

Digital Executive Forum Program

With the rapid growth of new technologies, global buying patterns and sharing economy business models, traditional businesses are faced with a paradigm shift that can best be compared to the transition from farming to the industrial age. As predicted by IDC in 2015, by the end of 2017, 30% of the top companies in all industries will be threatened or overtaken by a 'new market competitor'.

For many business leaders, the transformation required for success in the digital world can be daunting. Next Step's Digitalization Executive Forum program was formed to facilitate and support business executives and their organizations transition into the digital age.

Through quarterly meetings 2 ½ hours in length, CXOs, Digital Transformation Officers and Innovation Leaders from related businesses come together to learn, share and build a foundation for ongoing support and collaboration around:

- New business models, i.e. loyalty programs or memberships, as a service offerings and sharing economy models
- Organizational structures and dynamics such as moving from traditional hierarchies to autonomous teams
- Ways to attract, select, engage and develop digital talent and productive employees today and into future
- Stakeholder and value network partnership approaches, agreements and business rules such as data ownership and revenue sharing
- Operational efficiencies to be gained through digitalization of work processes
- Getting started in transition through pilot projects and incremental product / service development

A specific theme is selected for each Forum Session and relevant guest speakers / experts will be invited to participate and share. Sessions can be hosted by a forum member or sponsoring party (such as Microsoft or Cisco).

Participation in the Digital Executive Forum is by invitation only. If you are interested, please contact Jennifer Vessels – jvessels@nextstepgrowth.com or (1) 650-361-1902.