

A series of overlapping, wavy blue lines of varying opacity and thickness, creating a sense of motion and depth. They flow from the left side of the frame towards the right, with some lines curving upwards and others downwards.

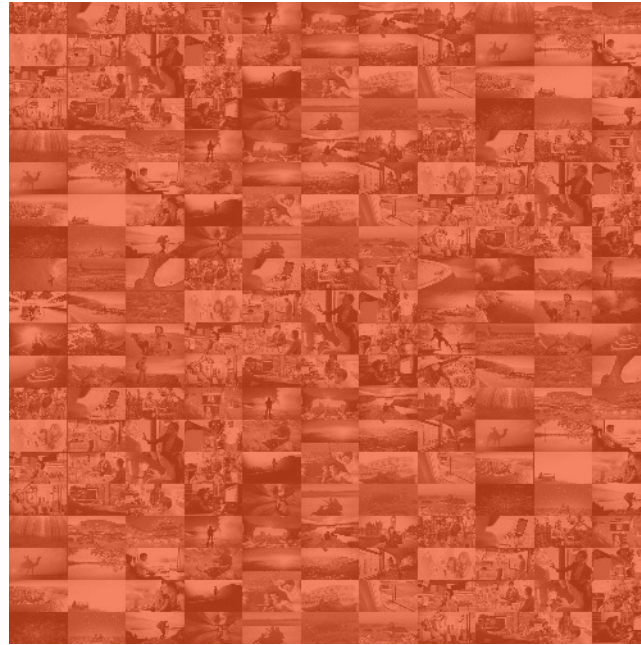
A leadership perspective

Digital Transformation

AAPA 2019 Commissioners Seminar

Microsoft Mission

Empower every person and every organization on the planet to achieve more.



Introduction



DEVON MORRIS

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17+ years@MSFT

Digital Advisor

Business

Efficiency

Transparency

Digital Transformation Survivor

Learn-it-all

Customer Obsessed

Strategy

Growth Mindset

Value

User Experience

Security

Culture



Microsoft
Identity Lifecycle
Manager 2007

Microsoft
Office 2010

Microsoft
Office 365

Services



94 95 96 97 98 99 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 *Present*



USWEST

GAMBRO

JANUS



A photograph of Satya Nadella, CEO of Microsoft, sitting on a blue couch in a bright room with large windows. He is wearing glasses and a dark t-shirt, smiling as he reads a book titled "The Big Design". In front of him is an open cardboard box filled with blue bubble wrap. To his left, a shelf holds several books and a small framed picture.

