



MARKETING Club 136th

136th Marketing Club
95rd Business Club
26th Riyadh Club

Digital Transformation Pharma Strategies

JOIN FREE



LIVE WEBINAR

Date	Time	Time	Time	Place
7-5-24 Tuesday	9.30 pm EGY	9.30 pm KSA	10.30 pm UAE	Online Zoom

CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR



Instructor
Dr. Ghofran Mahmoud
CEO & Marketing Director



Digital Transformation FOR PHARMA COMPANIES



Dr Ghofran



WHAT IS DIGITAL TRANSFORMATION ?

Transformation is NOT an ERP, or CRM !!!

It is a long term plan with clear vision to implement technology with purposes and objectives:



1- Increase Team Productivity



3- Improve Customer Experience



2- Achieve Operational Excellence



3- Increase Company profit

Digital transformation, is about how technology can improve your approach to business, and solve common problems, and challenges more efficiently,



TRANSFORMATION JOURNEY



Most of SMEs fail on transformation because they don't have the expertise to lead their digital journey, A Transformation Consultant should help you through implementing the write journey of transformation:

- 1- Understanding Business, Processes, and Operations.
- 2- Break down processes, pointing pains, and provide suggestions and recommendations.
- 3- Creating long term vision, plan, strategy, and setting metrics.
- 4- Assessing alternatives, and prioritizing milestones.
- 5- Humanizing the process, engaging stakeholders and change management.
- 6- Following daily execution and delegated teams.
- 7- Tracking progress, analyze data, and provide actionable insights regularly.





HOW OFTEN DIGITAL TRANSFORMATION FAILS

Forbes

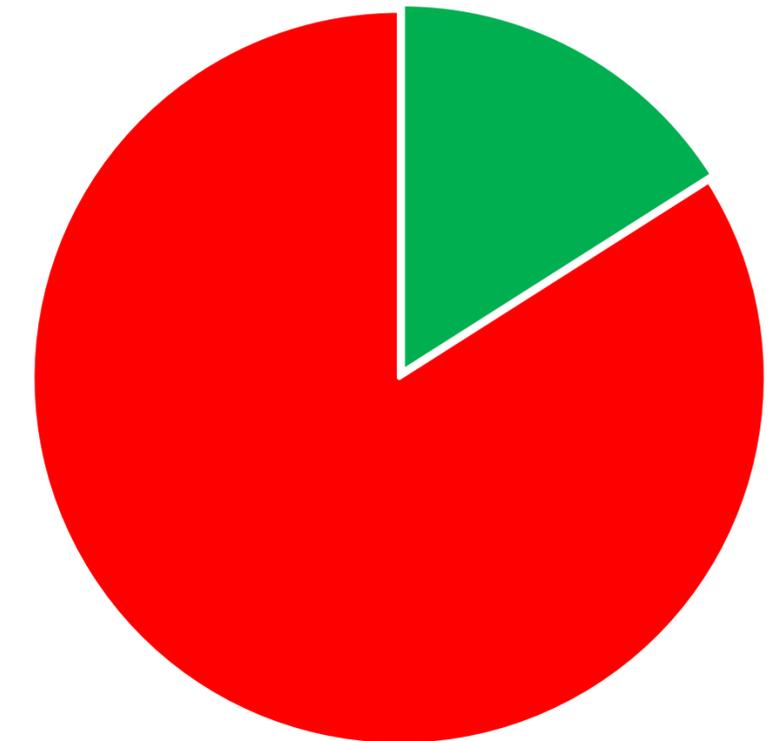




Forbes

- If you were to go in for heart surgery, buy a new car or say your wedding vows to someone knowing that there was an 84% chance of failure... would you even bother?
- Most major consultancies agree that no matter how awesome your tech is, your digital transformation (DX) efforts appear doomed from the start. [Forbes](#) assessed the risk of failure in digital transformation to be 84%.
- According to [McKinsey](#), [BCG](#), [KPMG](#) and [Bain & Company](#), the risk of failure falls somewhere between 70% and 95%.
- Clearly, we're doing something wrong in digital transformation, yet we're still willing to go through the motions knowing that it's largely a waste of resources.

