

# 2 DAYS WORKSHOP

## “REAL TIME STRATEGY FOR THE DIGITAL TEAM”

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### EVOLVING THE HUMAN FACTOR OF DIGITAL TRANSFORMATION USING IDC INDUSTRY DIGITAL TRANSFORMATION RESEARCH AND LEGO® SERIOUS PLAY® METHOD

Organizations that are “Digital Determined” are rapidly pulling away from the rest - creating the beginning of a rift that will ultimately leave organizations on either side of the thrivers or survivors. Humans are at the center of the transformation process and having the right skills, competencies, roles, and Teams is critical for success. Don't get left behind as industry transforms into Digital Native Enterprises and unlock now the full potential of your Team!

### WHY DIGITAL TEAMS NEED REAL TIME STRATEGY?

Real Time Strategy for the Digital Team is designed to unlock the full potential of Digital reated Teams quickly, effectively and deeply, to be prepared to an unpredictable world where enterprises need to respond to increasing challenges every day:

- › The world is increasingly becoming more unpredictable, yet organizations and Teams need to make aligned and intentional decisions.
- › The world is changing faster than plans can be developed and implemented.
- › The world is changing faster than employees can adapt to with planning and programming tools.
- › It is difficult to keep track of what is taking place in the world.
- › Traditional business strategy processes are increasingly unable to do the whole job.

Digital Transformation challenges require Real Teams, Teams that can exhibit characteristics such as nurturing ideas, being alert and flexible, sharing ideas transparently and being self-motivated. This workshop is “playing with a purpose” and will help participants to gain more clarity in terms of knowing more about themselves, and why they are engaged in doing what they do every day on the job. Participants will learn more about each other, and about how the group behaves like a team.

**From being a collection of jobs to being effectively integrated**  
**From having to live with frustrations to making things better**  
**From focusing on individual capabilities to harnessing collective potential**  
**From acting randomly to acting intentionally**

### WORKSHOP CONTENTS

- [Day 1] Module 1 – Introduction to LEGO® SERIOUS PLAY®
- [Day 1] Module 2 - Digital Transformation Use Cases and Roadmaps
- [Day 2] Module 3 – Personal Identity and External Identity
- [Day 2] Module 4 – Team life and Connections
- [Day 2] Module 5 – Playing the Past
- [Day 2] Module 6 – Playing Emergence
- [Day 2] Module 7 – Extract Simple Guiding Principles for Digital Transformation

## WORKSHOP GOALS

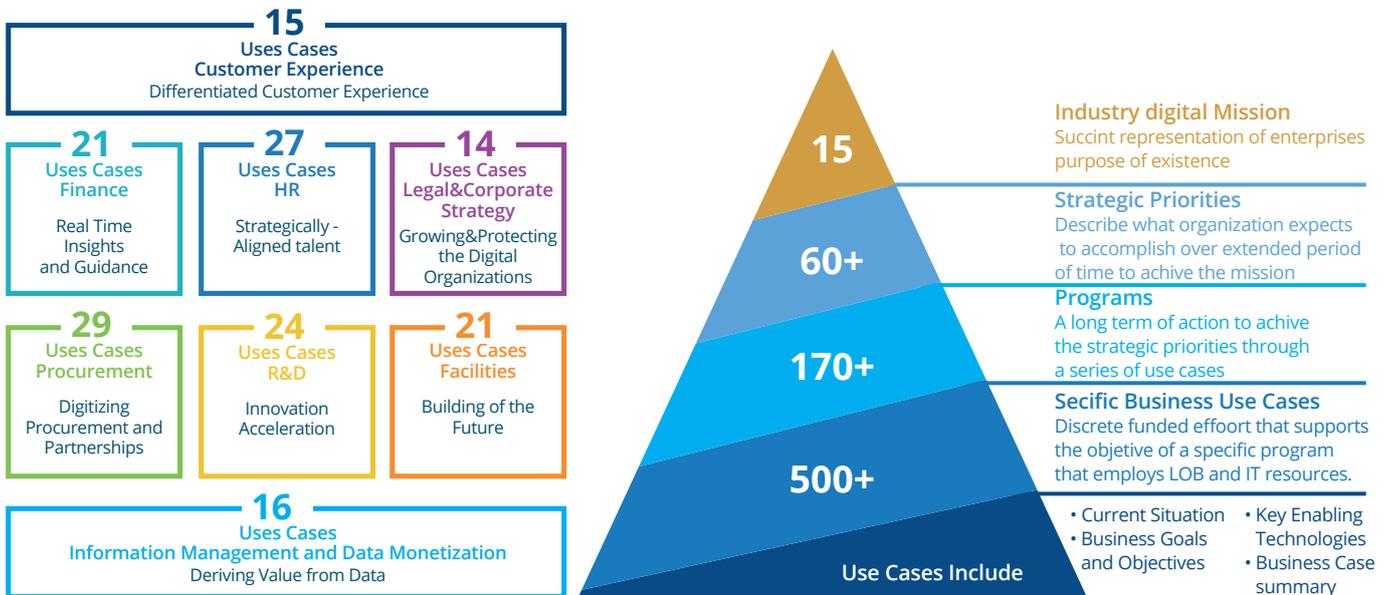
Participants will be able to benefit from the wealth of experience and knowledge that are currently present in the room, enhanced by IDC latest research, knowledge and tools related to Digital Transformation. This workshop will help the Team to understand the key issues and challenges that the enterprise is facing right now, and engage everyone's imagination, look ahead into the uncertain future, and bring these imagined possibilities into the "right now". At the end of the workshop all the work will be made concrete and "be put on the table" and the participants will agree upon a way to meet the challenges that the Team can foresee and the ones it cannot, uncovering a way to accomplish the best the Team and enterprise can be right now.

