Digital Fluency: Connecting the Dots of Digital Transformation

Gary O'Brien

Digital Fluency Principal, ThoughtWorks

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What’s your digital fluency?

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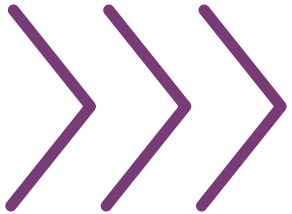
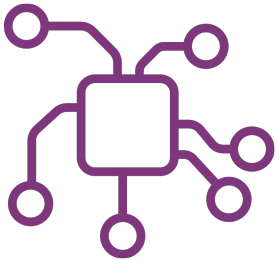
Three Shifts of the Digital Era

Customer Expectations



Speed



Technology-Driven Value

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Customer Obsession

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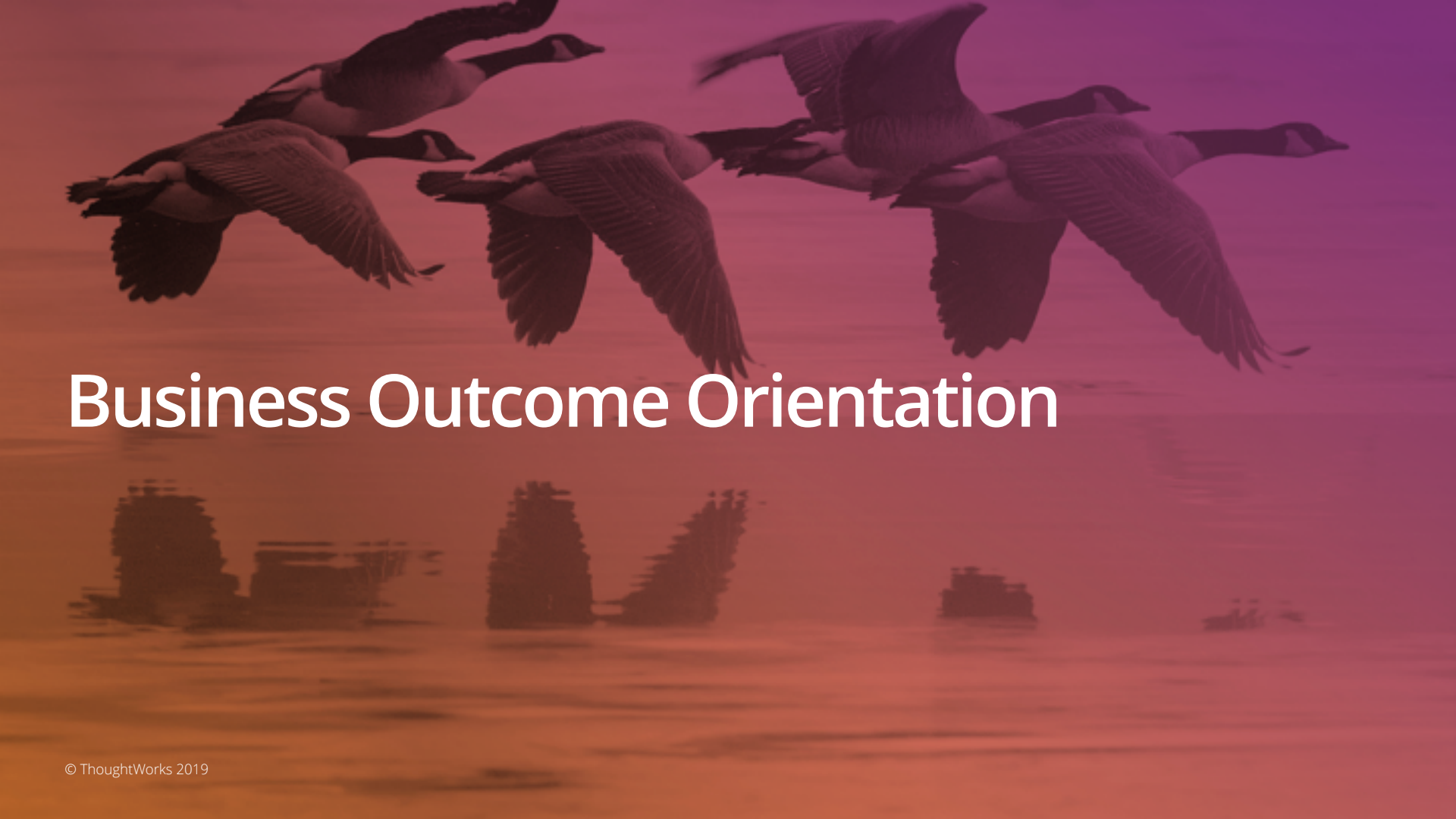