Satya Nadella

Extended human supply chain

~~Know-it-all~~
Learn-it-all

inclusion



TRUE

INNOVATORS

CHANGE IS BORN OF DESIRE, ACCELERATED BY
TECHNOLOGY, AND DRIVEN BY IMAGINATION

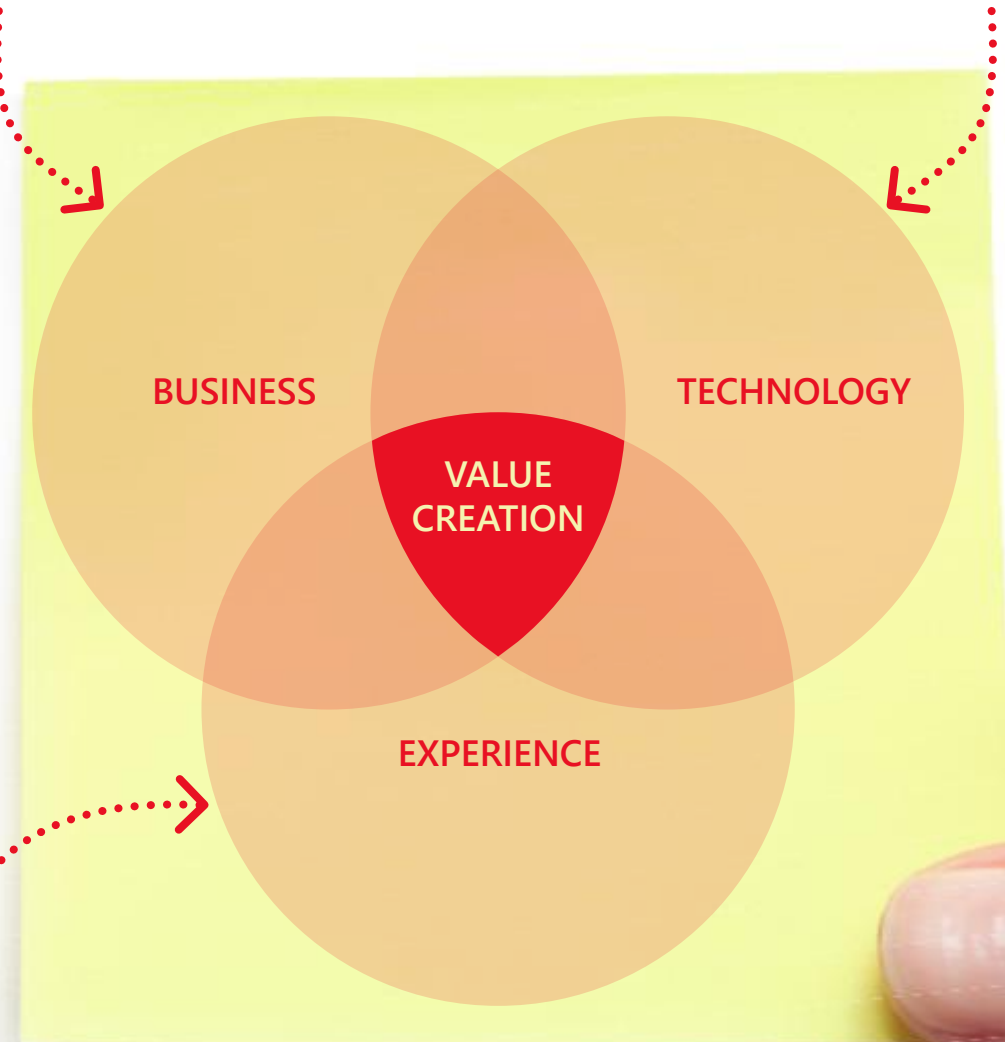
True innovators are often outsiders – Rebels with a cause
who solve problems we didn't know existed, bringing new
perspectives to the collaborative process of design

Our envisioning approach helps organizations ignite new ideas and accelerate existing initiatives

Make money and be successful
Do things better and in new ways

How technology works and
enables the business model

Research, synthesize and
create unique insights and
experiences that differentiate



New value creation happens at
the nexus of these dimensions

CREATE WITHOUT FEAR

Imagine if...?

What if...?

