

What?

When?

How?

Where?

Why?

*Digital Maturity Matrix*  
*-A Methodology for*  
*Digital Transformation*

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# Our Simple Main Thesis

*Digital Maturity Increases Competitiveness*



*About  
DigJourney*





# Who We Are



**Michael Johansson**



**Johan Forsberg**



**Marie Andervin**



**Joakim Jansson**

*Digital Maturity Increases Competitiveness*





# Pillars of DigJourney

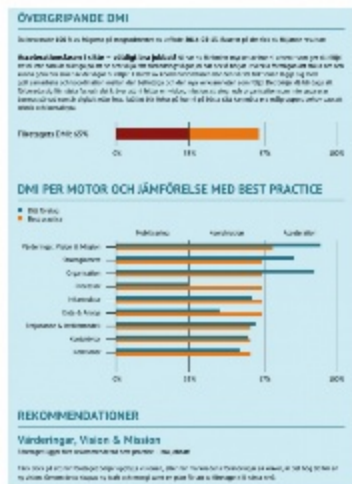
## Methodology for transformation



## Book



## Tools



## Consulting



## Management Consulting Training



DIGJOURNEY



What?

When?

How?

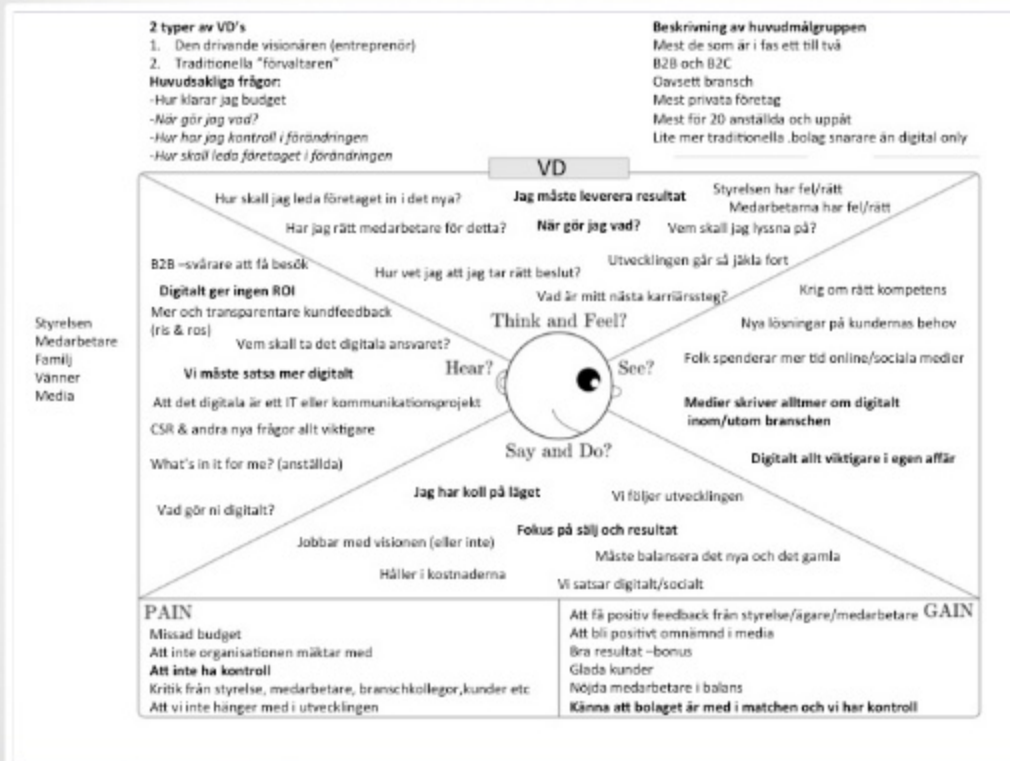
Where?

Why?

