



# Where Do I Start?: Digital Transformation

## Preparation: Start with the Business Strategy

Technology alone does nothing regardless of what technology companies tell you. Unless you have a clear plan directly derived from business strategy, you will fail.

To prepare for your digital project, first do a deep dive on your business strategy.

- What are your company goals?
- Who are your stakeholders?
- Where are the gaps?
- What do you want your stakeholders to get from the technology?
- How will the technology help you implement your goals faster and easier?

Only then can you take that information and derive a plan for implementing new technologies. If you don't know what the goals are to begin with, a new technology will be a waste of time and money.

Sorry, there are no miracle workers.

## Step 1: Clear Senior Management Support

Once you have a clear plan in place, you must first get senior management support, ideally from the CEO.

Without strong and vocal support from the top, your plan will fail.

## Step 2: Close Collaboration with IT and Global Stakeholders

Your project's success depends on close collaboration with IT and the involvement of global stakeholders. You won't help yourselves by trying to ignore IT, which can cause security problems later they won't necessarily want to help you to fix. And if you want your users, whether internal or external to be excited about a new technology, you need to get their input beforehand.

If you want to learn about how I can help you successfully plan and implement digital strategies, let's have a conversation.

Contact me at [Erik S. Meyers Consulting](#)