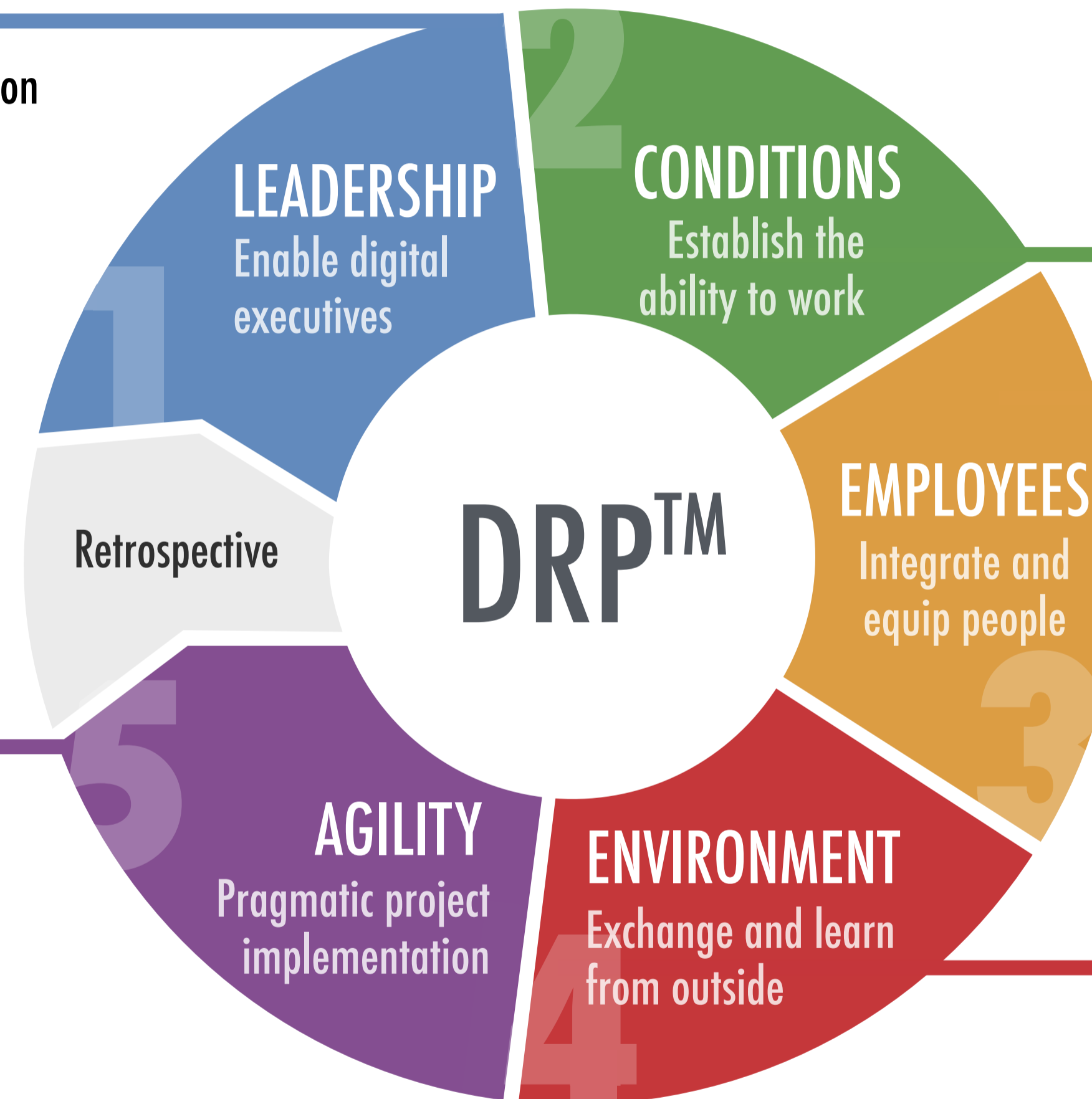


# DRP™ Model Digital Qualification Model

- ▶ Build a consistent understanding about digitalization and digital leadership
- ▶ Understand the needs of the digital customer
- ▶ Align business purpose with digital markets
- ▶ Develop a digital target and roadmap and involve the employees
- ▶ Ensure feasibility of the organization for the necessary changes
- ▶ Clarify IT requirements and intersections between divisions



- ▶ Implement and ensure agility in projects and processes (dynamic-iterative)
- ▶ Focus on customer and user centricity while planing the project
- ▶ Implement minimally functional projects (MFP) (paradigm shift)
- ▶ Increase process throughput by using agile methods (from strategy to working level)
- ▶ Develop and establish agile innovation management
- ▶ Record and analyze appropriate key indicators

- ▶ Clarify divisions' roles  
i.a. define their position in the future value chain
- ▶ Establish service-oriented IT
- ▶ Provide interdivisional infrastructure and budgets
- ▶ Establish digital business units  
to protect the digital corporate culture
- ▶ Establish the use of modern innovation methods (Digital Innovation Model, Lean Startup, etc.)
- ▶ Establish idea navigators as contact persons

- ▶ Offer digital change days for clarity and transparency
- ▶ Set up Community platforms for employees
- ▶ Motivate and entourage the digital contribution
- ▶ Provide time and resources for innovations
- ▶ Convey new know-how for methods (Training on-the-Job)
- ▶ Establish a sustainable corporate culture for trust and creativity
- ▶ Integrate the feedback of customers and stakeholders
- ▶ Hold open innovations events with customers and externals
- ▶ Integrate best practices from your own or complementary branches
- ▶ Develop and foster know-how networks for innovations
- ▶ Establish digital integrators for networking