**&+ AndPlus**

STRATEGY REFRESH

DIGITAL TRANSFORMATION

The Challenge of Keeping Strategy and Execution Aligned

Digital transformation is about more than just incorporating new tools and technology into existing ways of doing business. It's about thinking differently about the business model and applying digital technologies to create new sources of value and solving business problems faster.

Recognizing this, many organizations have appropriately adopted transformation as a critical objective and constructed strategic and tactical plans to summit the mountain of transformation.

But transformation is complex and the challenges of keeping strategy and execution aligned in a rapidly changing world are all too common.
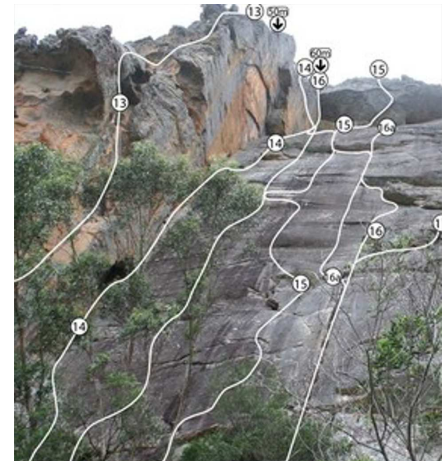
ALIGNING STRATEGY AND EXECUTION

Good Strategy is Clear, Current, Actionable, and Measurable

As a result of transformation's complexity, organizations often experience challenges along the way. Shifts in markets, customer trends, competitive pressures, leadership changes, and more, add to this complexity and can have profound and far-reaching effects on transformation's progress:

- Limited, slowed or stalled progress towards transformation goals
- Failure to realize expected business value and unmet KPIs/OKRs
- Decreased customer satisfaction and retention
- Shifting business needs, market demands/opportunities, or external events impacting existing strategy
- Delayed solution delivery along with roadmaps and releases that are continually being shifted out
- Lack of clarity and/or alignment on existing strategy and roadmap

Many companies aren't regularly updating their transformation strategy based on internal progress and external changes. This contributes to a growing gap between strategy and execution, and it dilutes the value realized from technology investments. The routes to the transformation summit are many and conditions can quickly change. It's critical to keep your strategy current and your roadmap actionable to accelerate the journey and greatly enhance the probability of success.

Fortunately, AndPlus can help.

STRATEGY REFRESH

STRATEGY REFRESH DELIVERABLES

The AndPlus Strategy Refresh service helps organizations close the gap between strategy and execution to accelerate digital transformation. Leveraging a proven framework addressing the dimensions of experience, technology, process, and people, the Strategy Refresh will:

- **Assess, validate, and update the existing digital strategy, roadmap, and business outcomes**
- **Identify gaps and new opportunities for creating value**
- **Refresh the transformation strategy, roadmap, and KPIs/OKRs based on assessment and recommended sequencing of activities to deliver value**
- **Create an action plan of tactical next steps to accelerate transformation**

The AndPlus Strategy Refresh enables organizations to see what is holding the organization back from moving faster, making more progress, and achieving better outcomes, while delivering strategic and tactical adjustments that help to ensure transformation success.

Take the first step to accelerate your transformation and close the gap between strategy and execution - schedule a conversation with a transformation expert now.

ABOUT ANDPLUS

AndPlus is a digital technology consulting and development firm that helps clients accelerate digital transformation by closing the gap between strategy and execution.

Fusing deep technical and business expertise with a custom Agile development process, we help our clients rapidly implement digital transformation strategies that achieve optimal results with less risk.

For more than a decade, AndPlus strategists, builders, innovators, engineers, and designers have pushed the boundaries of mobile, web, IoT, firmware, and advanced technologies to create or improve processes and products that deliver measurable value and exceptional user experiences.

To learn more about how AndPlus can help your organization, visit www.andplus.com.

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ACHIEVE MORE. GO FASTER. GO FURTHER