

# DIGITAL DISRUPTION



## WRITE DOWN YOUR KEY CONCERNS ABOUT “DIGITAL DISRUPTION” ...


# DIGITAL DISRUPTION: SESSION ONE

## DIGITISATION

The process of changing from analog to digital form

## DIGITALISATION

The use of digital technologies to change a business model and provide new revenue and value-producing opportunities; it is the process of moving to a digital business.

## DISRUPTION

Changing the fundamental expectations and behaviors in a culture, market or industry through digital capabilities, channels or assets.

source: **Gartner**®

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## SWOT YOUR OWN BUSINESS...

Think about your business...  
how is it performing in a digital economy?

STRENGTHS

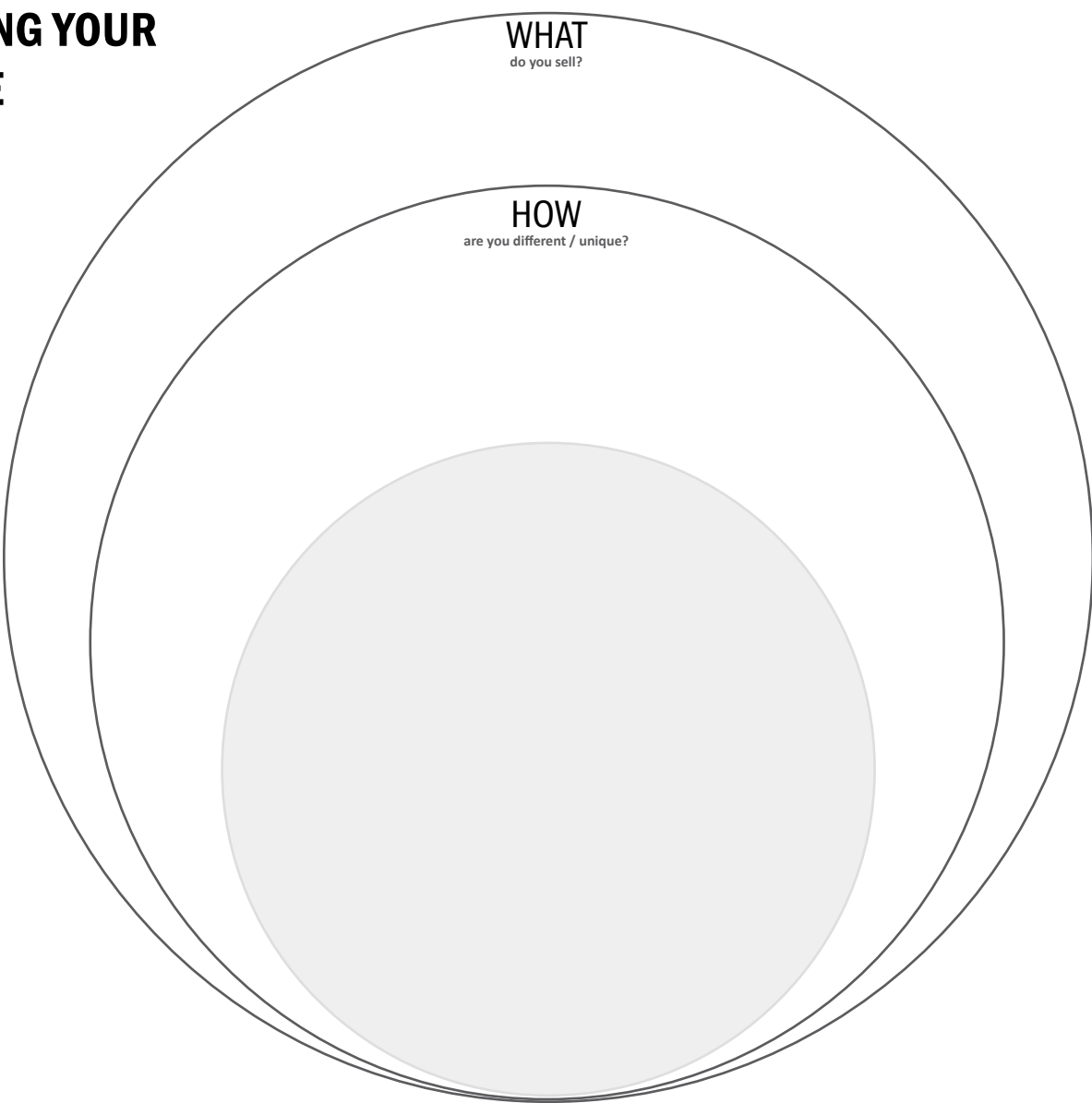
WEAKNESSES

OPPORTUNITIES

THREATS

# DIGITAL DISRUPTION: SESSION TWO

## FINDING YOUR VALUE



### VALUE HUNT

How do you articulate your value?

