Category

Enterprise Transformation

Enterprise Digital Transformation Roadmap Playbook (Vision, Use Cases, Roadmap)

A structured method for turning a vague transformation mandate into a costed, sequenced 18-24 month roadmap with named owners and value targets.

- Executive
- Intermediate
- Template Included
- Workshop Ready

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- 8 minute(s)

Overview

Turn a one-line "digitally transform the business" mandate into a scored use-case portfolio and a sequenced 18-24 month roadmap with owners, budgets, and a kill list, in about six weeks.

How long should a digital transformation roadmap actually cover?

Eighteen to twenty-four months in specific, funded detail, with a directional Optimize horizon beyond that. Anything scored and sequenced past 24 months is guesswork dressed up as planning — technology, competitive dynamics, and org priorities shift too much for detailed use-case sequencing beyond that window.

How many use cases should be in wave one?

Enough to hit the North Star metrics without overloading delivery capacity — typically 4-8 for a mid-size enterprise. If wave one has more than 10 initiatives, capacity is almost certainly overcommitted and something will slip.

What's different between this and a typical IT strategic plan?

An IT strategic plan is usually organized around systems and platforms. This roadmap is organized around business outcomes and use cases, with technology as the enabling layer — that ordering is what keeps the CFO and business unit leaders engaged in the governance cadence instead of treating it as an IT document.

Who should own the roadmap after the workshops end?

The transformation office or PMO owns the process and cadence, but each wave's business outcome must be owned by a named business unit leader — not IT. IT owns delivery; the business owns the value.

How do we handle initiatives that don't fit neatly into one business unit's ownership?

Assign a single accountable executive sponsor even for cross-functional initiatives, and make that explicit in the Steering Committee Charter. Shared ownership across two or more business units is the single most common reason cross-functional initiatives stall — someone has to be able to break a tie.

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