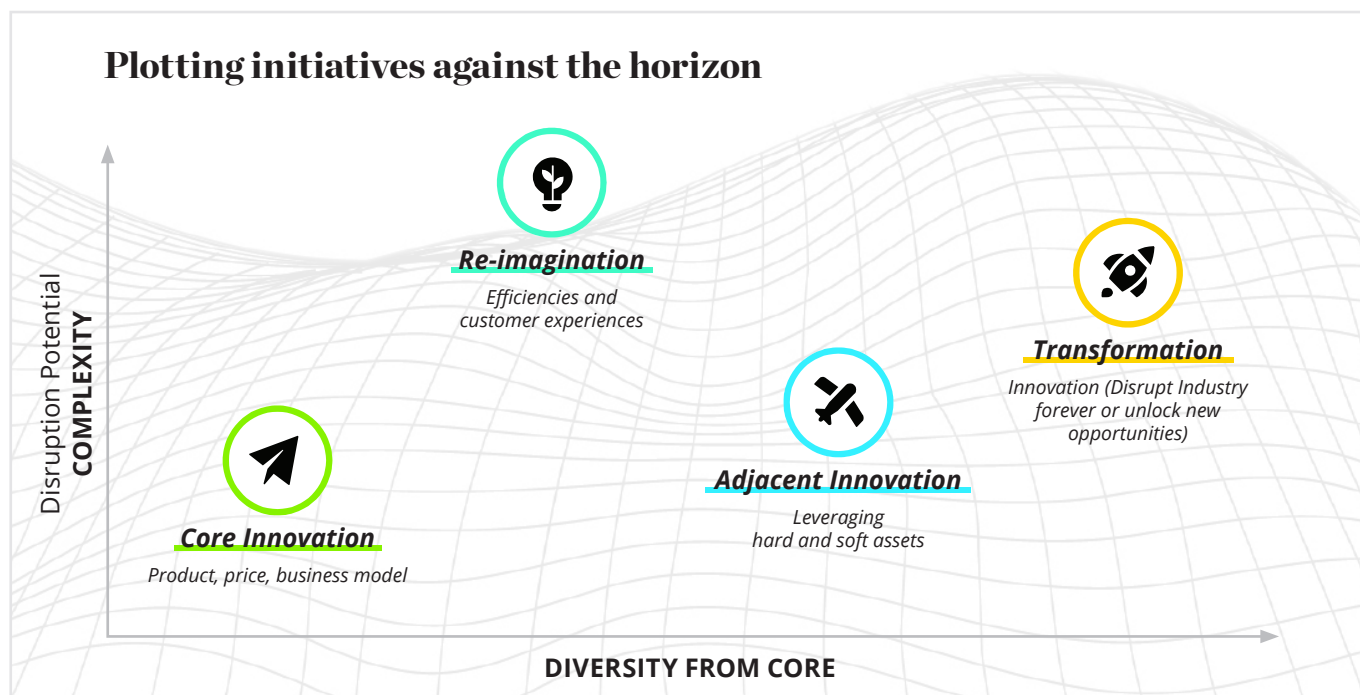
Ideally, you also take time to talk to peers who have faced similar challenges, analyse your team, identify obstacles, and fine-tune your strategy. That kind of preparation could take weeks or months.

But today, it has to happen fast. Because new competitors, disruptive channels and customer demands for responsiveness don't wait for anyone. Today they are all unfolding at lightning speed.

At Deloitte, our mission is to help executives thrive and accelerate in times of change. So we've designed an experience that brings together what might take months of planning and research into one intense, productive and confidential day.

The Digital Leadership Lab helps prepare you for the full range of roles you'll need to play – from driving growth and championing customers to championing innovation and leading the workforce of the future. The day culminates in the creation of a custom-built roadmap centred on your top priorities as well as specifications for talent and stakeholder management.

Plotting initiatives against the horizon



An integrated approach

You have a matrixed network of people working on discrete aspects of your business. Strategy. Talent. Technology. Marketing. Finance.

Unlocking your growth ambitions requires an integrated plan that touches and influences all aspects of the organisation. When it comes to rallying the organisation around the future, you need to know how decisions in one area will affect outcomes in another – and how other leaders will respond.

This is a moment that matters. Deloitte Digital's Leadership Lab can help you use an integrated approach to expedite your impact and ultimately accelerate your career.