*The Digital  
Maturity Matrix*



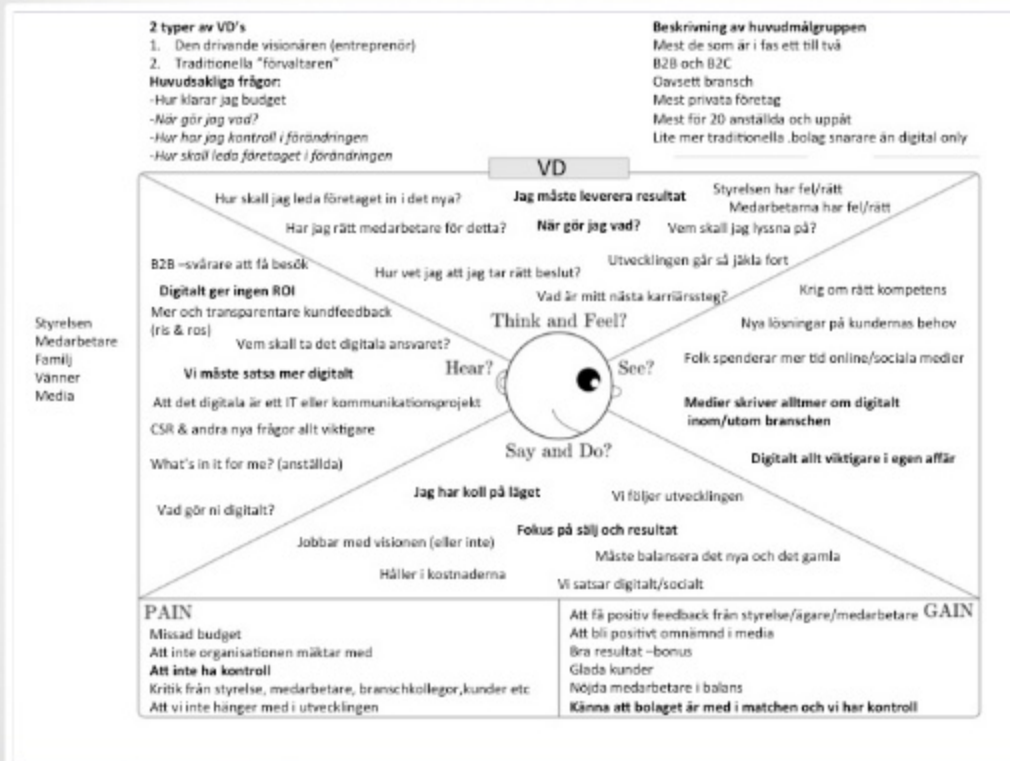
# In Our Methodology, We Start Off With the CEO



