

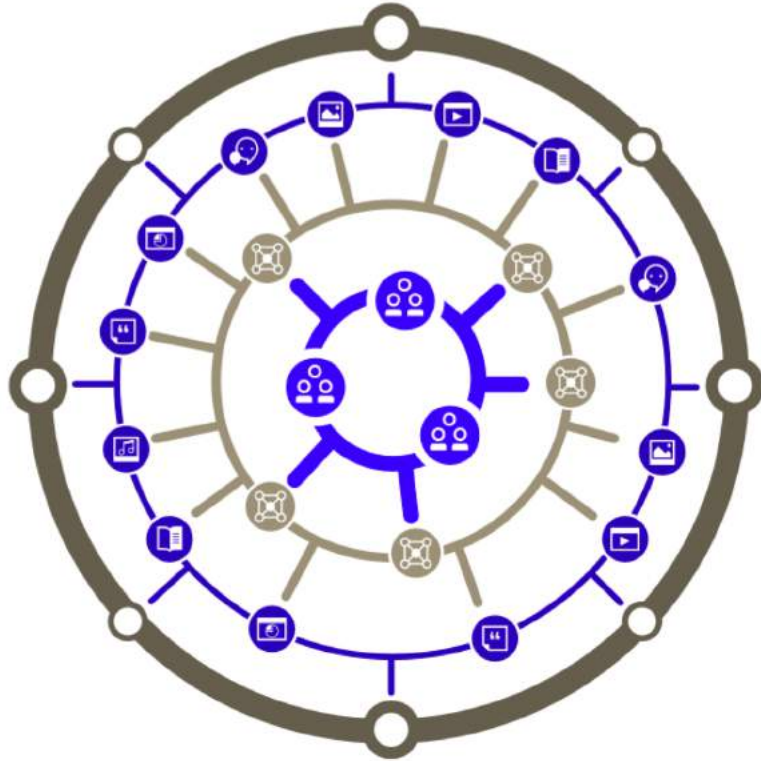
# Driving omnichannel transformation

Marie Girard

OmnichannelX Conference Workshop - Amsterdam 30/01/2019



# Omnichannel transformation



From products to experiences

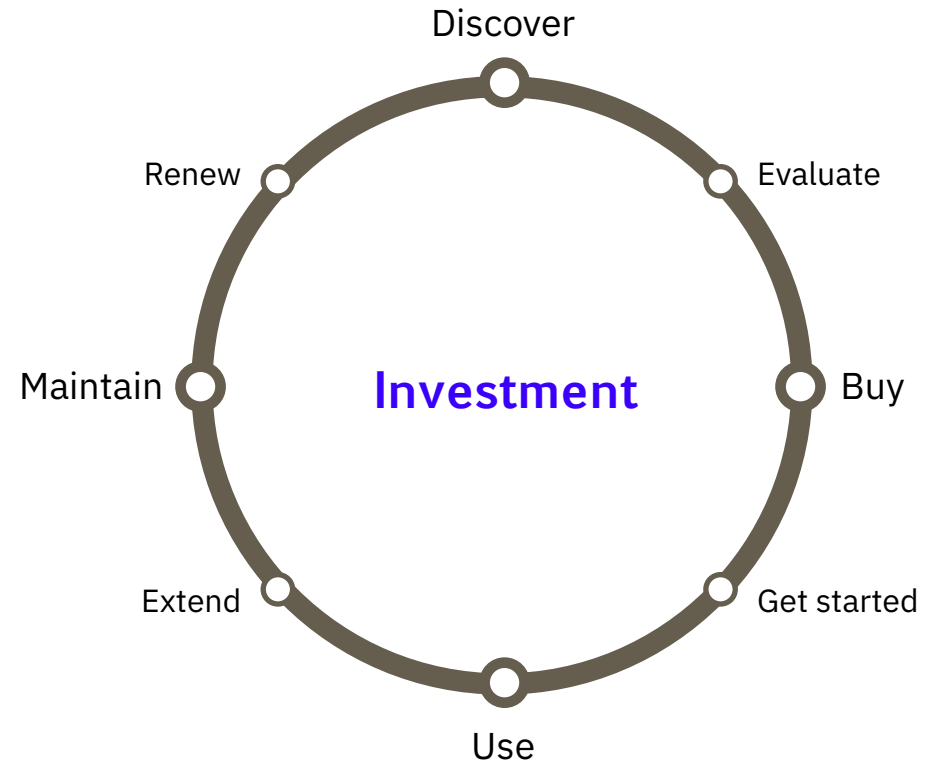
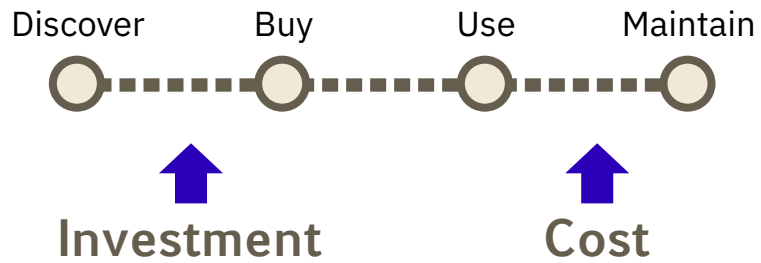
From consuming to recycling

