



Digital Leadership

Leadership
Coaching

Systemic Team
Coaching

Special
Workshops &
Advisory

Digital Skill
Development
Programmes

Digital Strategy
Systemic Leadership
Digital Operational Excellence

Addressing the people & leadership sides of Digital transformations

info@henko.co.uk | www.henko.co.uk | @HenkoPhil

Digital Strategy Canvas

Convenience - The Products or Services offer a new level of convenience to the users

Community ecosystem - The business connects and engages with the community for enhancing/expanding the Services or Products

Data as a currency - The business leverages data as another form of currency. The Service may be free and monetise the data instead

(Dis)Intermediation - The business is actively intermediating the connection with the customers over the competition, unless having a platform play

Business:

Purpose of the Business:

Instructions:

1. Please select a business that you work with or know
2. Review each of the dimensions of the Digital Plays and establish the products / services of the business supporting each play
3. Next, think about the possibilities that the business could explore in each of those plays
4. What possibilities in the Digital landscape are emerging for this business?

Exploit the landscape change – The business anticipates and exploits a change of landscape ahead of the competition

Explore adjacent possibles - The business identifies sideways moves to open new markets from its existing strengths. Emergent left-field threats are monitored

Platform / Open - The business accelerates the scaling of its offerings to make it a platform in the market, sometimes leveraging Open plays

Digital core - The Products or Services are loaded with technology and the company's organisation sees business & technology as one