Your day in the Lab

Aspirations and legacy

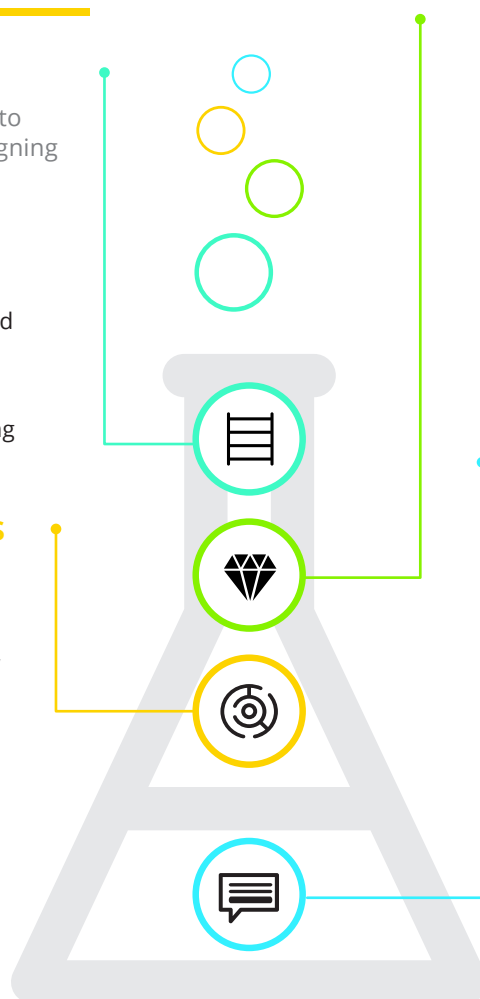
To leave your mark, you first need to identify your goal. It starts with aligning where you want to go with where the organisation needs to be in an unbiased environment.

- What do I want to be known for?
- How will I champion innovation and growth?
- What do I want my legacy to be?
- What will prevent me from reaching my goals?

Strategies and priorities

As a CDO, there are endless demands on your time. The Deloitte Digital Leadership Lab will help you work through five key areas that impact your success.

- How do we transform our organisation to fuel the company's growth engine?
- How can we champion the voice of the customer across the entire organisation?
- How do we develop the right capabilities in a digital economy?
- How do we take advantage of innovation and new business models to drive growth and efficiency?



Talent and skills

When it comes to talent, you have to place the right people in the right seats. Figuring out who will advance your priorities is critical and needs to occur in an unbiased environment.

- Do I have the right people available?
- What skills does the organisation need to move digital priorities forward?
- How will I attract and energise the right talent?
- Who can I develop versus hire or replace?

Influencers and stakeholders

Actively managing your stakeholders will be key to accomplishing your priorities and ultimately your long-term goals. You'll identify your key stakeholders and develop a plan to connect and tackle the challenges you'll face with them.

- How do I find alignment with my stakeholders' goals?
- Which stakeholders are likely to support me? Which stakeholder relationships do I need to strengthen?
- How can I galvanise my network to support my priorities?
- How do I adapt my approach and leadership style to influence various stakeholders?
- How do I develop my personal brand to become more effective?



CFO
Drive better outcomes to the bottom line. With the right mandate and direction, digital becomes an enabler to save money and drive new revenue. Either way, gross margins can rise.



CSO
Support the strategic direction of the organisation by creating new opportunities to enter new markets, drive new opportunities and change the direction of the company.

CEO
Be the catalysts for the transformation and innovation agenda of the CEO.



CMO
Support the shift from transactional marketing to engagement served up through social, mobile, search and wearables.



CHRO
Digital Transformation at its core is about people, driven by technology, and so a partnership between the CDO and CHRO is a powerful one to be reckoned with.

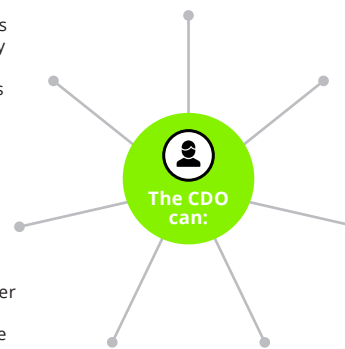


COO
Enable operational efficiencies in the organisation. This includes digitising internal operations as well as creating end user tools that can lessen the burden on contract centre resources.



CIO
Build a complementary team of technical resources with new skills, new outputs and time to value.

CDO = front end
CIO = back end



Let's talk

The Deloitte Digital Leadership Programme supports CDOs and Digital Leaders as they navigate the complexities of the role, anticipate upcoming trends, and respond to challenges with agile strategies.

The exclusive Digital Leadership Programme empowers executives to:

- Deconstruct top digital and innovation challenges through expert research and experience
- Connect with powerful Digital allies to provide fresh perspectives
- Prepare for success through a thought-provoking programme with tangible outcomes.

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"In the Networked Age, we're all like the little kid from The Sixth Sense. If you're not seeing networks when you enter a room, you might want to check your pulse."

Reid Hoffman, American internet entrepreneur, venture capitalist and author.

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