$$\text{Profitability} \\ \text{Growth} \\ = \\ \text{Competitiveness}$$



# In Our Methodology, We Start Off With the CEO



*We provide:*

- Understanding
- Tools
- Recommendations



# Co-Creation

*Workshops with CEOs and specialists*

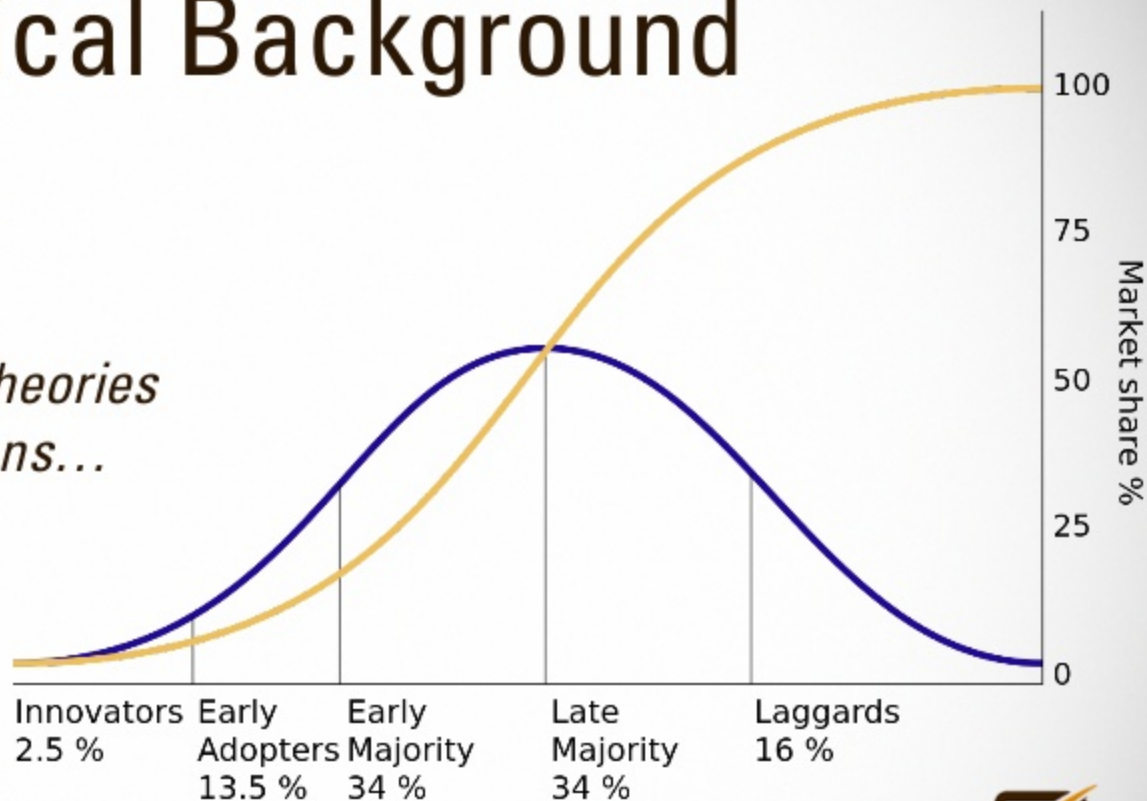
*Cases:*





# Theoretical Background

*We start from Everett M Rogers theories regarding adoption of innovations...*





# Theoretical Background

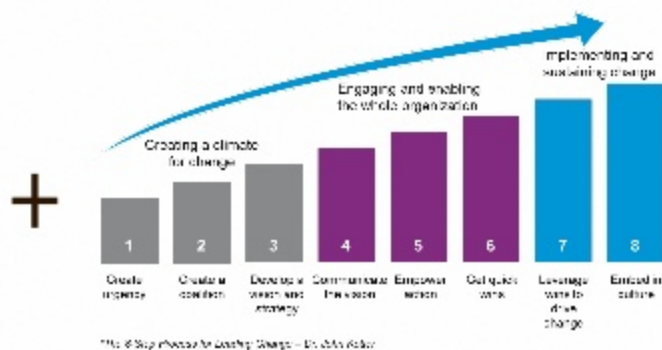
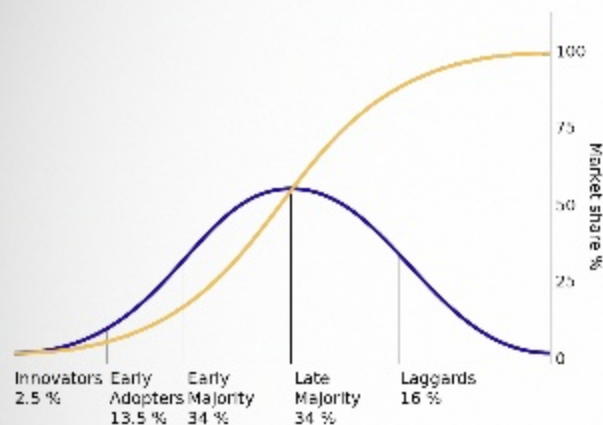
....and John P Kotters 8-step model