From planning to adapting

From specializing to connecting



# From products to experiences



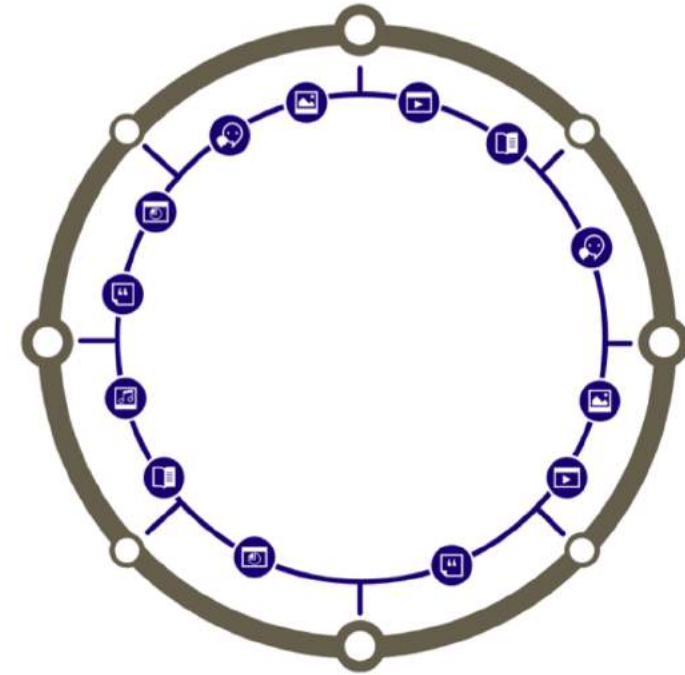
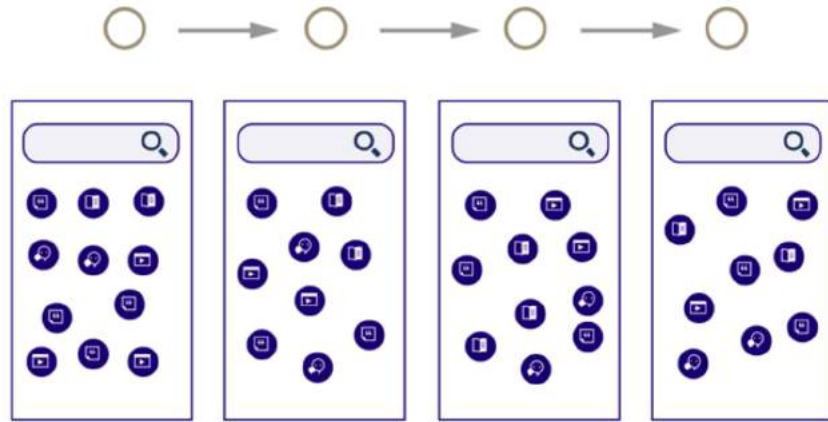


