

# Unlocking the business value of digital transformation journeys

*Capturing sufficient value to get your organisation to where it needs to be*

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ONLINE ATTENDANCE & ONE-ON-ONE MENTORING COURSE (22 WEEKS)

*The first Web3 course that enables captured business value to drive the agenda and get an initiative, organisation or an entire market sector to where it needs to be to survive and excel in an interconnected, automated, commoditised, and converging digital world.*

Stephen Alexander

Adjunct Professor, Hult International Business School,  
Founder of Coexist, Co-founder of NXT Online, partner at Okran Commerce

Cost: US\$7,000

Enrolment

Stephen invites you to speak with him to explore your needs before enrolling.  
Please contact [stephen@stephenalexander.com.au](mailto:stephen@stephenalexander.com.au) to set up your Zoom call.

## The context of this program

Since the 1990s, each new technology wave has brought greater business dependency to the point where technology solutions now define business strategies and financial sponsors find themselves embarking on expensive ill-defined journeys that usually take them backwards in terms of real business value outcomes.

As a consequence, history repeatedly shows that over 80% of these technology-driven initiatives fail to deliver upon the value equations used to justify the investment. If technology continues to drive the agenda it is likely that history will repeat itself, where the cost of failure will continue to be borne by business professionals in both public and private sectors, world-wide. Unfortunately, the new blockchain based technology strategies have already demonstrated even greater levels of uncertainty, risk, legal and financial liability, which is likely to exacerbate this historical wicked problem.

By taking a value-driven business lead approach the opportunity exists to leverage the technical characteristics of Web3 to underpin rather than drive the agenda. The creation of verifiable value can be achieved by optimizing the business, doing things different and through the equivalent of alchemy by harvesting additional new digital artifacts whose asset value can equal that of an organization's existing assets under management.

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## What the program covers

- ◆ Setting the new bar for business professionals, Digital Value Capture® practitioners trained in the *Can it Work* and *Value Journey Roadmap* methodologies, are able to assess which initiatives are the most likely to be adopted and deliver the most value/to the majority of stake-holders/actors within the context of the interconnected market sectors that they operate within.
- ◆ As industry begins to shift towards the new value-based economy, we will find that technology-driven strategies will no longer be a key driver and the core conceptual development and architecture will be conceived by broader skills sets driven by value capture, trusted relationship building and digital governance that is underpinned by the fast-evolving technology.
- ◆ A whole of systems thinking approach tempered with very practical detailed analysis and planning where you will learn how to unlock the potential business value of Web3 to realize your aspirational journey end point.

## Who should take this program

This program is designed for thought leaders, strategic planners, program managers, professional services consultants, venture experts, financial controllers and policy makers, or those with responsibilities for delivering major initiatives where they need to navigate a journey with far too many variables and uncertainties to keep within acceptable levels of risk. Stephen brings his 30 years' extensive transformation experience in shaping strategy and the translation of business requirements, applying both his methodologies (*Can it work* and *Value Journey Roadmap*) to create capability road maps leading to high verifiable value, digital creation capture, tokenisation and the realisation of their journey end point.

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## Time frames and commitments

### Part 1: Modules 1 - 5

Weeks 1 -10: Online attendance course for a maximum of 10 attendees. During this period attendees will work as a group with the opportunity to collaborate on a common project, share experiences and support each other. By week 5 attendees will be starting to structure their own project which will be finalised during weeks 11 - 22.

**Time:** 5 hours each week

- ◆ Weeks 1 – 10: includes a weekly 2 hour zoom based group session with Stephen; 1 hour viewing tuition videos prepared by Stephen; and 2 hours preparation and assignments.

### Part 2: Module 6

Weeks 11 - 22: One-on-one mentoring

**Time:** 5 hours each week

Includes a weekly 1 hour zoom mentoring session (one-on-one). Students report via completed templates for appraisal.

Private evaluation and mentoring on your chosen confidential project of a good idea which can either be an internal initiative or for a client. An opportunity to get ROI before the end of the course.

## Course overview

### Pre-course preparation

Time: 4 - 8 hours

- ◆ View introductory video The Art of Digital Value Capture; (20 minutes)
- ◆ Complete simple survey provided to capture your good idea to fix problems, reduce pain and generate value; (30 mins to 2 hours depending on familiarisation with your eco-system)
- ◆ Complete the conversational template to research your good idea with option to socialise some of the questions; (1 hour)
- ◆ Submit your work so that we can focus your learning and get immediate outcomes with your real-world scenario.

## What you will learn

### Module 1

Week 1

#### Comprehending the disruptive tipping points coming your way.

- ◆ predict disruptive tipping points heading your way, understand the sequencing to grasp their consequences for you and the eco like environment you operate within;
- ◆ assess the magnitude and nature of the threats they bring and comprehend where the real value opportunities are prioritising your efforts to survive and prosper;
- ◆ determine the in-principle characteristics, synergies of their combined impact from both a whole of system perspective and operational capacity perspective.

#### Milestone

Comprehension of disruptive tipping points and how to leverage value and mitigate risk.