Digital Transformation



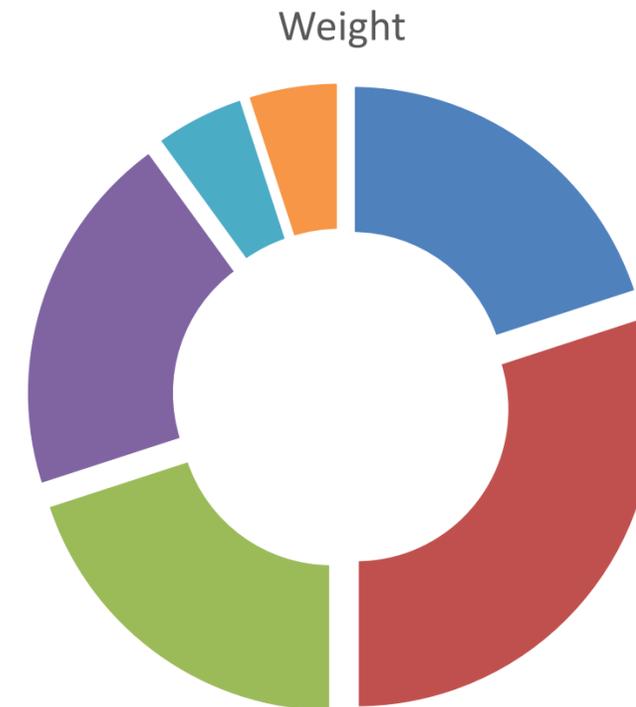
■ DT Success ■ DT Failure

<https://www.forbes.com/sites/forbescoachescouncil/2022/03/16/12-reasons-your-digital-transformation-will-fail/?sh=376e1ea01f1e>



- Why would an organizational behavior consultant like myself be asked to lead large-scale DT projects?

Because Tech is only 20% of the DT success factors !!



Factor	Weight
Technology	%20
Leadership	%30
Organizational Culture	%20
Change Management	%20
Data Strategy	% 5
Customer Focus	% 5

- Technology
- Leadership
- Organizational Culture
- Change Management
- Data Strategy
- Customer Focus

<https://www.forbes.com/sites/forbescoachescouncil/2022/03/16/12-reasons-your-digital-transformation-will-fail/?sh=376e1ea01f1e>



Reasons I think your DT will probably fail:

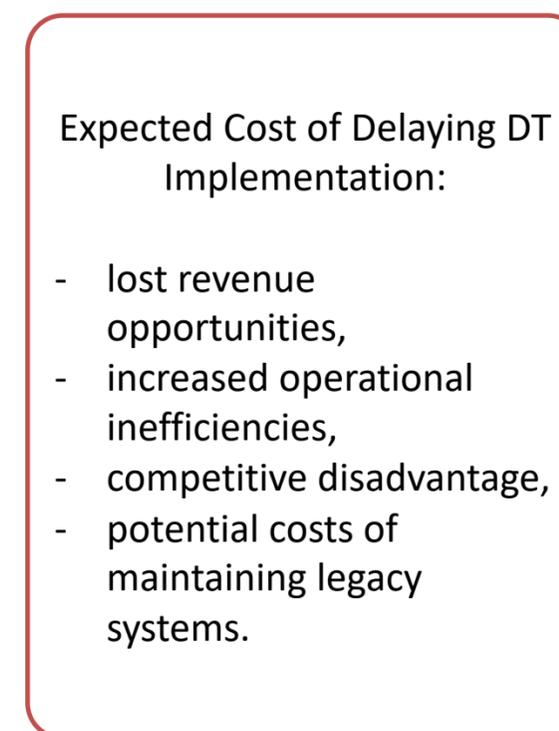
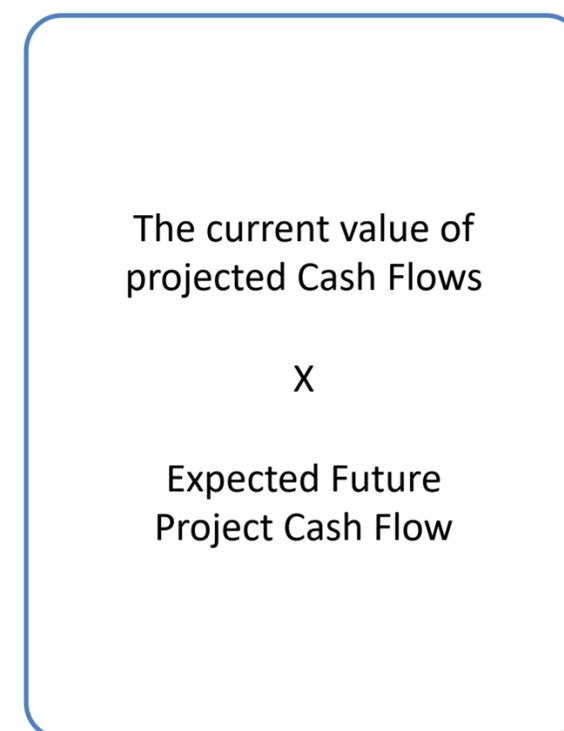
1. Lack of alignment to business outcomes:

