Category

Digital Transformation

Cross-Border & Multi-Region Digital Operating Model Transformation Playbook

Standardizing what should be global while genuinely respecting what needs to stay local

- Executive
- Advanced
- Template Included

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- 3 minute(s)

Overview

A framework for cross-border and multi-region digital operating model transformation that deliberately distinguishes capabilities worth standardizing globally from those genuinely requiring regional adaptation — regulatory, cultural, and market-specific — rather than defaulting to either uniform global standardization or fully independent regional operations.

Isn't full global standardization always more efficient than

regional variation? Not when regional variation reflects genuine regulatory, cultural, or market requirements — forcing uniform standardization onto those areas produces compliance risk or market misfit, while leaving genuinely standardizable capabilities fragmented regionally wastes efficiency opportunity. The skill is distinguishing which is which.

How do we decide what should be global versus regional in a digital

operating model? Based on whether the variation reflects a genuine external requirement (regulation, market-specific customer expectation) or just historical fragmentation without a real underlying reason — covered in the framework below.

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