# Content as product?





# From consuming to recycling



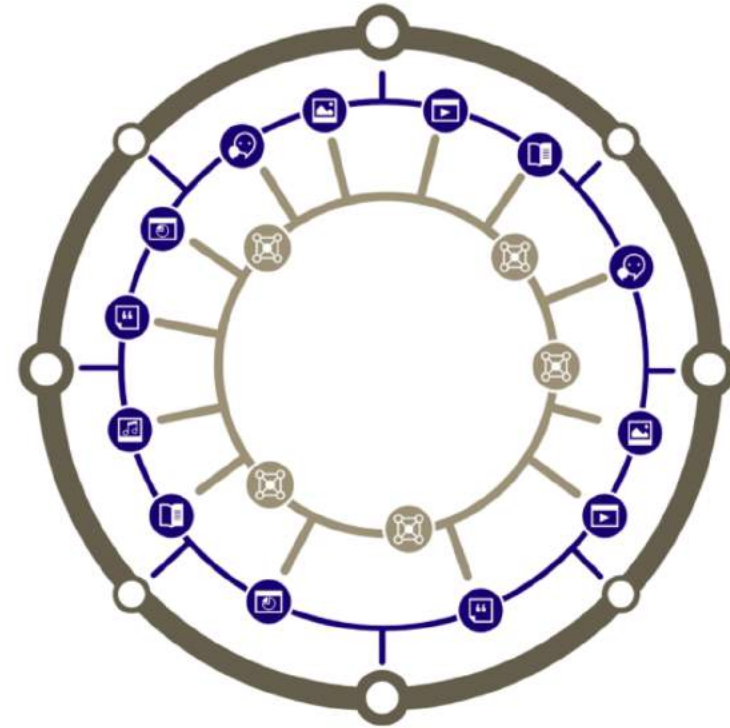
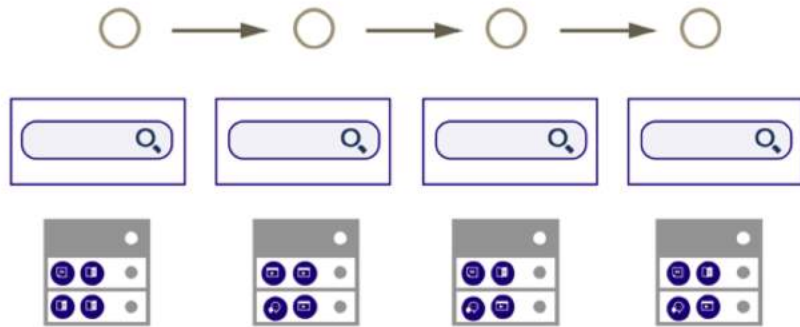


# Content as conversion tactic?





# From planning to adapting





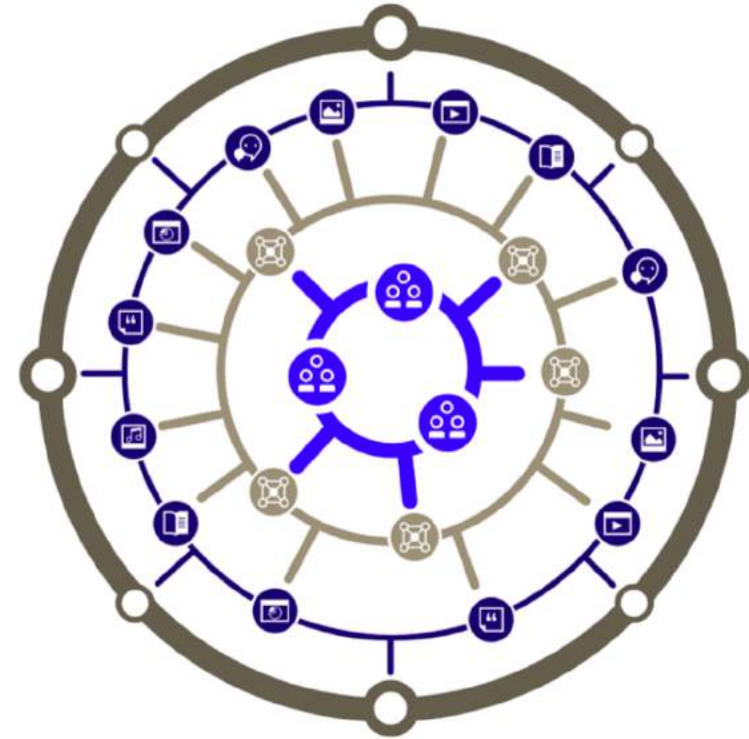
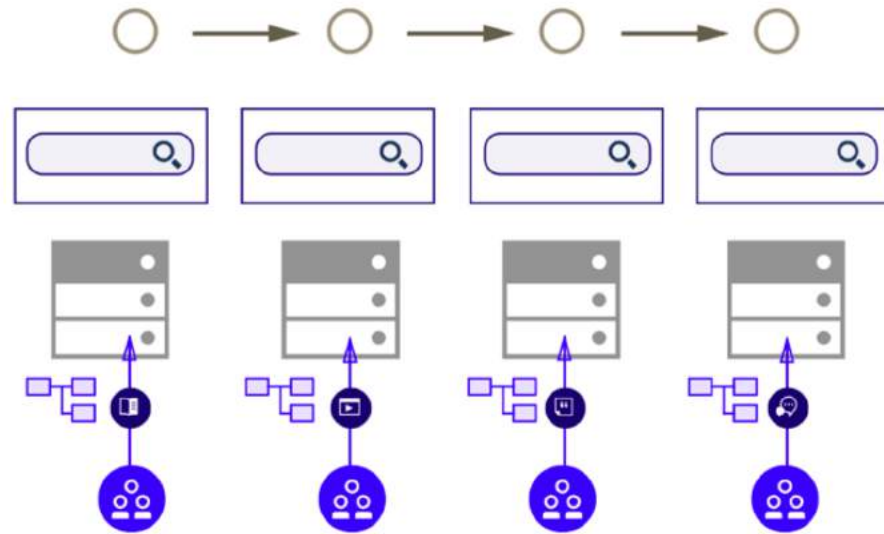
# Content as technology?