Most technologists, vendors included, struggle to put DT into financial language.

You need to be producing:

- Net present value (NPV)
- Delay cost calculation

Before your first proposal presentation.





Reasons I think your DT will probably fail:

2. Lack of awareness within the organization:

Humans by default fear what they don't understand.

The majority of your employees will reject new software, tools, apps and processes.

Even if they will improve their lives,
Unless they are slowly, consistently educated.



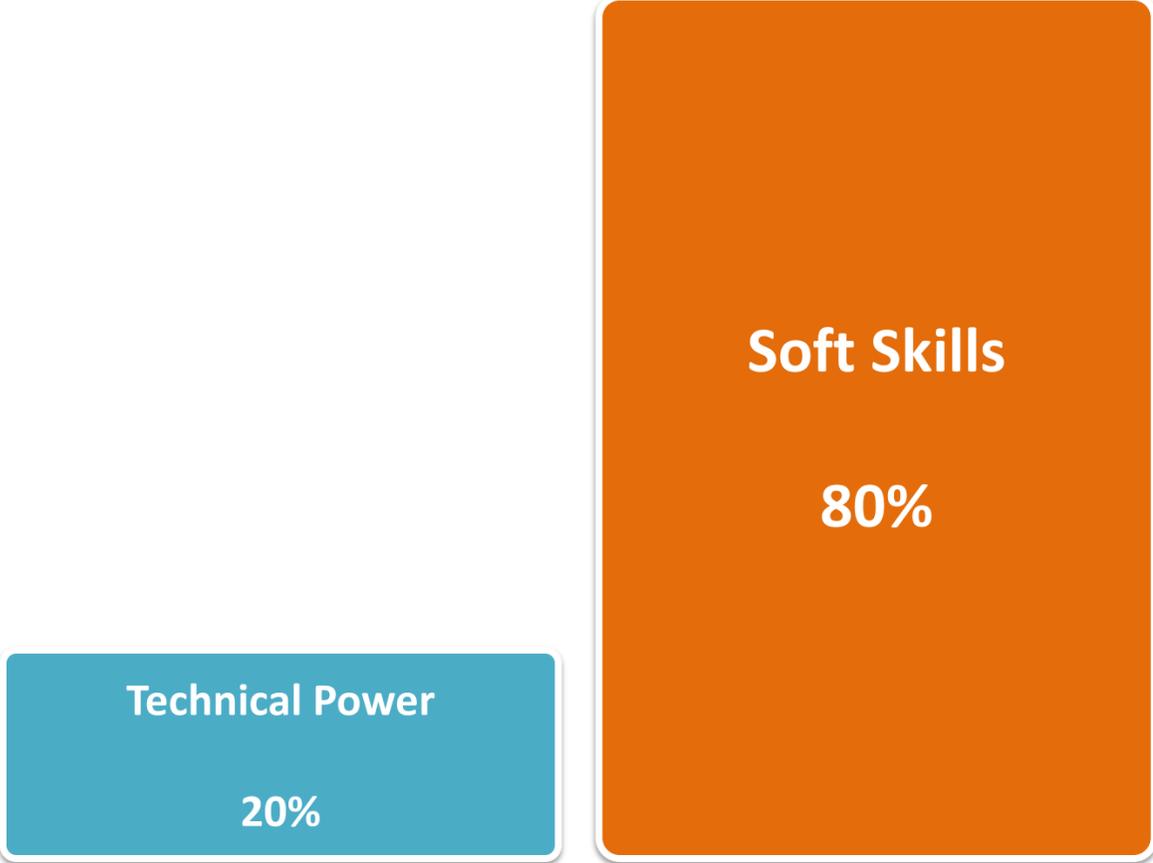
Reasons I think your DT will probably fail:

