



# Digital Transformation Best Practices

*in Legal*  
*Charisma Starr*

# Tree Swing Problem

How the Customer Explained it



How the PM Understood it



How the Analyst Designed it



How the Programmer Wrote it



What the Beta Tested Received



How the Account Rep. Described it



How the Project was Documented



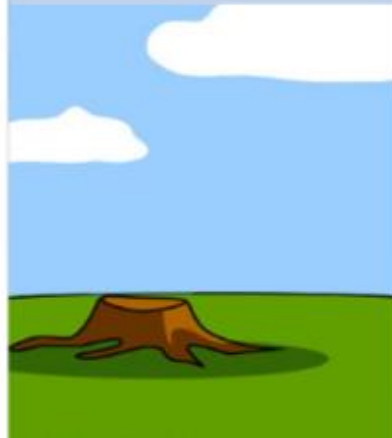
What Operations Installed



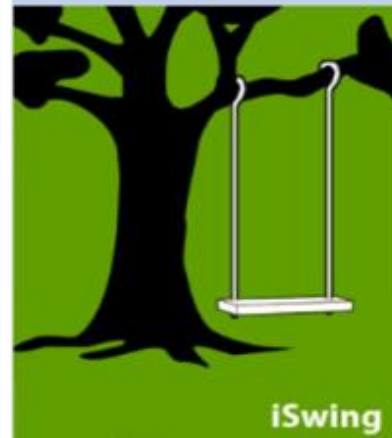
How the Customer was Billed



How it was Supported



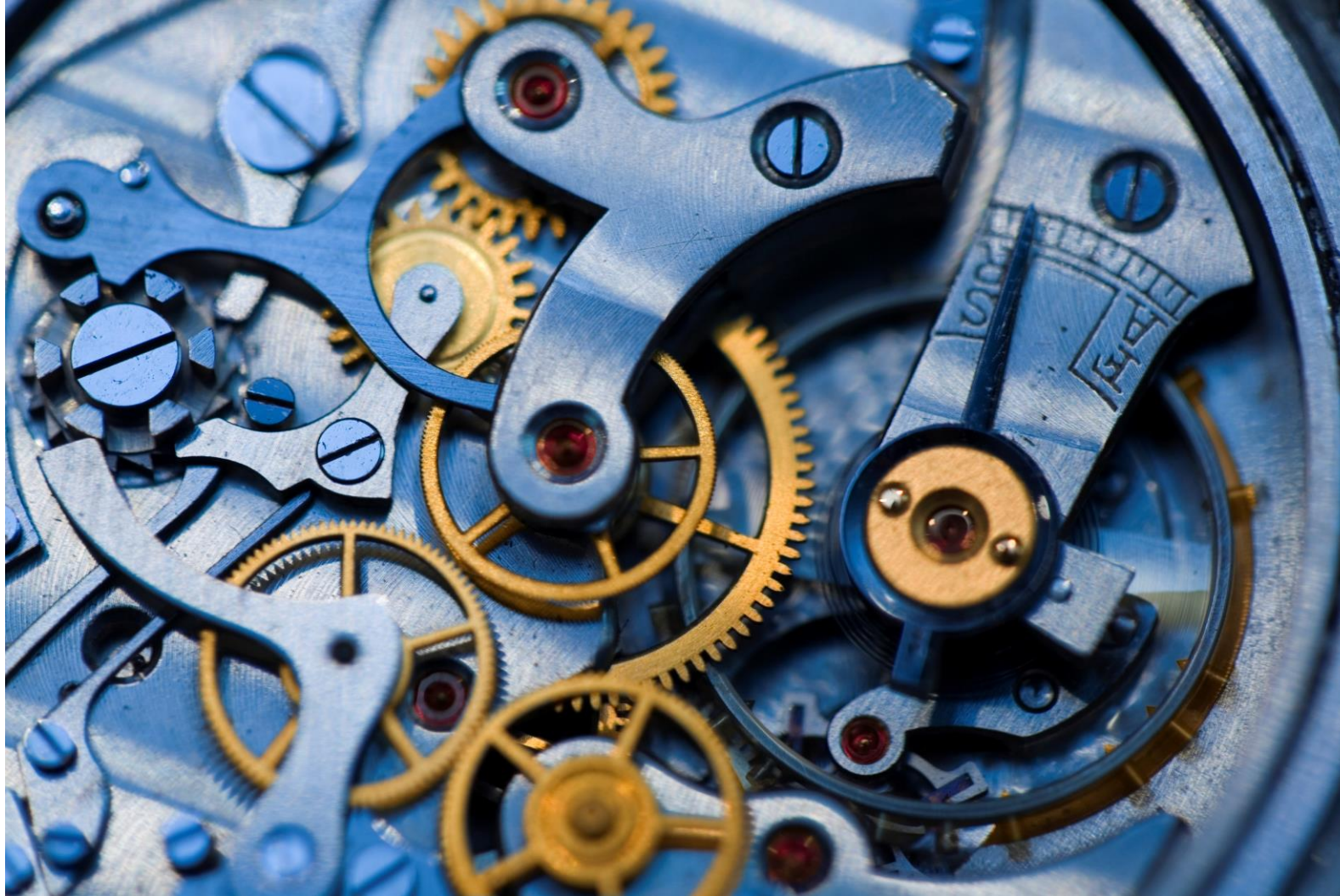
What Marketing Advertised



What the Customer really Needed!!!



# Success Requires Alignment



# How to Succeed in Corporate Digital Transformation? *Solve the “Tree Swing Problem”*



## FOCUS ON ALIGNMENT

Include your stakeholders, users, and SMEs in every stage.

COLLABORATE!  
DON'T FEAR FAILURE



## DOCUMENT REQUIREMENTS

Goals, requirements, designs, and plans must be clear, understood, DOCUMENTED, and agreed upon before you build or choose a solution.



## DESIGN/PLAN

Tie the design to the requirements and document it too.  
Measure twice.  
Cut once.  
DON'T SKIP DESIGN.



## DESIGN, BUILD, TEST. REPEAT.

Get early feedback by iterating.  
  
AGILE is a must for larger projects.



## CHANGE MANAGEMENT

Ongoing meetings, training, feedback sessions, and discussions on what is working and what isn't  
  
TRANSFORMATION IS FOREVER.

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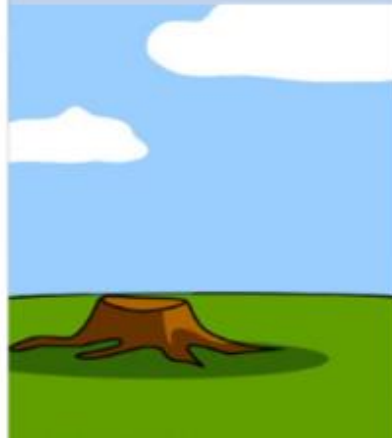
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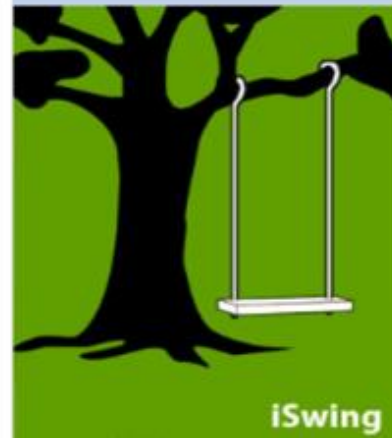
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**Thank You**