*\*The 8-Step Process for Leading Change – Dr. John Kotter*



# Theoretical Background



Model of Step processes for creating change – Dr. John Kotter

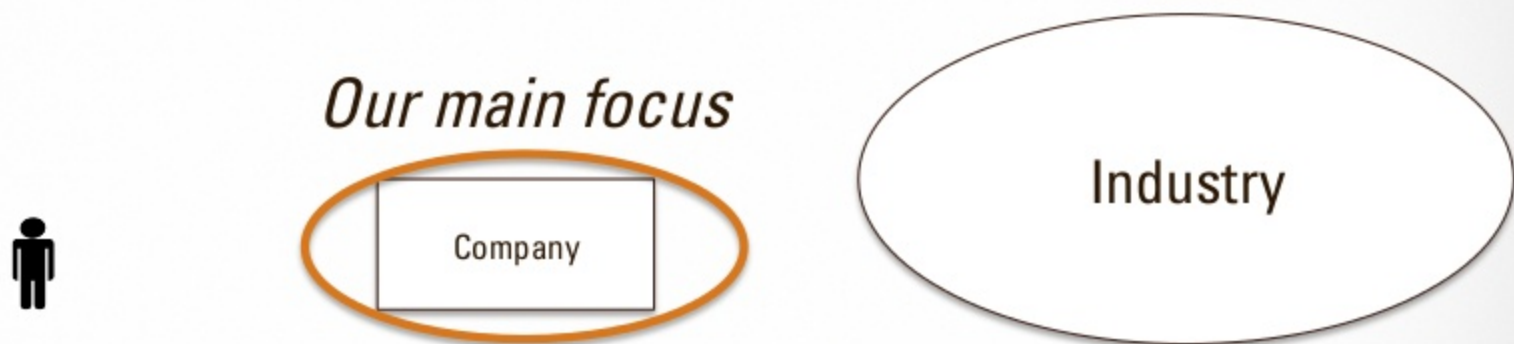


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## Our methodology



# Digital Maturity on Three Levels



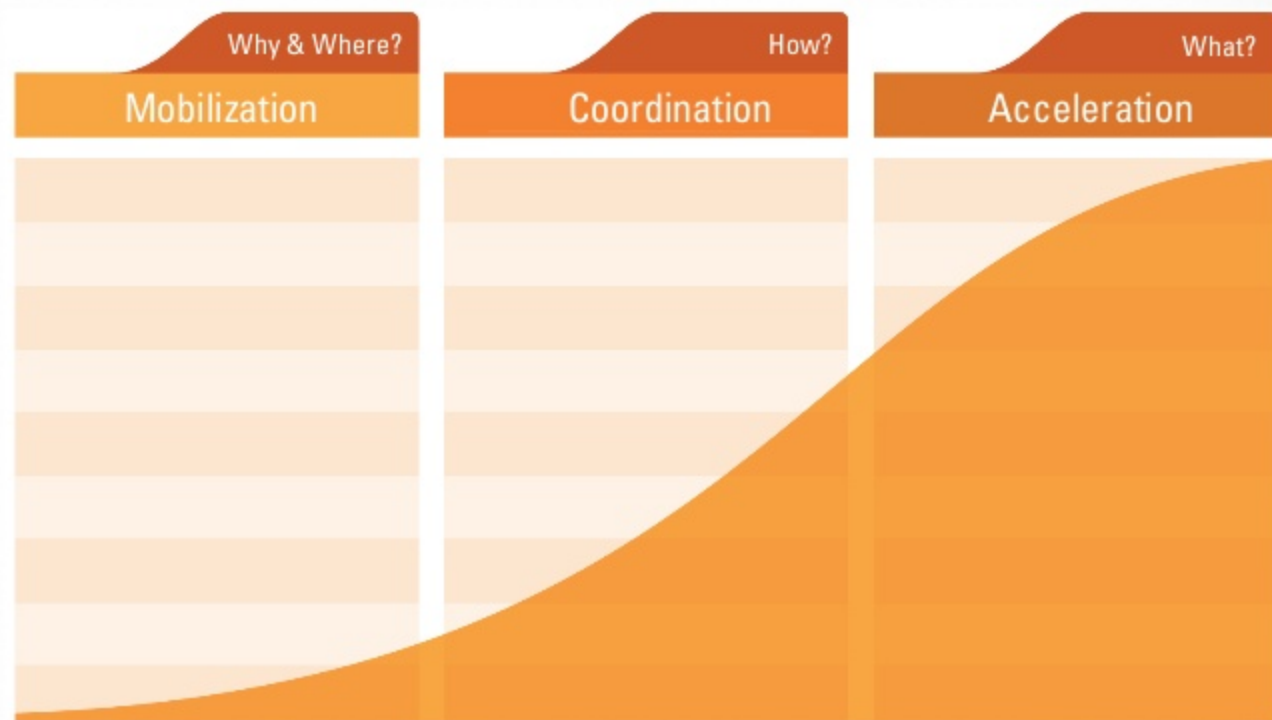
*We look at digital maturity on 3 levels and our focus is at the company level.*



# The Digital Maturity Matrix

*Businesses generally go through three phases in their digital journey.*

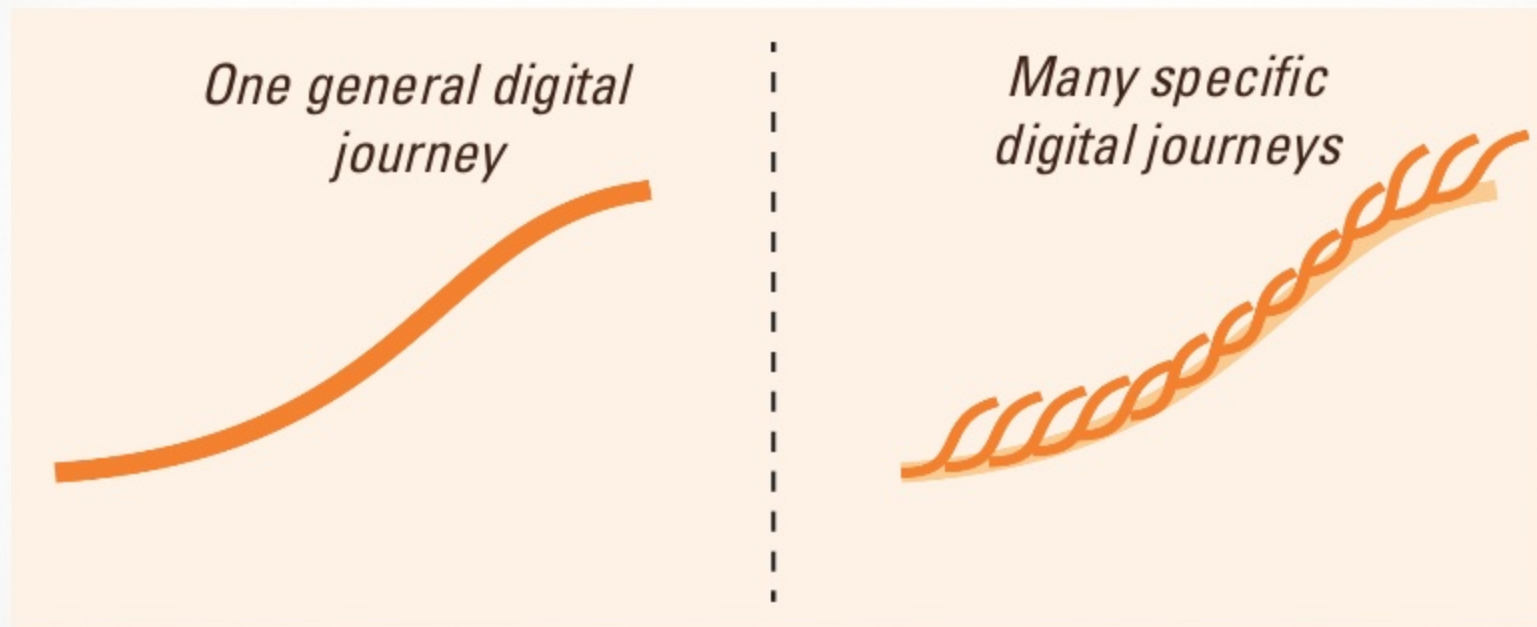
*This journey takes different amounts of time for different companies.*