Business Outcome Orientation

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Responsive to Market Shifts

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A Test & Learn Culture

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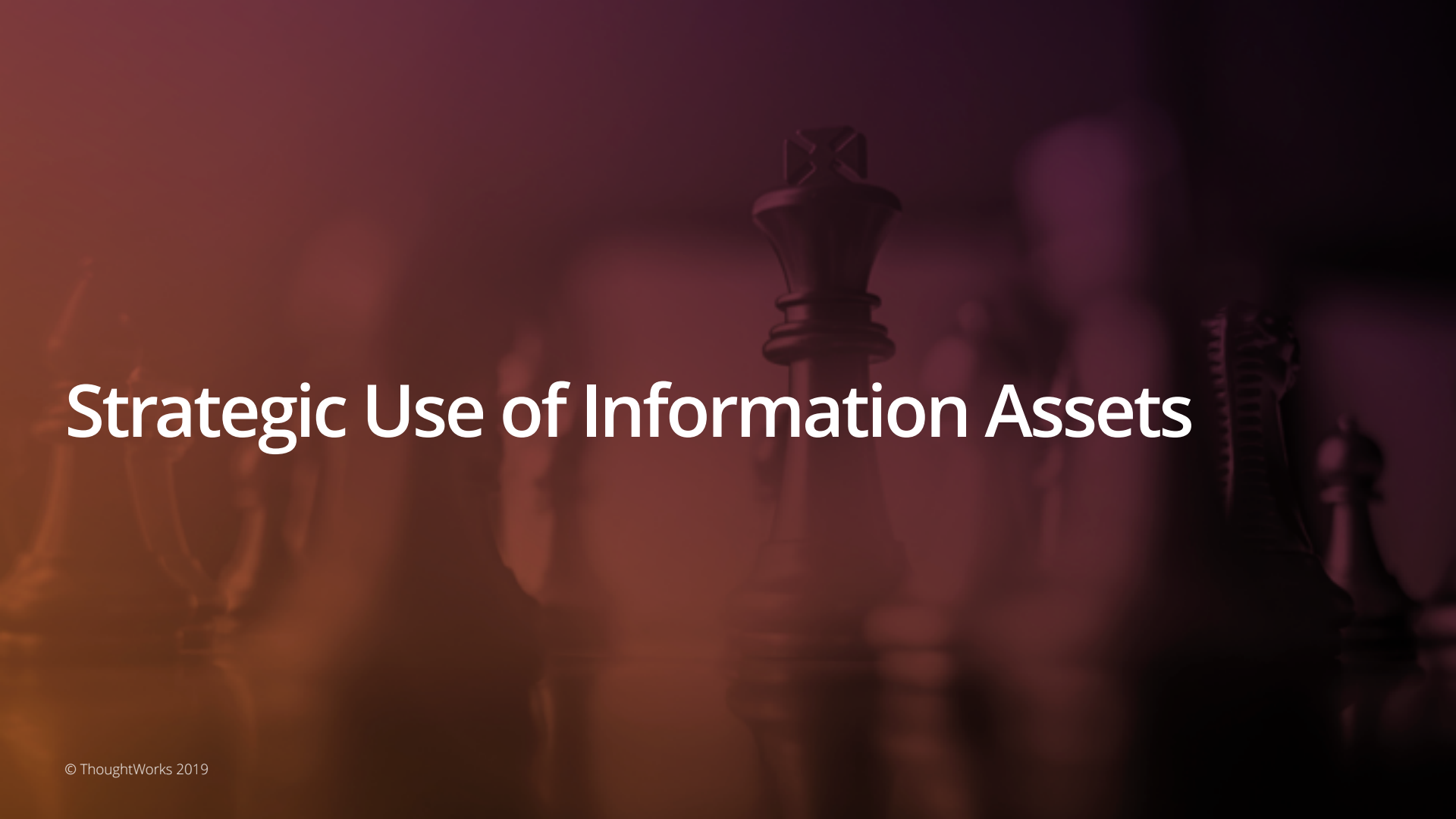