3. Micromanagement/mismanagement of agile teams:

Why do you keep putting engineers at the top of DT projects when what you really need are soft skills?

Putting expert coders and engineers where expert leaders and managers should be is a recipe for disaster

Think 80% soft skills, 20% technical.



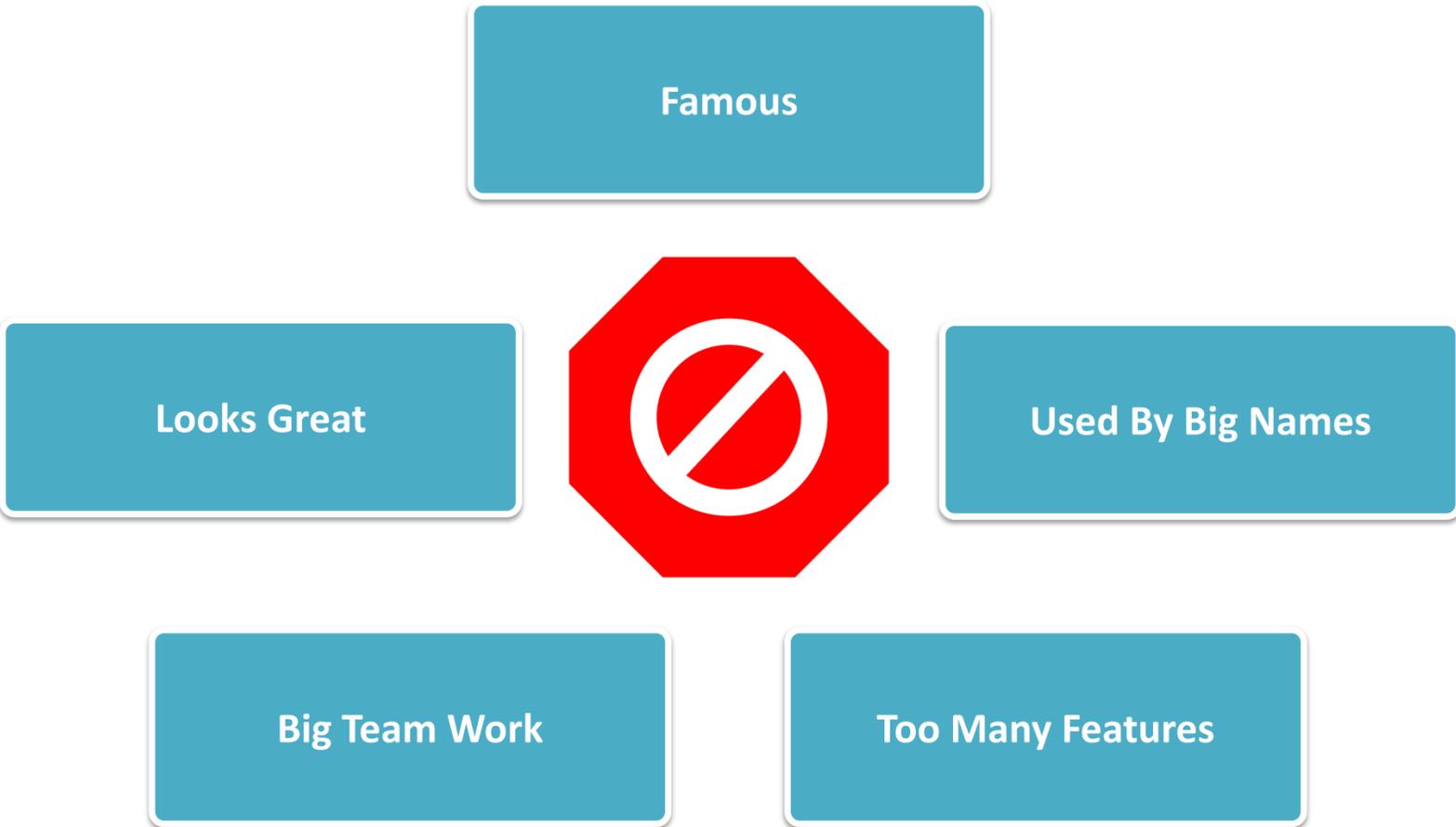


Reasons I think your DT will probably fail:

4. Shiny toy syndrome:

Stop buying cool things that don't have a solid business case for implementation!

Stop it!





Reasons I think your DT will probably fail:

5. Lack of control over external vendors:

Clear timelines, owners and deliverables keep everyone working at the same pace on the same problems.

Your lack of agreed-upon consequences for unmet expectations ensures that you will pay higher delay costs for not holding your vendors accountable.



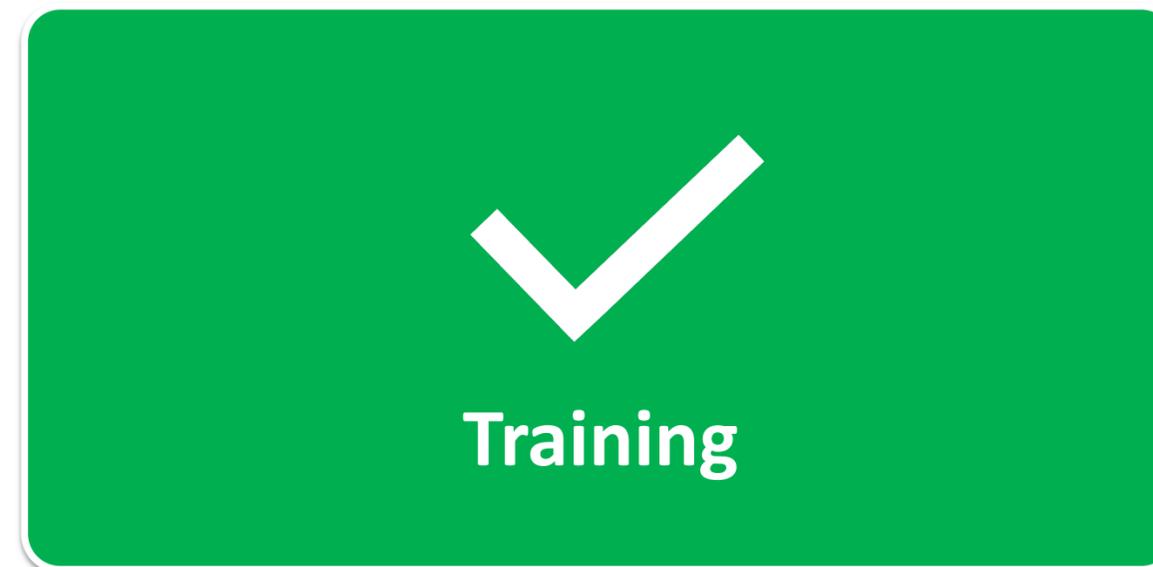


Reasons I think your DT will probably fail:

6. Lack of training for internal users:

“Our new user interface (UI) is so easy that users won’t need to have their fears addressed and their hands held through the transition,”

said no successful DT project owner, ever.





Reasons I think your DT will probably fail:

7. Resistance for fear of being replaced:

You have internal saboteurs who fear losing their jobs, so they're doing everything in their power to undermine your progress behind your back.

Who can blame them? Wouldn't you if you thought your job was on the line?





Reasons I think your DT will probably fail:

8. Slow decision-making processes:

Your executives don't have any sense of urgency because you didn't bother with the delay cost calculations.

So they're playing golf while you're tearing out your hair, burning money and losing your competitive edge.





