

DIGITAL INNOVATION

DIGITAL SEMINAR FOR BUSINESS LEADERS

WHY?

To enable digital business, it's important to understand your current digital position and future opportunities. During the seminar, we will guide you through the **Maturity Model for Digital** as well as capture your top digital innovation opportunities in the **Digital Opportunity Map**. These two steps enables us to recommend where you should put your focus in digitalizing your business.

WHAT?

A two hour **Interactive Seminar** where Enfo's Digital Evangelist shares market insights, competitive insights and practical examples of how digitalization is threatening current business models, products and services, but at the same time enabling quick wins when combined with current offerings. You share your current position and strategic approach to find opportunities in digital business.

WHO?

Management teams across the organization in charge of making customer experiences and offerings more attractive, competitive and profitable. Typical roles are Product Management, Offering Management, Business Development, Business Innovation, Marketing and Sales.

WOW!

The Digital Seminar is the first step in our digital innovation methodology. A methodology that helps you focus on what's important, and to get things done rapidly. Based on the business ideation in the Digital Seminar, we are able to kick-start your digital product development journey, using our 10-week-to-prototype approach. In only 10 weeks, you're able to launch, share and get feedback on your future digital products.