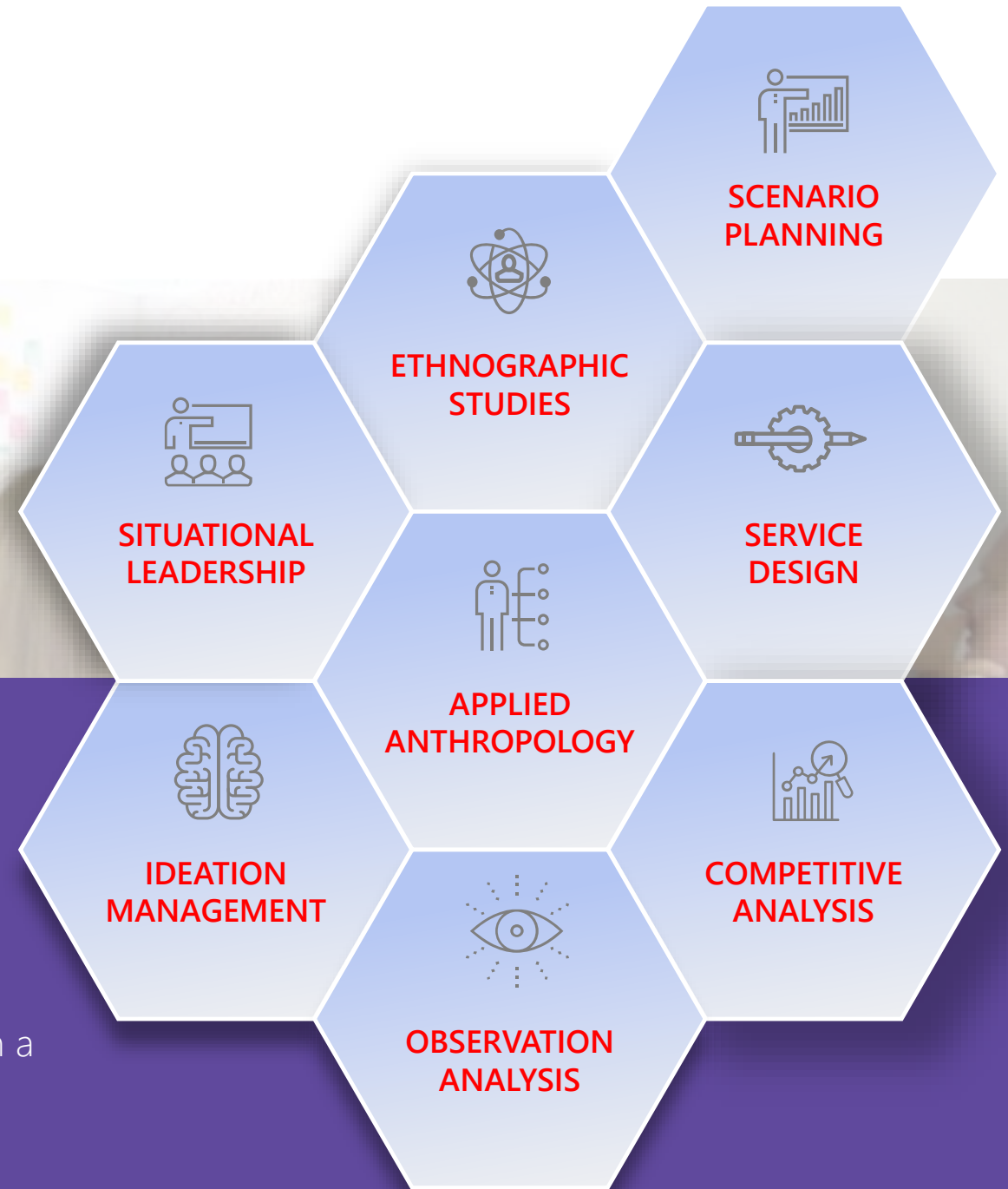
So you can rapidly iterate,
develop, capture and
prototype ideas. It's a space
that allows people to DREAM
MAKE and DO



COLLABORATION

It's a collaborative approach that helps challenge the status quo and imagine the art of the possible by dreaming up and developing the big ideas, and activating the innovative scenarios to make it real

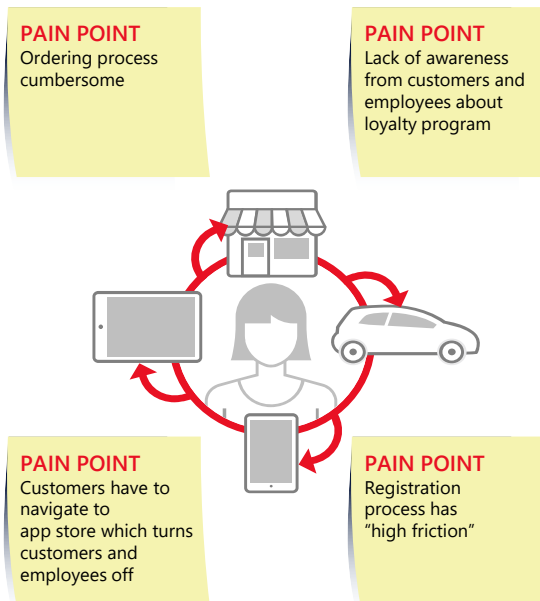
We leverage an inclusive design thinking process and bring together a multi-disciplinary team with a common purpose to: REINVENT THE CORE and REIMAGINE THE NEW together with you