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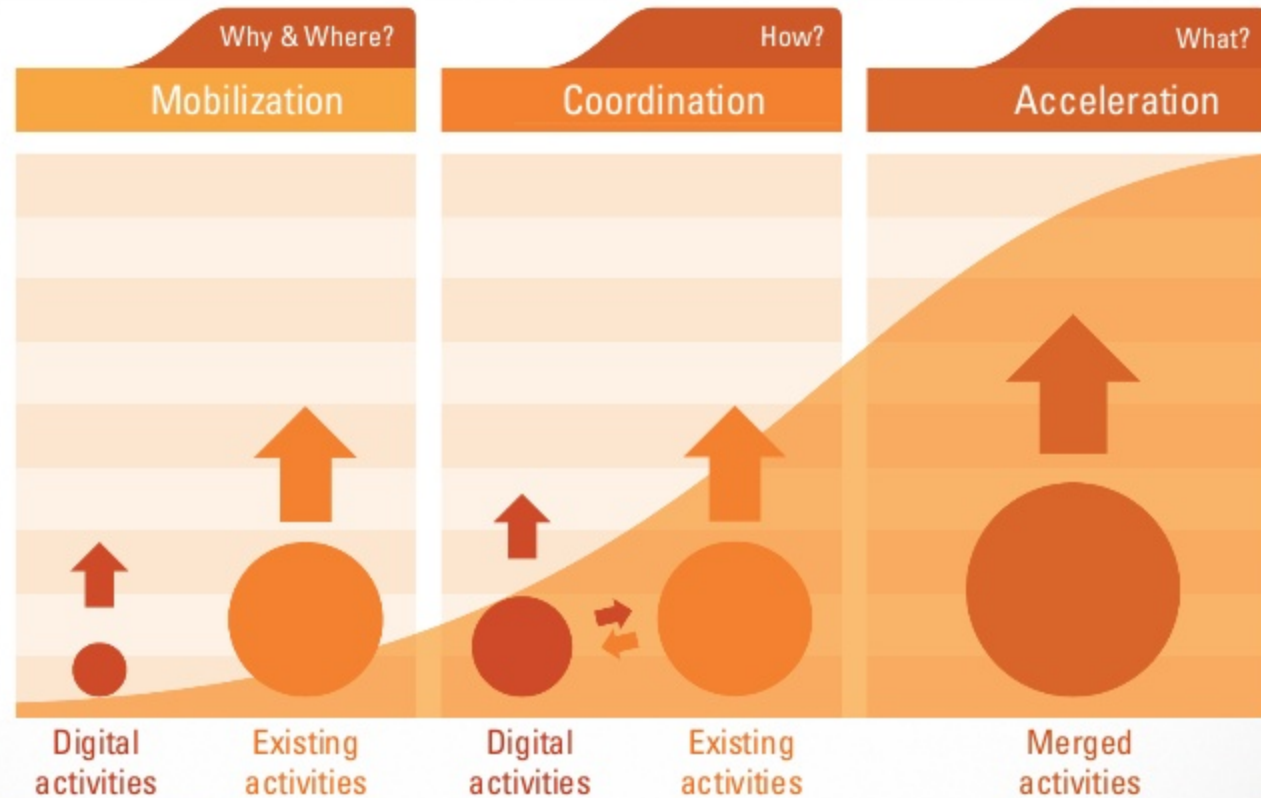
# General vs Specific Digital Journey