# From specializing to interconnecting



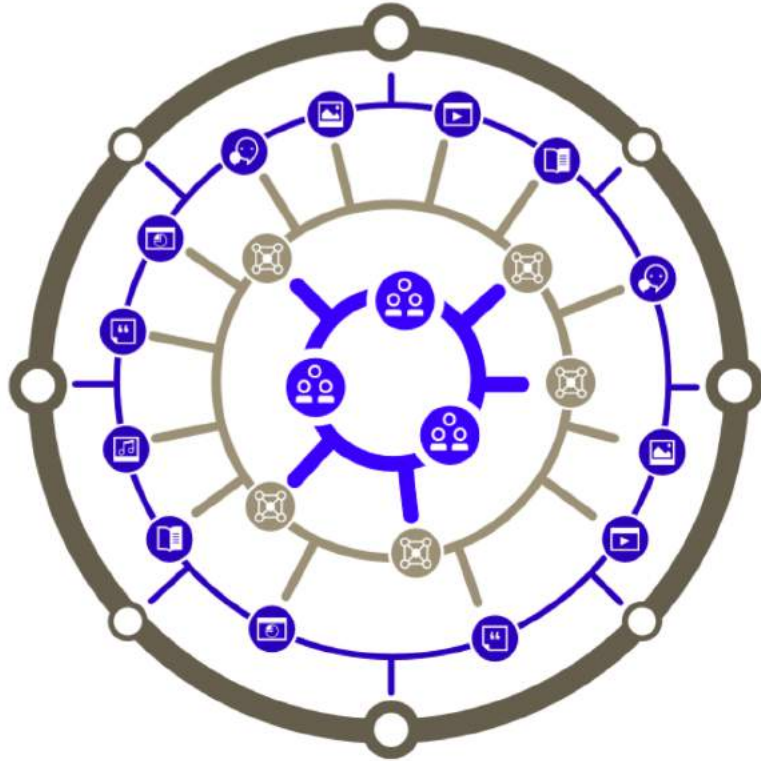


# Content as methodology?





# Content. Connections.



From products to experiences

From consuming to recycling

From planning to adapting

From specializing to connecting



# The laws of the 5<sup>th</sup> discipline (Peter Senge)

1. Today's problems come from yesterday's "solutions."
2. The harder you push, the harder the system pushes back.
3. Behavior grows better before it grows worse.
4. The easy way out usually leads back in.
5. The cure can be worse than the disease.
6. Faster is slower.
7. Cause and effect are not closely related in time and space.
8. Small changes can produce big results... but the areas of highest leverage are often the least obvious.
9. You can have your cake and eat it too -- but not all at once.
10. Dividing an elephant in half does not produce two small elephants.
11. There is no blame.

