


MATT DOMO

DIGITAL TRANSFORMATION PLAYBOOK AND READINESS ASSESSMENT



Digital transformation succeeds or fails based on alignment. This worksheet helps leaders assess readiness across customer experience, execution speed, agility, automation, and operating model design. It is not a test, but a practical diagnostic to surface where focus will matter most. Use it to create clarity, guide leadership conversation, and sequence action with intent.

If applying this raises questions, a short working conversation can help clarify next steps.

The chapters and worksheets in this guide assume you have completed the AI Business Stress Test introduced in Chapter 1.

If you have not yet completed it, pause here and take that assessment first. It provides the context needed to answer the questions that follow with clarity and confidence.

A QR code is provided below for quick access.



Digital Transformation Playbook and Readiness Assessment

Introduction

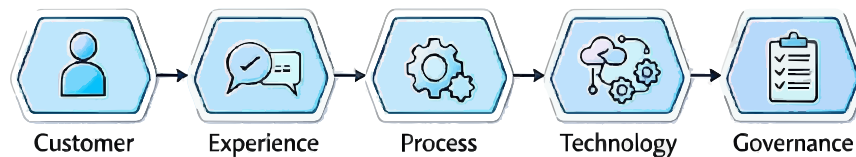
Digital transformation succeeds or fails based on alignment around customers, execution speed, and how the organization actually operates. This assessment is designed to surface where that alignment is strong, where it breaks down, and where focused action will matter most.

Use the following questions to evaluate readiness across customer experience, speed, agility, automation, technology enablement, employee productivity, and operating model design. The goal is not perfection, but clarity so that transformation efforts can be sequenced, executed, and scaled with intent.

Begin by reviewing the Customer-Back Operating Model below, then answer each question based on how the organization operates today, not how it aspires to operate.

Architecting Speed, Agility, and Customer-Centered Execution

Customer-Back Operating Model



A structured approach to architecting speed, agility, and intent.

Architecting-Digital Transformation

Purpose

This assessment helps leadership teams evaluate readiness to execute digital transformation in an AI-enabled, always-on environment. It is not a test but a structured tool to surface alignment gaps, execution constraints, and action priorities.

Scoring

Rate each statement on a scale of 1 (Rarely / Not Yet) to 5 (Consistently / Proficiently).

I. Customer-Centered Design

Use your score in context of organizational complexity:

- Our digital initiatives are explicitly anchored to customer needs, behaviors, and friction points.
- Customers can easily access our products and services across channels with minimal effort.
- Customer experience metrics directly inform prioritization and funding decisions.
- We design processes to reduce time-to-value for customers, not just internal efficiency.
- Teams across the organization share a common understanding of how we deliver customer value.

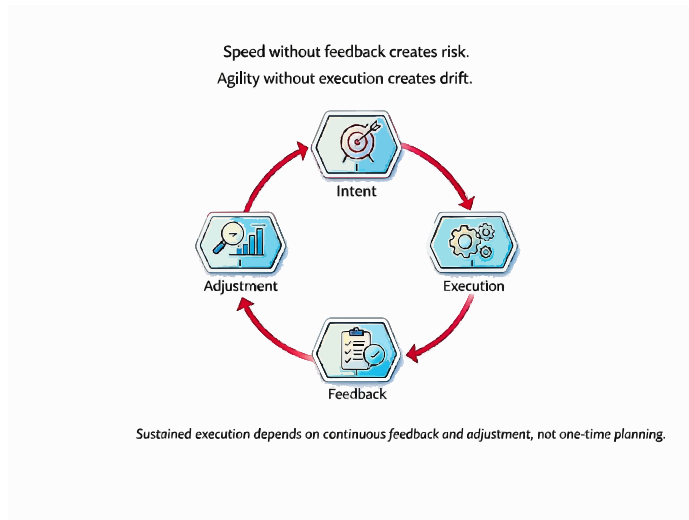
Customer friction often reveals deeper structural constraints

II. Speed & Execution Discipline

Create speed with precision and measurable value.

- We can translate strategic intent into executable initiatives quickly and repeatably.
- Digital initiatives are tied to clear business outcomes and measurable ROI.
- Decision-making timelines support speed rather than slow execution.
- We understand how new digital processes will scale as volume increases.
- Our operating model enables rapid deployment without excessive rework.

Speed breaks when execution is not deliberately designed.



If this execution loop breaks down in practice, a short working conversation can help identify where.

Conversation: mattdomo.com/apply

III. Business Agility

Enable continuous adaptation.

- We break transformation efforts into iterative phases rather than large, fixed programs.
- Teams are empowered to adjust direction based on data and market signals.
- Our culture supports experimentation without penalizing course correction.
- We can adapt processes quickly when customer or market conditions change.
- Data is actively used to inform iteration and prioritization.

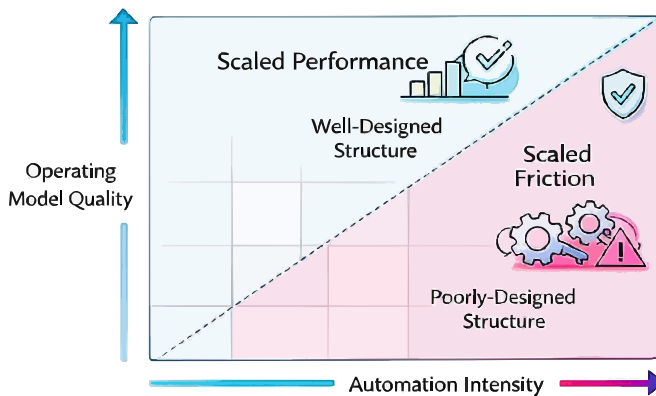
Agility depends more on operating model than methodology.