*To increase a person's or company's general digital maturity it is necessary to do many specific digital journeys.*

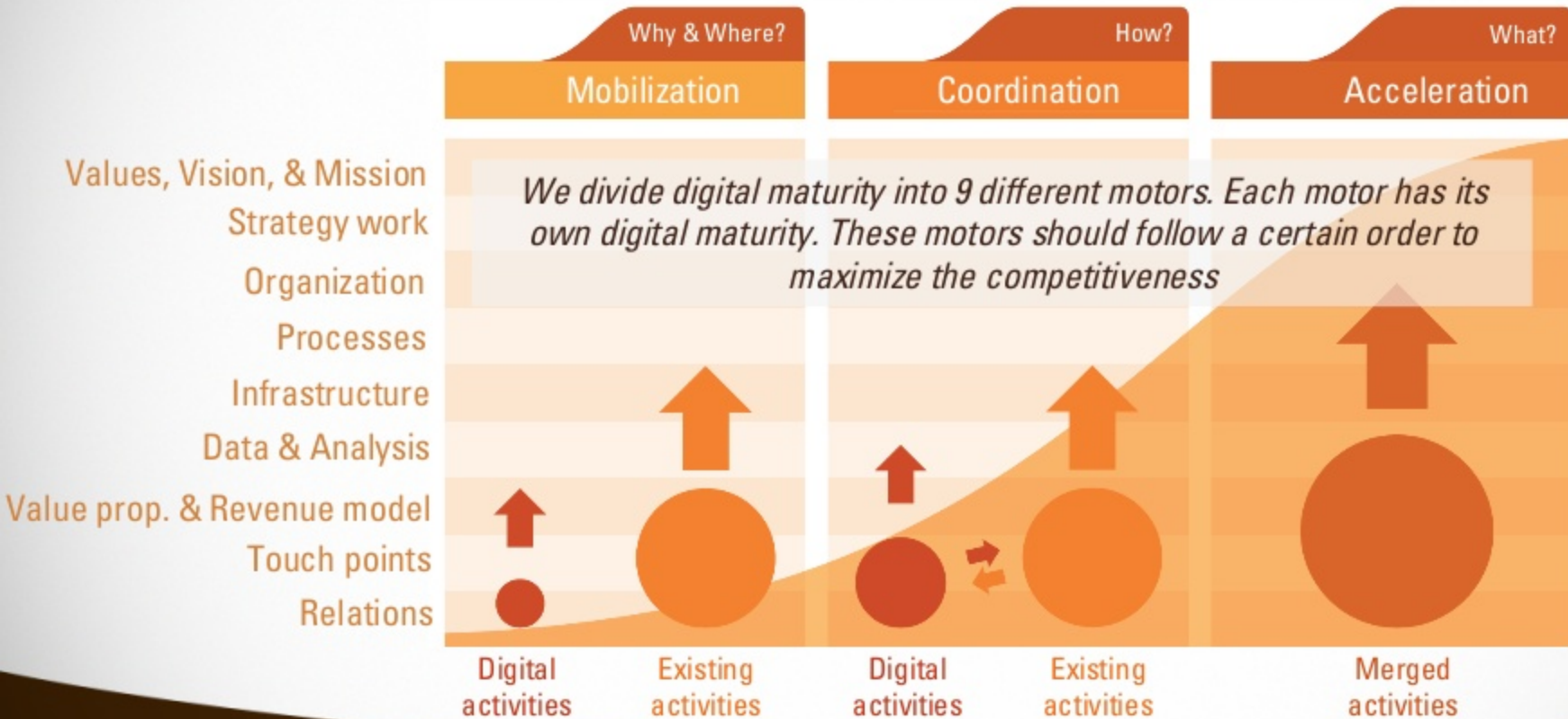


# How the new and old come together and evolve



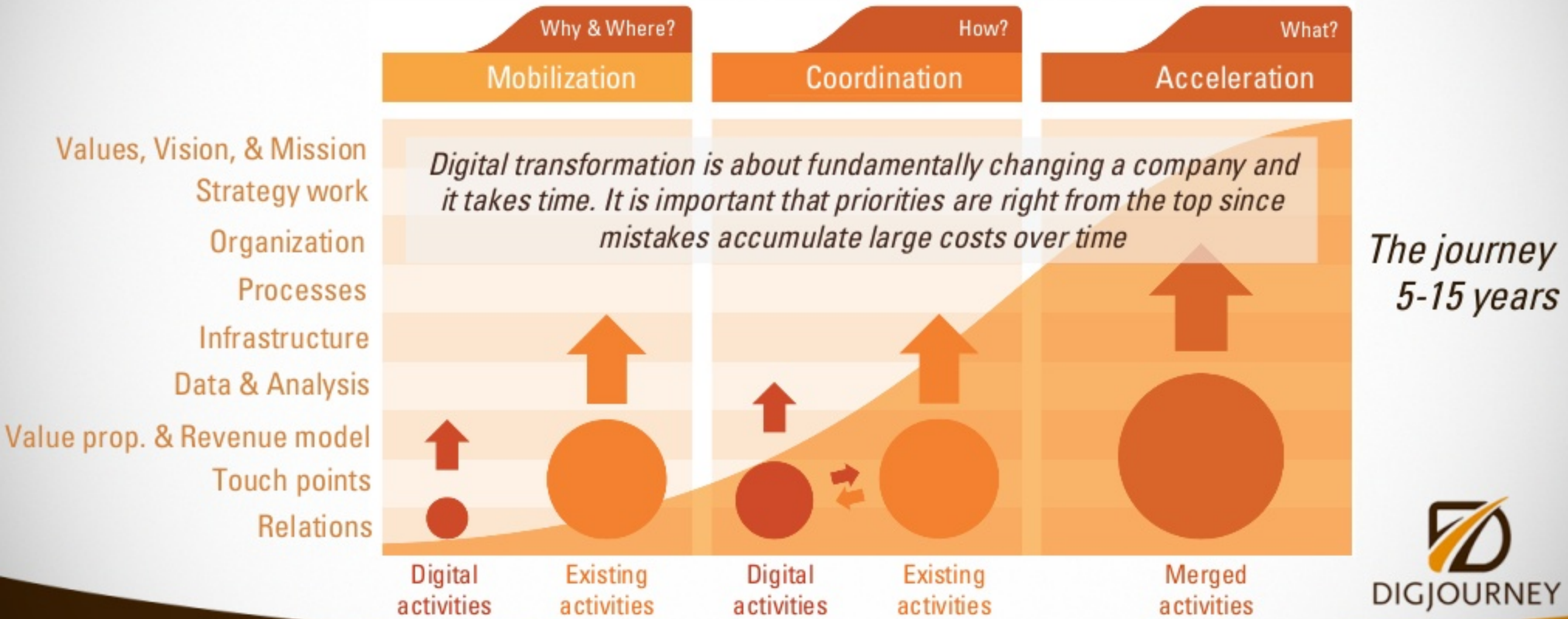


