

# PROPOSED DMAP PLANNING PROCESS POWERED BY NEW MOTTO INC.

Prepared by:

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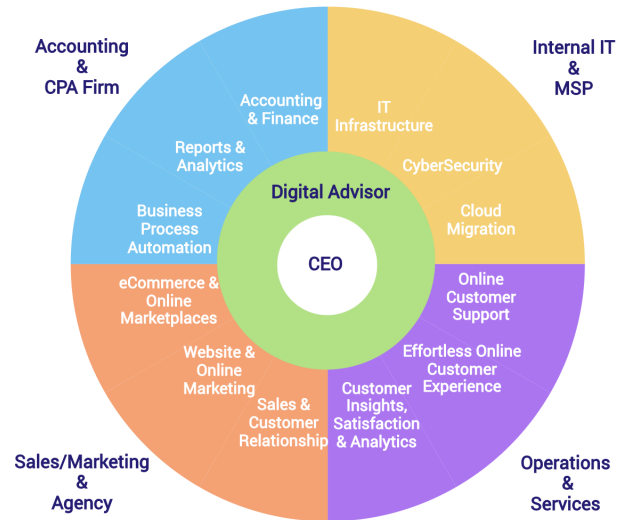
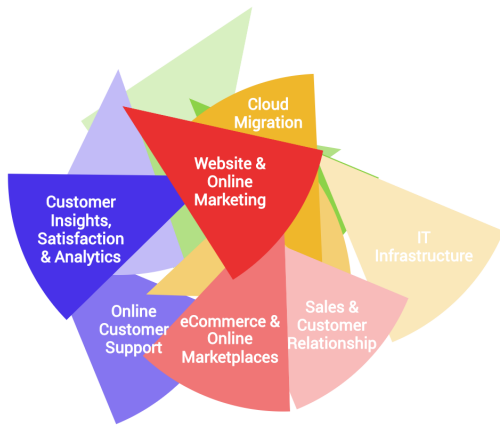
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# Measurable Business Improvement

## Align your Team to Become Competitive in the Digital Economy

From Implementing Digital Tools Ad-Hoc to Get Positive Return on Technology Investments

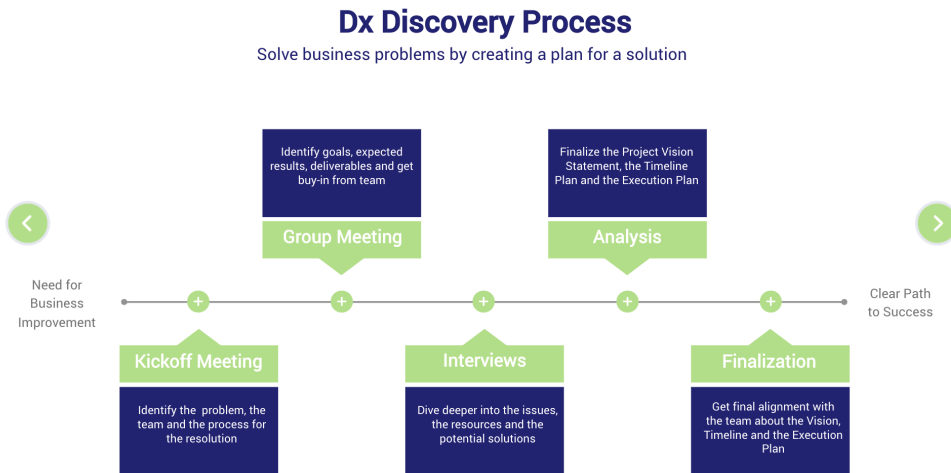


# Digital Transformation Discovery Process

## Group Workshops, 1-1 Meetings, Internal Analysis and Informed Decision Making

In order to do the right projects right, we need both a Strategy and proper Execution. Digital Maturity Group has developed proven methods for both activities. This way the Company Objectives can be supported by a Digital Transformation Strategy Process and the execution of projects can be supported by a Digital Transformation Opportunity Discovery Process.

The Discovery Part focuses on specific Digital Transformation Opportunities and establishes the foundation for winning Digital Transformation Projects.



## The Benefits

These projects help the organizations to dive deep into several Digital Transformation topics quickly and assess the opportunities. This will let the leaders set direction and get alignment with the team.

- Discover issues together with the team
- Get the team aligned on chosen improvement areas
- Find quick wins to build momentum
- Get the team aligned on priorities
- Establish a plan for future developments
- Get buy-in from the team and choose a champion for the execution

## The Proven Process

The process is a set of specific discovery groups and private workshops followed by internal analysis. Then the results are discussed and decisions are made in order to create a plan.

1. A 90-minute Group Workshop (Group Meeting)
2. Key Stakeholder Interviews (1-1 meetings)
3. Internal Analysis (background work)
4. Findings Discussion (group meeting)
5. Finalized Implementation Plan (1-1 meeting)

# Your Certified Digital Advisor

Business owners are assigned a Certified Digital Advisor who acts as a personal guide and digital translator. Advisors have been carefully vetted, trained, and certified, ensuring business owners are inspired and gain practical and actionable value. Not just anyone is cut out to be a Certified Digital Advisor.

The network of advisors all share these must-have attributes:

## **Advisors are Practical**

Business objectives can be achieved faster by applying digital solutions that stand the test of time. Advisors filter the noise and present meaningful and practical solutions.

## **Advisors are Great Communicators**

The best advice in the world is meaningless if you cannot understand it. Advisors help business owners to connect the dots with simple and clear language.

## **Advisors are Leaders**

Nothing kills momentum faster than poor execution. Advisors lead teams to deliver projects on time and on budget.

## **Your Advisor**

**Kyle Kuchmey**



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# Next Steps

We can't wait to help you understand how digital technologies can enable your business to grow.

- Improve the experience of your clients
- Improve the productivity of your employees
- Reduce the stress, frustration, and uncertainty of your managers
- Increase your EBITDA and the value of your company

Become a leader of a great, progressive and modern company.

## Next Steps

1. Email [info@newmotto.ca](mailto:info@newmotto.ca) to book a 30-minute discovery call.
2. Next, we'll send you a service outline and estimate for your approval.
3. When approved, we send the first payment invoice and a link to schedule the kickoff meeting
4. We'll perform the initial meeting and then get everything on track to complete your digital adoption plan.

**WE LOOK FORWARD TO PLANNING YOUR DIGITAL ADOPTION.**

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