IV. Hyperautomation & Integration

Leverage automation to unlock scale and flexibility.

- We have identified processes suitable for automation beyond cost reduction.
- Automation initiatives improve both employee productivity and customer outcomes.
- Our systems integrate across legacy and modern platforms with minimal friction.
- Stakeholders can access data easily across functions.
- Automation efforts are aligned to broader transformation objectives.

Automation amplifies structure. It does not replace it.



Well-designed processes scale through automation. Poorly designed ones scale their problems.

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V. Technology as an Enabler

Technology is a means, not the strategy.

- Technology investments are selected based on business impact, not trend adoption.
- Our technology stack supports speed, reliability, and cost-effective scaling.
- AI and analytics are applied to improve decision-making, not just reporting.
- We avoid tool sprawl by aligning platforms to clear use cases.
- Technology decisions reinforce customer experience and operational agility.

Technology accelerates intent—clarity determines direction.

VI. Employee Experience & Productivity

Optimize how work actually happens.

- Employees have access to tools that enable collaboration and fast execution.
- Digital tools reduce friction rather than adding complexity.
- We actively measure employee productivity and engagement.
- Knowledge is easy to share and reuse across teams.
- Tool adoption is supported by process and behavior change.

Employee friction is an early warning signal.

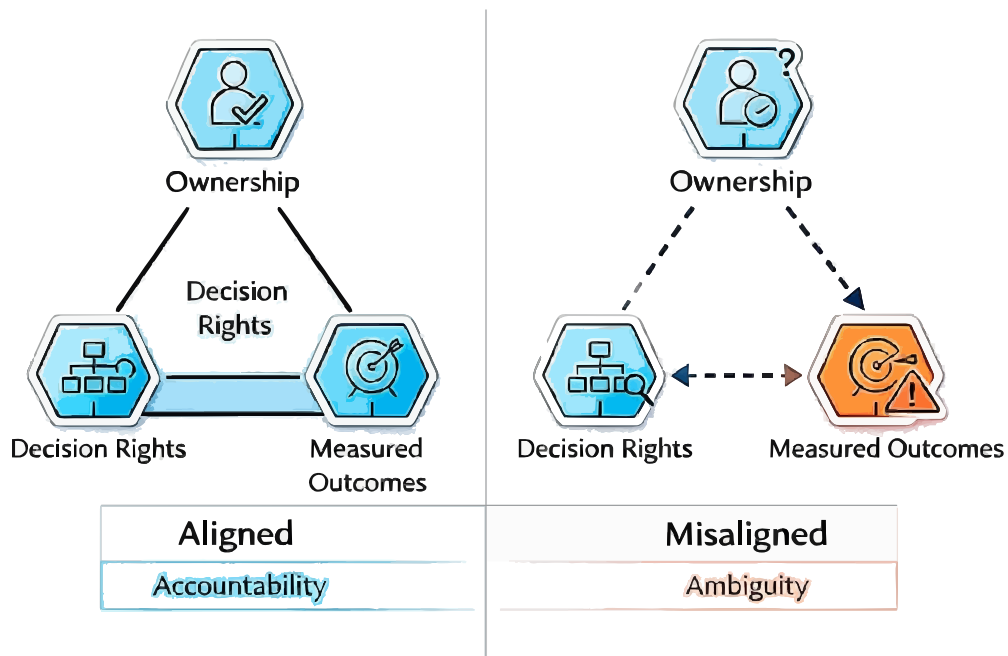
VII. Operating Model & Governance

Organize for outcomes, not activities.

- Ownership of digital capabilities is clearly defined.
- Decision rights are aligned to speed and accountability.
- KPIs measure customer impact, operational efficiency, and employee productivity.
- Governance enables progress rather than slowing it down.
- We regularly review outcomes and adjust direction.

Governance either enables momentum or quietly erodes it.

Execution slows when ownership, decisions, and outcomes are not aligned.



Clear ownership accelerates execution. Ambiguity compounds delay.

Scoring & Interpretation

This assessment is not a grade. It highlights where action will matter most.

Score Ranges (35 questions | Max 175)

- 140–175 | Strong Foundation**
Execution capability is largely in place. Focus on calibration, scaling, and compounding impact.
- 105–139 | Developing**
Capabilities exist but are uneven. Prioritization and sequencing will determine success.
- Below 105 | Foundational Gaps**
Structural constraints limit speed and agility. Strengthen core capabilities before accelerating.

From Score to Action

Use your score in context of organizational complexity:

- Strong score + low complexity → Self-directed progress
- Strong score + high complexity → Strategic calibration
- Lower score + low complexity → Targeted development
- Lower score + high complexity → Guided support

Lower scores are not a failure—they clarify sequence and focus.

Discussion Prompts

- Where does execution consistently stall?
- Which constraint most limits speed or agility today?
- What capability, if strengthened first, would unlock momentum?
- Where would outside perspective reduce risk or blind spots?

Questions while applying this assessment? Schedule a conversation:

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