# 9 motors with their own digital maturity



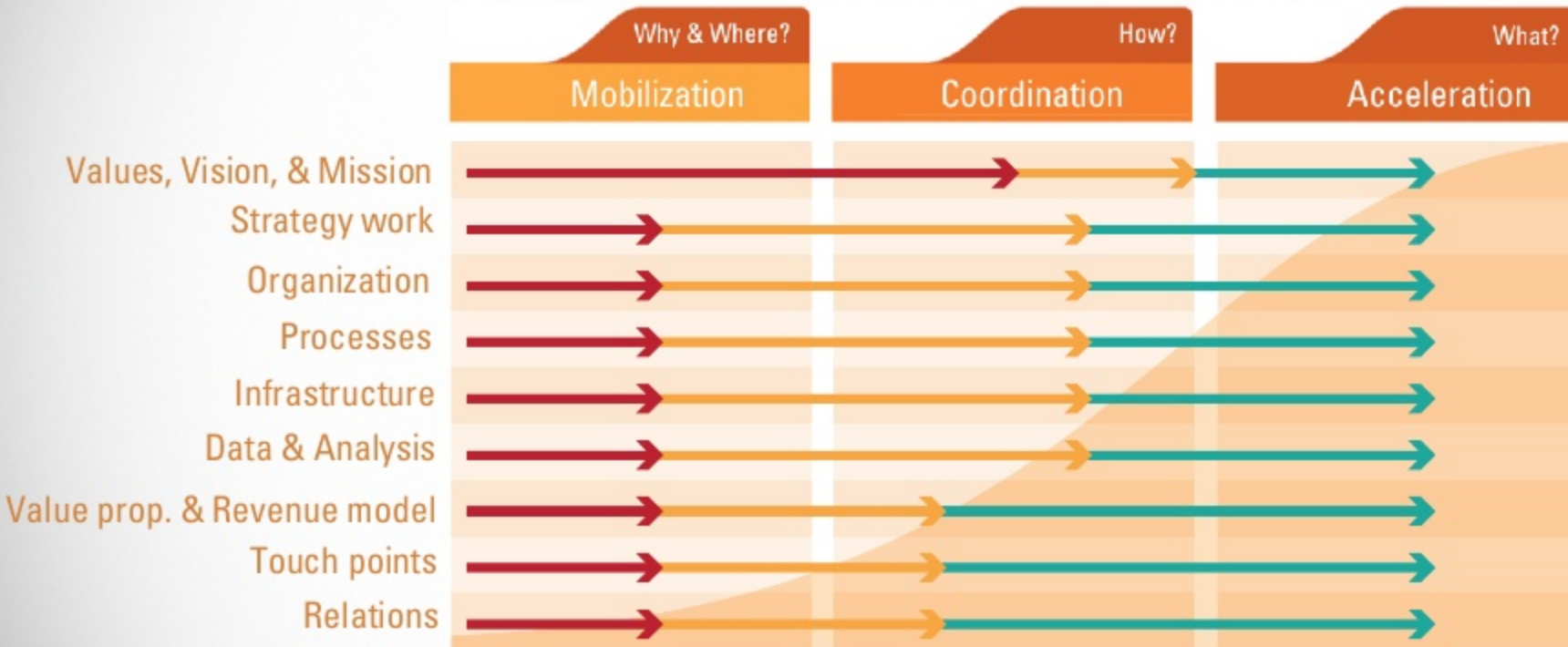


# Long journey = costly to be on the wrong path



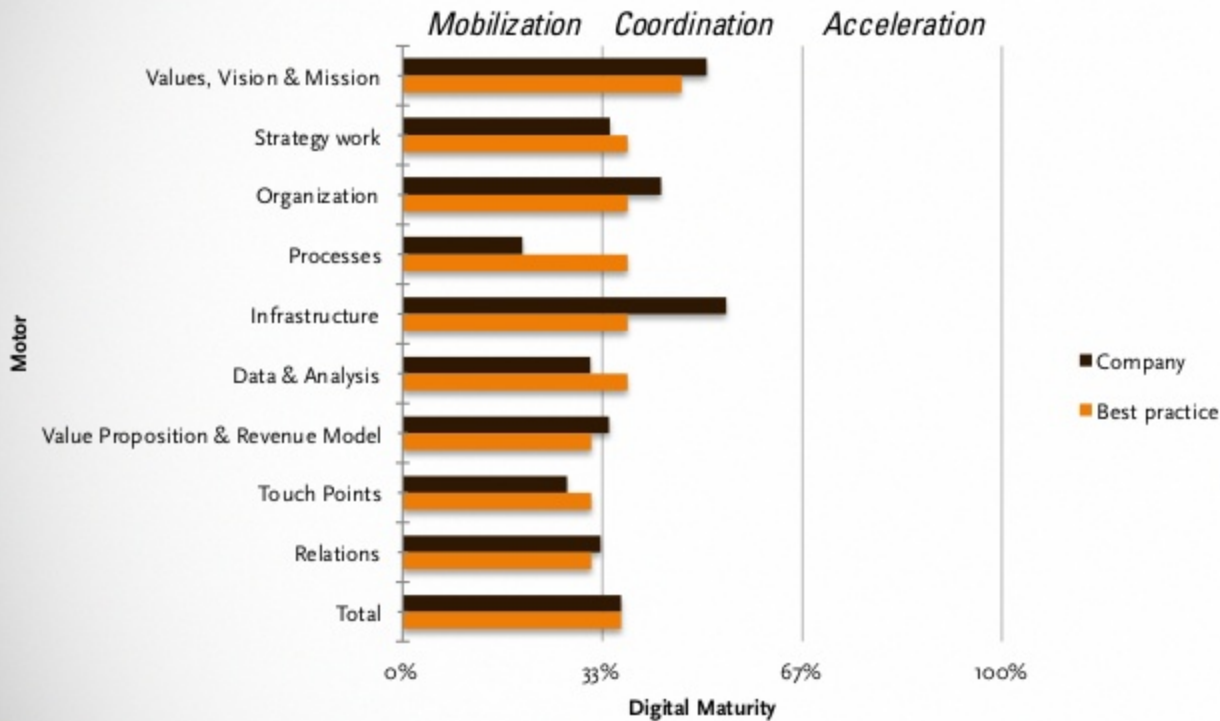


# 9 motors to develop in a certain order





# We Measure Companies Digital Maturity Index (DMI)



*DMI: 37%*

It leads to an action plan  
based on which initiatives/  
investments are the most  
effective at any given time