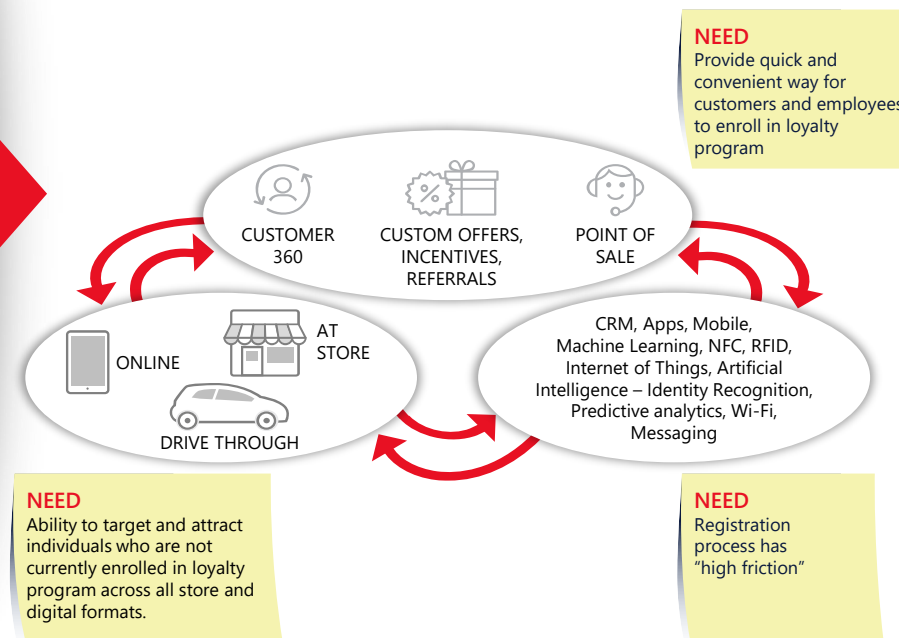
The outcomes result in a shared vision, roadmap, customer journeys and a series of micro-revolutions to maintain leadership, advance innovation and accelerate growth

BIG IDEA Deliver personalized experiences that result in more customers enrolled and retained in loyalty program

CUSTOMER ENROLLS IN LOYALTY PROGRAM WITH OPTIONS ACROSS MULTIPLE CHANNELS



TARGET, ATTRACT AND PROVIDE CUSTOMERS WITH SIMPLE ONE STEP PROCESS TO ENROLL ACROSS MULTIPLE CHANNELS



IMPROVED CUSTOMER LOYALTY ADOPTION AND RETENTION



- ✓ CONVENIENCE
- ✓ CONSISTENCY
- ✓ RELEVANCE
- ✓ PRODUCTIVE
- ✓ AGILITY

CURRENT STATE

Lack of awareness and friction within loyalty program enrollment to acquire customers. Which has effected the ability to grow and retain customers, and employee productivity

DESIRED STATE

Happier customers. Productive employees focused on customer experience. Business has better insights and solutions to grow and retain customers



CUSTOMER "That was easy and worth it!"

- ✓ Perform customer and market intelligence analysis
- ✓ Develop and manage social media channels and deliver omni-channel engagements
- ✓ Tailor the digital experience by engaging consumers with customized experience based on their purchase patterns



EMPLOYEE "That was painless"

- ✓ Optimize employee productivity and minimize time to enroll customers
- ✓ Improve the customer experience when interacting with a sales associate
- ✓ Attract and retain through providing differentiated experiences