Strategic Use of Information Assets

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Technology @ The Core

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THE BUILDING BLOCKS OF A MODERN DIGITAL BUSINESS

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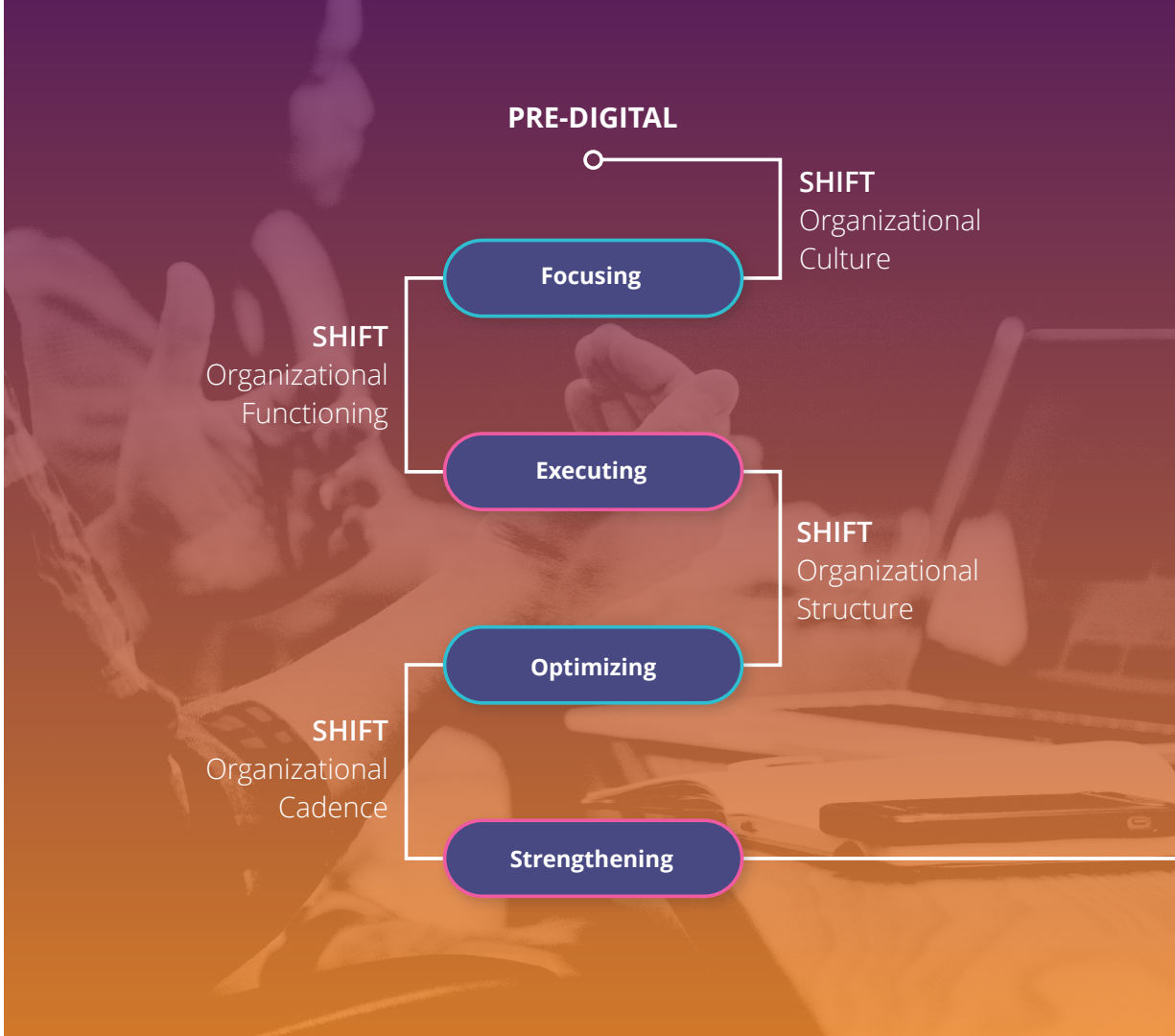
DIGITAL FLUENCY MODEL™



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Frictionless Operating Model