### Module 2

Weeks 2, 3 and 4

#### Defining where this take you, like it or not.

- ◆ creating a 5 year road map, including critical waypoints of the eco-system that your organisation, suppliers, partners, competitors and customers live and operate within;
- ◆ define the critical interdependencies, each with its own maturity variable; and then define the capabilities required to get to each waypoint;
- ◆ match these capabilities with the defined characteristics of Web3, Holochain and emerging next generation offerings, including Holochain, to determine the solution sets needed at each waypoint.

#### Milestone

Understanding the default sector-wide journey to better understand what will happen to your own organisation and what relevance your offerings would be at each waypoint.

### Module 3

Weeks 5 - 6

#### Applied Web3 to Realise Business value

- ◆ The odds of each stakeholder/actor supporting a good idea to fix the identified root problem at each waypoint and acquiring the measurable and verifiable benchmarks required to get each actor, whose adoption is a pre-requisite, on board;
- ◆ A set of overarching and compliance principles that enables the initiative to achieve the required consensus and commitment to get to the next waypoint;
- ◆ As a Digital Value Capture® Practitioner you can predict, create, capture and verify value, and convert to tradable digital artifacts.

#### Milestone

Enabling the capturing and application of business value to drive the agenda, gain adoption, justify investment, build trusted relationships and greatly improve customer experience.

### Module 5

Weeks 9 -10

#### Coexistence between centralised-decentralised and top down-grassroots

- ◆ Deconstructing legal instruments to forge agreements that are enforceable and creating a legal state of non-repudiation within a given exchange environment;
- ◆ Defining the preconditions for demand aggregation in real time where coexistence can occur between corporations and common interest groups of consumers ;
- ◆ Constructing overarching digital governance frameworks to create a legal state of non-repudiation. Leveraging trust, truth and other intangible value to engender tribal dynamics and in particular where game theory is superseded by what the group deems is sacrosanct.

#### Milestone

The next big thing where you can aggregate consumer demand of everything they need via professional & tribal loyalty, brokering with the existing supply/ value chains.

### Module 4

Weeks 7 - 8

#### Get to somewhere much better than your default end point

- ◆ Define your new aspirational endpoint & determine how value can fuel the journey;
- ◆ Mechanize the capture of so called intangible but verifiable value, including trust and truth, and add this in to your value capture equation;
- ◆ Practice the equivalent of digital alchemy via the harvesting of high value digital based artifacts from low or no value data via the processing of data, analytics of transactions and the syndication of crowd empowerment.

#### Milestone

Getting to a new aspirational end point faster, further with less risk, cost or liability that is fueled by the monetary and intangible value you can now capture and manage.

### Module 6

Weeks 11-22

#### On site doing your first (paid) gig

- ◆ Establish the relevance of your new Value Practitioner status at senior levels and the importance of your work to gain the support of critical stakeholders to make a meaningful difference to customers, partners, enterprise and shareholders alike;
- ◆ Deliver a 5 year journey roadmap of your market sector along with the predicted value capture potential of your good idea to apply Web3 to solve the prioritized problems and pain at each point that is sufficient to get you to the next waypoint;
- ◆ A calculation of the market value of range of pure digital assets converted into tradable digital artifacts that is likely to at least 10% of existing physical assets under management today and potentially mimicking new entrants of 90% assets being digital.

#### Milestone

Mentoring you through the madness and keeping you safe.

## About Stephen Alexander

Stephen Alexander has applied this methodology successfully over the last 20 years to unlock the potential business value of digital transformation journeys across every major sector, including three-tier government. His teaching draws upon practical case studies from the following sectors: health and human service, energy, transportation, banking, Fintech and Smart cities.

- ◆ Marty Tenenbaum, computer scientist and entrepreneur, noted in Time magazine for his early work in artificial intelligence, asked Stephen to join CommerceNet (Silicon Valley, not-for-profit collaboration cluster) in 1996 saying that Stephen had a totally unique ability to factor in fuzzy logic when calculating complex value outcome equations within the context of neuro-like interconnected eco systems and was the only person he had met who could factor in human behaviour alongside game theory to give a reliable prediction.
- ◆ Joe Lubin, co-founder of Ethereum and founder of ConsenSys, said Stephen has a unique approach of leveraging the value capture capacity of blockchain solution sets to reduce the need of funding and dependencies of VCs by start-ups and scale-ups. Joe engaged Stephen as Business Strategy Manager, Global Solutions
- ◆ Andy Grove, then-head of Intel, said that Stephen was a walking corporation.
- ◆ Bill Gates said Stephen's vision was very impressive, having flown Stephen to the USA to meet with him following publication of a 14 page article in UK, 1994.
- ◆ Sue Varden, then-head of Centrelink, said that for the 10 years following Stephen delivering Centrelink their aspirational road map and principles, she never attended a meeting without keeping the key principle at the forefront of her mind. Also, that Stephen's endpoint prediction was accurate to a millimeter at the 10-year stage.
- ◆ Jane Treadwell, former Centrelink CIO, Victoria Government CIO, Federal Government head of innovation and now at the World Bank, stated the following:

“How to justify an investment in a network of organizations in the same sector (potentially one's competitors)?

Traditional business cases will satisfy the needs for notions of cost savings and return on investment (ROI).

But when it comes to understanding and leveraging the value that comes from a network of operators working together, traditional methods are no longer applicable or useful.

Stephen's value methodology solves that problem and also indicates where the project and the enterprise will arrive through the creation and use of digital value.”