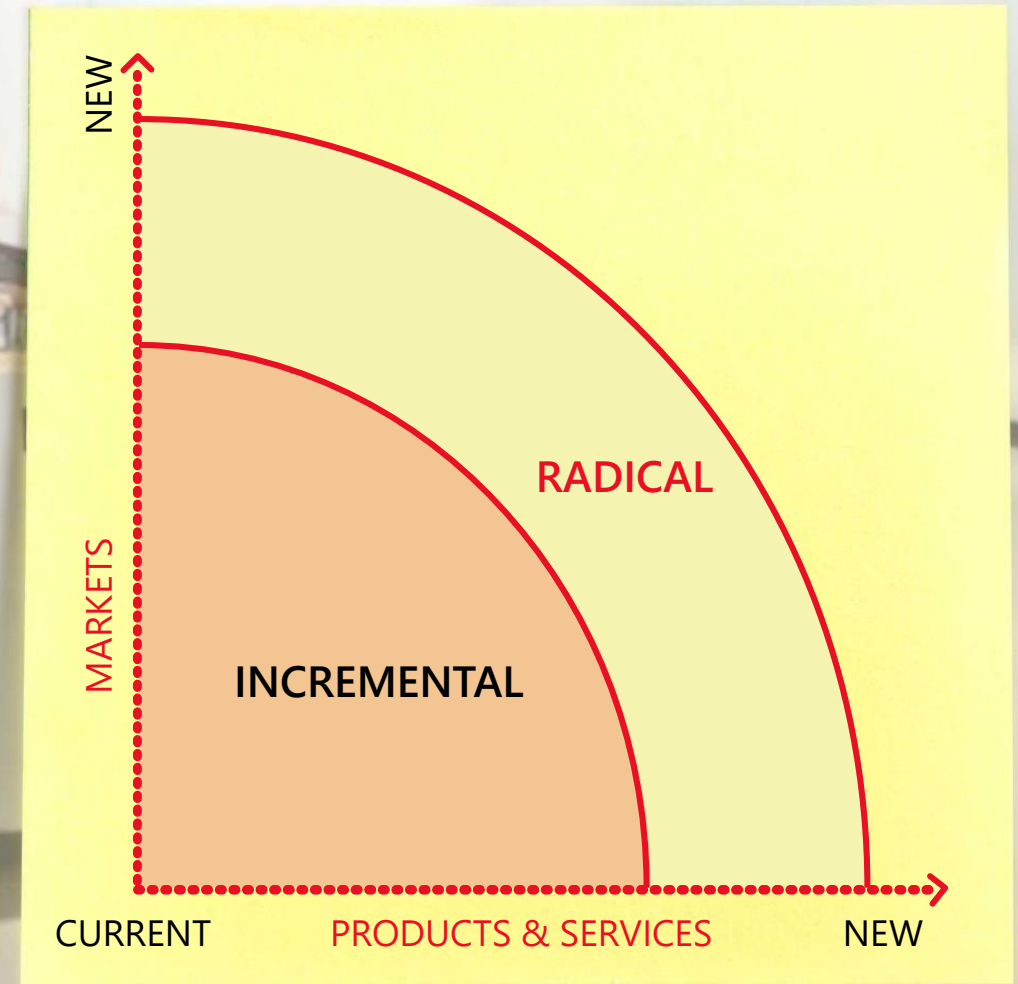
FIND THE FUTURE

TO SUCCEED, AN ORGANIZATION NEEDS A NORTH STAR

You can steer towards it by observing and understanding your market, your employees, your customers and the solutions you need to provide. It's not just about analysis, it's about empathy, and applying an innovator's mindset to find the future

IN TIMES OF RADICAL CHANGE YOU CAN'T SETTLE FOR CONFORMITY

You have to create without fear. Creativity can't be bought off the shelf like packaged software. It's something that is nurtured, communicated, and practiced throughout an organization. It never ends. It takes skill and persistence, and the results pay off





ORGANIZATIONS ARE POWERHOUSES OF KNOWLEDGE, FILLED WITH TALENTED PEOPLE CONSTANTLY LOOKING TO BE INSPIRED AND REJUVENATED

What are you doing to unlock their ingenuity and bring new ideas to life?

The engine that drives innovation is simple:

Dream it.

Do it.

