

PHASE 1  
UNDERSTAND  
THE BUSINESS CASE



CONSUMER GAP

- ☐ We can sense the consumer trends before they occur.
- ☐ Customer's voice has a vast and direct influence of our value creation process.
- ☐ We create outside-in strategies.



INDUSTRY GAP

- ☐ We know how to process any emerging signals.
- ☐ We are most of the time smarter in handing strategic industry dilemmas.
- ☐ We actively network with global/ national industry thought leaders.



INTERNAL GAP

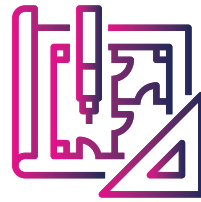
- ☐ We have well oiled channels to capture and process our realities by all stakeholders.
- ☐ We can discuss and deal with our realities at all levels.
- ☐ Our leaders are recognised for their humility by all stakeholders

PHASE 2  
DESIGN  
THE JOURNEY



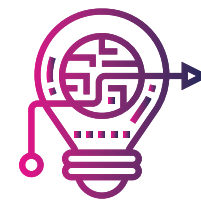
AMBITIONS  
ALIGNED

- ☐ Our 3-5 year ambition, business model, and the strategic priorities are aligned.
- ☐ We have a well orchestrated rolling 12 months strategy alignment and cascading meeting process.
- ☐ Our role clarification and performance management process has the agility to support the transition journey.



TX  
ARCHITECTURE

- ☐ We have an effective framework and methodologies to deal with issues and strategic dilemmas.
- ☐ We spend adequate energy on experimentation and mothership integration
- ☐ We have mastered the art of aggressive funding of new strategies.



TX  
STRATEGY

- ☐ Our strategy stack can transcend the industry shifts
- ☐ Our Tx design is built around modern-day concepts and driven by scalable technologies.
- ☐ We have aggressive, both exploit and explore strategies.



SKILLS  
For TX

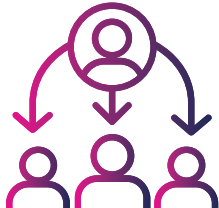
- ☐ We have all the skills to navigate the Tx Journey.
- ☐ We are less reliant on external resource people
- ☐ we have acquired the internal capacity to coach and development of team members internally

PHASE 3  
EXPERIMENT  
TO LEARN



ITERATIVE  
EXPERIMENTATION

- ☐ We can move from ideas to context validation like a start-up team.
- ☐ Our experimentations can function independently of the core processes.
- ☐ We have a proven track record of building upon our failures and successes.



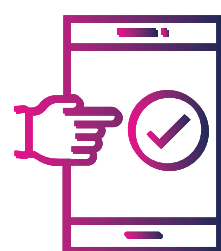
LEADERSHIP  
ALIGNMENT

- ☐ Our top tier team has embraced the role of Tx Evangelists.
- ☐ Our leadership has shown capabilities take bold decisions while mitigating the risk.
- ☐ We have the will to carry out any teamreconfigurations.



BUILD NEW  
CAPABILITIES

- ☐ Most of the key team members have reskilled and reinvented themselves.
- ☐ We have an aggressive approach to match the capability needed by deployment (Giggers), development (current), acquisition (new), and partnerships (external).
- ☐ We have built sustainable ecosystem to tap in to the skill that we do not possess



PROJECT  
PORTFOLIO  
MANAGEMENT

- ☐ We are wizards of applying venture capitalist mindset to pick, nurture, pivot or drop initiatives/ projects.
- ☐ We have managed to maintain a healthy portfolio of "initiatives in real progression".
- ☐ We are masters in acquiring resources for scaling up.



ALIGN  
THE CULTURE

- ☐ We thrive in our appetite for renewal.
- ☐ We revel in lean, speedy and agile mindset.
- ☐ We take pride in transformational story.

PHASE 4  
SCALE