### DISRUPTIVE TECHNOLOGIES

See the Gartner Hype Curve

# DIGITAL DISRUPTION: SESSION THREE

## PITCH ME AGAIN...

### WHAT DO YOU SELL?

What's the product?

### WHAT'S YOUR CATEGORY?

What genre of business are you in? Manufacturing? Consulting? Design? Fabrication?

### WHAT'S YOUR MARKET?

In what demographic, industry or geography do you do business?

### WHO ARE YOU TARGETING?

Who is your ideal customer?

### CAN YOU BE AN EXTREME?

Best, First, Biggest, Award-winning, Fastest

### WHAT'S THE BENEFIT YOUR CUSTOMER GETS FOR BUYING FROM YOU?

What do I get out of it?

### WHAT'S YOUR UNIQUE SELLING PROPOSITION (USP)?

Why should someone buy from you and no-one else.

### WHY DO YOU SELL THIS, AND NOT SOMETHING ELSE?

Was there a holistic reason you chose to focus in on this product in particular?



D.why is the only design-led, digital strategy consultancy in Australia that helps growth

minded business leaders to take advantage of a changing customer and digital economy by combining design thinking, branding and digital strategy to transform businesses. Ensuring their business is sustainable in tomorrow's economy.



BHP\* is the largest supplier of natural resources in the world.

Ensuring global industry have a reliable primary supply of the most needed resources to drive the global economy, at the scale that makes a difference in a way that can people out of poverty.

\* This is indicative for the purposes of training and BHP has not ever and does not endorse this positioning at all.

## THE PITCH FRAMEWORK

COMPANY NAME \_\_\_\_\_

IS THE

EXTREME \_\_\_\_\_

CATEGORY \_\_\_\_\_

IN

MARKET \_\_\_\_\_

THAT HELPS/ PROVIDES / ENSURES

TARGET \_\_\_\_\_

WITH / OF / TO

BENEFIT \_\_\_\_\_

UNIQUE SELLING PROPOSITION \_\_\_\_\_

ENSURING

YOUR 'WHY' \_\_\_\_\_

## WHAT'S DIFFERENT TO YOUR BUSINESS TODAY?

TODAY

YOUR NEW  
VISION

THE GAP

# DIGITAL DISRUPTION: SESSION FOUR

## WHAT WE'RE GOING TO DO NEXT

### IN FIVE YEARS

We need to be...

### TOMORROW?

What's going to change?

### LONG-TERM?

What needs to change in your strategy? What needs to be included that wasn't there before?

## WHAT NEEDS TO BE TRUE TO GET STARTED?

THE GAP

WHICH MEANS WE NEED TO START LOOKING FOR:

### COLLABORATION

Joint ventures, research, etc.

### FUNDING

Grants, Capital Investment, Mergers & Acquisitions, etc.

(or both?)

# PITCH ME AGAIN

## THE PITCH FRAMEWORK

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ENSURING

YOUR 'WHY'

WE NEED

YOU GAP

AND WE'RE LOOKING FOR

COLLABORATION OR FUNDING...

## PEER FIRMS

Is there anyone here you can partner with?

## FUNDING OPPORTUNITIES?

As outlined

# DIGITAL DISRUPTION: ABOUT YOUR HOSTS



## GAVIN YEATES CONSULTING

[www.gavinyeates.com](http://www.gavinyeates.com)

Gavin is an established mining industry executive and leader in strategy, technology and geoscience. He is a veteran of 35 years with BHP where he led the development of a global Technology strategy for the corporation and headed the global function covering technology, geoscience, engineering, operations and maintenance across all business units. He has extensive experience in exploration, projects and operations along with corporate functions. He is currently an independent Director of CRC Ore LTD., has been a member of AusIMM for more than 35 years and is currently the Melbourne Branch Secretary, was formerly a member of the Joint Ore Reserves Committee and a Director of AMIRA International Pty Ltd. He is active as a strategic advisor, thought leader to mining companies, suppliers and government institutions through his consulting practice. He is a graduate from University of Adelaide with a BSc(Hons) in Geology and Economic Geology, and a Graduate Diploma in Business from Curtin University in Western Australia.



## D.WHY

[www.dwhy.com.au](http://www.dwhy.com.au)

Dave Yeates is the Principal at D.Why, is a thought leadership practice focused on helping organisations re-frame business conversations around a changing digital customer.

Dave is a multi-specialist consultant with roots in design and innovation and has had the privilege of working with some of the world's leading organisations - from start-ups, to tech titans, to banks. Before wearing a suit, Dave spent ten years as a freelance designer, moonlighting as an award-winning technology entrepreneur where he found the love for customer-centred problem solving. Dave's unique consulting practice combines his insatiable addiction to new technology and digital know-how with design thinking and strategic advisory, ensuring his clients stay innovative and ahead of the curve.