



Challenge Summary

What are the biggest issues or opportunities we face?

1

Lacking Digital Transformation leadership

- No single owner or leader charged with driving Digital Transformation change
- No internal expertise on Digital Transformation

2

Lacking Digital skills and major mindset shift required for a Digital Culture

- The majority of staff have worked in the organisation's traditional ways for a long time
- Fear of change is rife

3

Manufacturing and logistics processes are labour intensive

- Opportunity to leverage proven technologies for automated manufacturing and logistics
- RedYabber can quickly adopt and learn from others who have already proven automation technologies...

4

Products are marketed and sold through traditional retailers

- Limits product reach and RedYabber lacks control over marketing and sales
- Opportunity to market and sell RedYabber products online

5

Lacking data and advanced analytics capabilities for insights and data driven decision making

- Need to shift from decision making based on intuition to data-driven
- Data must be owned and valued as an asset...

6

The organisation is traditional, rigid and slow to deliver new products and change

- A cultural and mindset shift towards openness, innovation and agility is required
- The traditional and rigid approaches to delivery must shift to Agile and Lean Startup thinking