Platform Strategy

Experience Design and Product Capability

Intelligence Driven Decision Making

Engineering Culture, Delivery Mindset

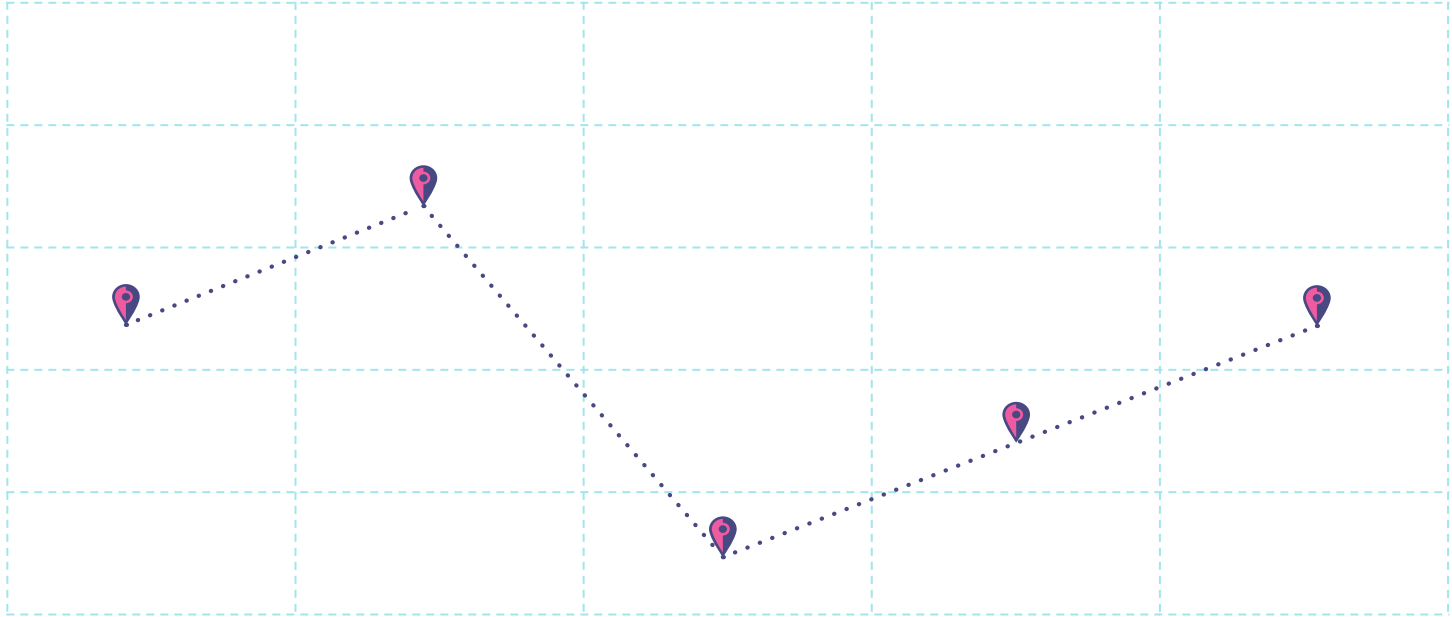
PRE-DIGITAL

Focusing

Executing

Optimizing

Strengthening



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Sensible default investments

• Internal Advocacy for Platform as a Product •

• Self Service Data Platform •

• Data as Product •

• Adaptive Architectures •

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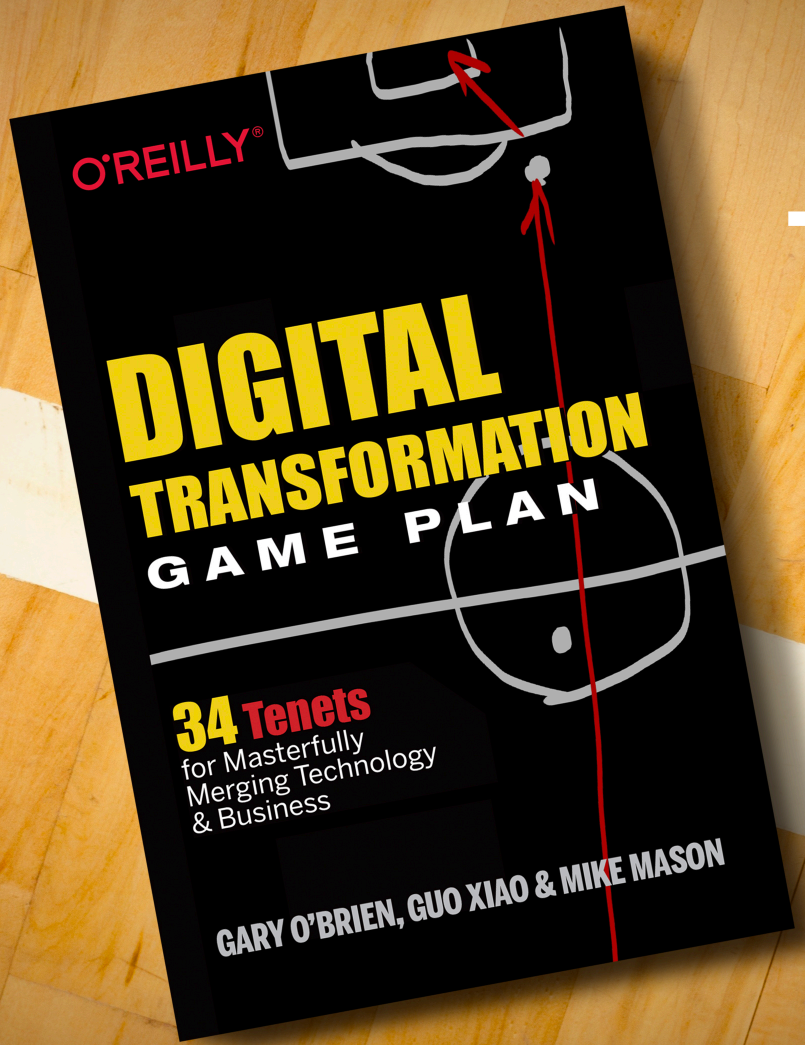

Thank you.

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