

Disrupt – or be disrupted: Digital Excellence

Martin Brander

*Brander Unternehmensentwicklung, Martin Brander, Taeliweg 45, CH-8887 Mels
martin.brander@rsnweb.ch – 0041 79 262 83 15*

Digitalisation, big data, internet of things, industry4.0 and nowadays disruption: Are we part of it? How do we use or consume them - maybe we ignore it? – Or is disruption only a modern word for innovation?

An example for disruption: In 1980 compact discs replaced vinyl records and in the meantime CDs are already superseded by streaming services. It is still a way of music entertainment – but based on new technics and new market players. The main ingredients of the disruption cocktail are destruction of existing processes, products and services, even process members are completely replaced or eliminated as well as unexpected speed. These sometimes not predictable elements destabilise planning and finally strategic work. Nevertheless building on existing processes will definitely lead in a dead end. How can we handle this locked in situation?

My answer: Digital Excellence.

Let me use the triangle as a symbol. Digital Excellence consists of three main fields of action such as digitalisation, organisational development and last but not least business model development. In the first corner I talk about doing it digital which is mainly based on IT-driven and agile activities. The second corner includes change and transformation with clear focus on leadership and people. The third corner stands for reinventing the business model. I am convinced that this triangle supports your organisation on your digital journey - especially in innovation and agility.

Working in this triangle demands a proven and sustainable framework that helps getting your journey through a disrupted world. Continuously developed processes which are part of daily life and knowing your company's DNA support this transformation. If you ignore disruption you will be disrupted. Be courageous and explorative - start your Digital Excellence journey today! I'm looking forward to sharing Digital Excellence with you.