**Let's play a game!**

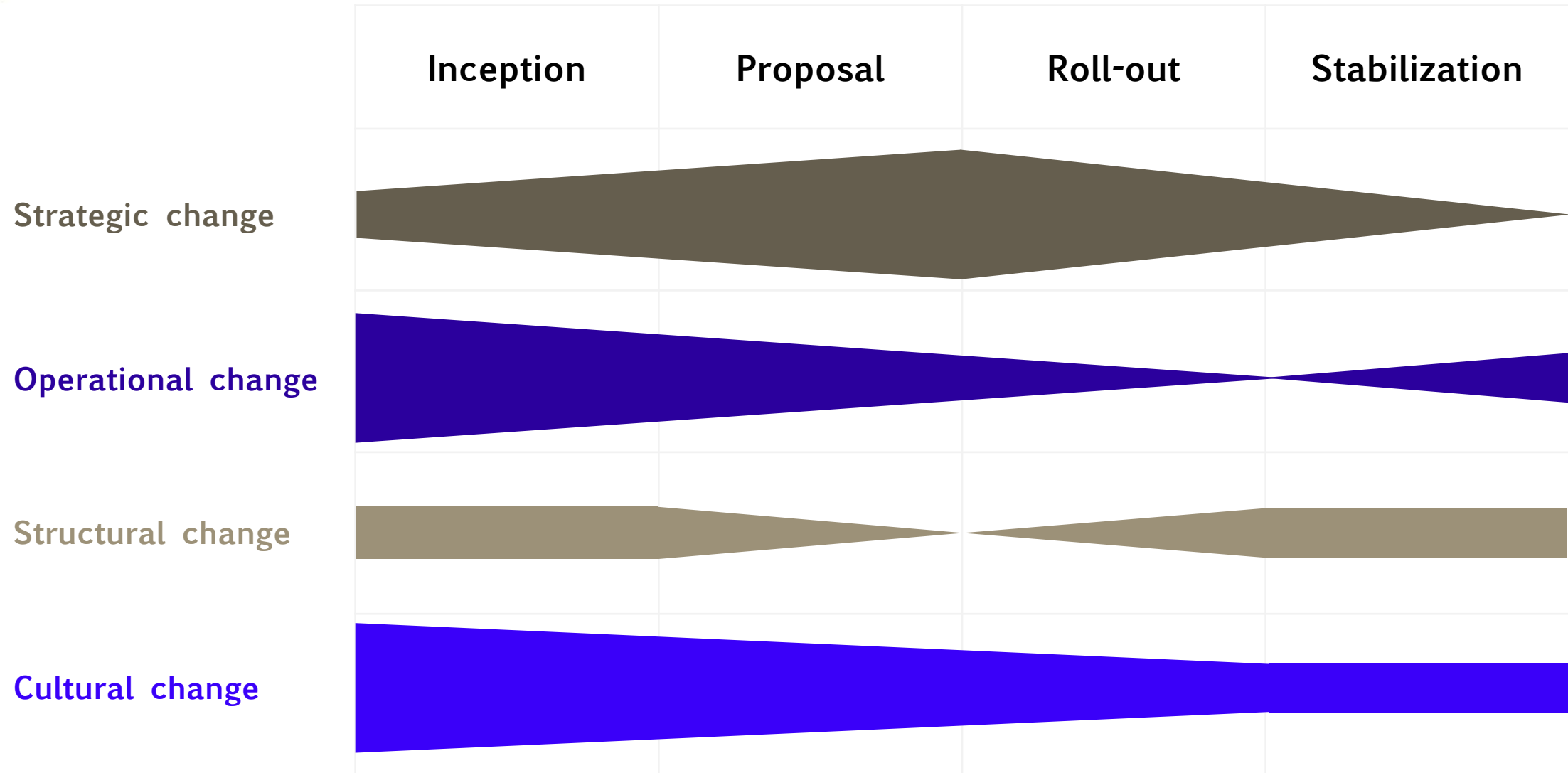


# Debrief

- What happened?
- How did you feel?



# Different types of change





# Appreciative inquiry for strategic change



*The task of leadership is to align our strengths such that the system's weaknesses become irrelevant.*

Peter Drucker





## Positive core

Act as a community of practice to improve the relationships we build with our audiences.

# Discovery

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# Active listening

- ✓ Listen to understand
- ✓ Refrain from giving your opinion
- ✓ Encourage your partner
- ✓ Reformulate what you heard

**In groups of two:**

10mn interview, then swap

# Dream & Design



# Storyboarding

- ✓ No need to be a graphic artist
- ✓ Use a story structure: beginning - middle (climax) - end

**Individually:**

20mn to storyboard a dream

# Debrief

commessence



# Driving omnichannel transformation

- Omnichannel transformation is complex
- If you move, the whole organization is going to move too
- Focus on one aspect of change
- Frame your transformation project
- Build on the positive to think outside the box

commessence

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