The key goals for the workshop are:

- › Explore, make, and share who individuals are on this team;
- › Realize the critical connections on the team;
- › Uncover the unspoken Simple Guiding Principles;
- › Explore, reflect and decide how each of the team members can bring more to the team; and
- › Enhance, recharge, and refocus the Team collective efforts

## ABOUT IDC DIGITAL TRANSFORMATION USE CASES AND ROADMAPS

While large numbers of business are starting to focus budget to new areas such as operating models or customer experience, they need focused guidance. IDC has identified and defined Digital Transformation (DX) Use Case Taxonomy across industry verticals represented by 16 Digital Missions, 68 Strategic Priorities, 191 Programs, and over 555 specific Use Cases. It includes also descriptions of the strategic priority, programs, and use cases for horizontal functions like Customer Experience, Finance, HR, Legal & Corporate Strategy, Procurement, I&D, Facilities, and Information Management and Data Monetization.



Fonte: IDC Portugal, 2018

Industry	Industries	Strategic Priorities	Programs	Use Cases
Energy Insights	3	12	28	87
Health Insights	2	7	15	49
Financial Insights	2	8	23	62
Manufacturing Insights	4	16	49	147
Government Insights	1	5	14	40
Retail Insights	2	11	31	85

## ABOUT THE LEGO® SERIOUSPLAY® METHOD

The LEGO® SERIOUS PLAY® methodology offers a sophisticated means for a group to share ideas, assumptions, and understandings; to engage in rich dialogue and discussion, and to work out meaningful solutions to real problems. LEGO® SERIOUS PLAY® is a facilitated meeting, communication, and problem-solving method, where participants are led through a series of questions, which go deeper and deeper. Each participant builds his or her own three-dimensional LEGO model in response to the facilitator's questions using specially selected LEGO bricks. These 3D models serve as the basis for group discussion, knowledge sharing, problem-solving and decision-making.

It is a good idea to use LEGO® SERIOUS PLAY® if it is important:

- › That everyone is able to contribute her or his knowledge and opinions on a level playing field
- › That the meeting includes honest dialog and collaborative communication
- › That no participant dominates at the expense of others, for example, by pursuing a personal agenda
- › To make decisions that everyone commits to and honors after the meeting, even though s/he does not agree 100% with everything to make sure there are no excuses or lack of initiative after the meeting because participants feel they were not heard nor involved in the decision
- › To give all participants a common understanding and frame of reference that will impact their work together after the meeting.

## OTHER WORKSHOPS USING LEGO® SERIOUS PLAY® AND IDC RESEARCH, KNOWLEDGE AND TOOLS

Every workshop with LEGO® SERIOUS PLAY® is unique and must be designed to meet the specific goals of the Enterprise, Teams or Individuals. LEGO® Serious Play® can be used for workshops with different levels of complexity that can be used to support different types of challenges:

- › Build new Digital Business with Business Model Canvas | 1-2 dias | 4-6 PAX
- › Prepare DX Scenarios | 1 dia | 10 -12 PAX
- › Design the DX Strategy | 2 - 3 dia | 10 -12 PAX
- › Establish the DX Vision | 1 dia | 10 -12 PAX
- › Inspire Enterprise DX Innovation | 1 dia | 10 -12 PAX
- › Prepare teams for tomorrow | 1 dia | 10 -12 PAX
- › Complex problem solving | 0,5 dias | 4-6 PAX
- › Unleash Product, Service or Enterprise DX Ideas | 1 dia | 10 -12 PAX
- › Share Values & Behaviours | 0,5 dia | 10 -12 PAX
- › Coach Teams or Executives | 0,5 dia | 1 - 6 PAX
- › DX Story Telling | 1 dia | 10 -12 PAX

### LEVEL 3 - INTERACT WITH DYNAMIC SYSTEMS.

Build System Models to understand the forces, dynamics and impacts of/in systems.

### LEVEL 2 - EXPLORE HOW OTHERS SEE THE SAME IDEAS DIFFERENTLY.

Build Shared Models to create a mutual understanding on topics of common interest.

### LEVEL 1 - LEARN ENHANCED COMMUNICATION

Build alone and share to make "3D prints of thoughts" that others are able to see, understand and question to help create common meaning.



**Certified Facilitator**  
LEGO® SERIOUS PLAY®

## THE CERTIFIED FACILITATOR LEGO® SERIOUS PLAY®

### **BRUNO HORTA SOARES**

Leading Executive Advisor para as áreas de Digital Transformation, Strategy, Governance e Security, IDC Portugal

Experiência profissional na indústria de serviços profissionais de assessoria, consultoria e auditoria, com especial relevância em projetos nos domínios da Transformação Digital, Governance, Gestão, Risco e Segurança de Sistemas de Informação nos principais players de mercado em Portugal, Angola e Moçambique. Atualmente colabora ativamente com um ecossistema de parceiros locais e internacionais, entre os quais a IDC Portugal onde é Leading Executive Advisor para as áreas de Digital Transformation, Strategy, Governance e Security.

É licenciado em Informática e Gestão de Empresas pelo ISCTE, pós-graduado em Gestão de Projetos pelo ISLA, tendo obtido as credenciações profissionais PMP®, CISA®, CGEIT®, CRISC™ e Certified Facilitator LEGO® SERIOUS PLAY®. É professor convidado na Católica Lisbon Business & Economics, Instituto Superior Técnico, ISEG - Lisbon School of Economics and Management, ISCAC - Coimbra Business School, Porto Business School, Universidade Católica de Angola e Universidade Europeia | Laureate International Universities.

É Presidente fundador do ISACA Lisbon, Portugal Chapter, colaborador em várias associações profissionais e orador em diversas conferências e seminários locais e internacionais.

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