Reasons I think your DT will probably fail:

9. Poor prioritization of development:

You're using politics in development prioritization, instead of profitability and business outcomes.



Stop promoting your technologists to their level of incompetence in the finance and soft skills areas needed to execute across a mosaic of stakeholder groups.

At least train them when you do!

it's far less costly and less effortful to teach a strong leader technology than it is to teach a talented engineer leadership.



Digital Transformation

Consultation Journey



1. Discovery Phase:

- Identify client's current challenges, pain points, and goals.
- Conduct initial assessments of existing systems, processes, and technologies.
- Establish rapport and build trust with the client stakeholders.



2. Needs Assessment Pilot:

- Dive deeper into specific areas requiring transformation.
- Gather detailed requirements and priorities from stakeholders.
- Analyze data and feedback to identify patterns and opportunities for improvement.



3. Strategy Development Pilot:

- Develop a tailored digital transformation strategy aligned with client objectives.
- Outline clear goals, milestones, and KPIs for the transformation journey.
- Present strategy recommendations to client stakeholders for feedback and alignment.



4. Technology Evaluation Pilot:

- Evaluate potential digital solutions and technologies to address identified needs.
- Conduct proof-of-concept (POC) tests or pilot projects for selected technologies.
- Assess feasibility, scalability, and compatibility with existing systems.



5. Change Management Pilot:

- Develop change management plans to facilitate smooth adoption of digital solutions.
- Identify stakeholders impacted by the transformation and create communication and training strategies.
- Pilot change management initiatives in select departments or teams to gauge effectiveness.



6. Implementation Pilot:

- Begin phased implementation of digital solutions based on the strategy and technology evaluation.
- Deploy solutions in targeted areas or departments, ensuring integration with existing systems.
- Monitor progress and gather feedback from users to address any issues or challenges.



7. Optimization Pilot:

- Continuously assess and optimize digital solutions for improved performance and efficiency.
- Gather data and analytics to measure the impact of transformation efforts against KPIs.
- Implement iterative improvements and adjustments based on insights and feedback.



8. Scaling Up Pilot:

- Scale successful digital transformation initiatives across the organization.
- Develop plans for broader deployment and adoption of digital solutions.
- Provide ongoing support and training to ensure successful implementation at scale.



9. Continuous Improvement Pilot:

- Establish mechanisms for ongoing monitoring, evaluation, and adaptation.
- Encourage a culture of innovation and continuous improvement within the organization.
- Iterate on the digital transformation journey to address evolving business needs and technological advancements.



How to Select a Digital Transformation Company

Just like a change leader can decide the fate of your change initiative, a digital transformation consultant can make or break your transformation initiative. Here are a few factors to consider before finalizing a digital transformation implementation partner



Key factors when choosing a digital transformation partner

When choosing a digital transformation partner, there are a few key factors to consider:

- **Expertise:** The partner should have a deep understanding of the technologies that are relevant to your business. They should also have experience in implementing digital transformation projects in similar industries.
- **Experience:** The partner should have a proven track record of success in digital transformation projects. They should be able to provide you with case studies and testimonials from their previous clients.
- **Fit:** The partner should be a good fit for your business culture and goals. They should be able to understand your needs and work with you to develop a plan that meets your specific requirements.



Additional tips when choosing a partner

- Get multiple quotes from different partners.
- Ask for references from previous clients.
- Make sure the partner has a clear understanding of your needs.
- Be clear about your budget and timeline.
- Get everything in writing.

By following these tips, you can choose a digital transformation partner that will help you achieve your business goals.



Qualities to look for in a partner

some of the qualities to look for in a digital transformation partner:

- **Industry expertise:** The partner should have a deep understanding of the technologies and trends that are relevant to your industry.
- **Project management skills:** The partner should be able to manage complex projects effectively and efficiently.
- **Communication skills:** The partner should be able to communicate effectively with you and your team throughout the project.
- **Flexibility:** The partner should be able to adapt to changes in your needs and requirements.
- **Commitment:** The partner should be committed to helping you succeed in your digital transformation journey.

By choosing a digital transformation partner with these qualities, you can increase your chances of success.



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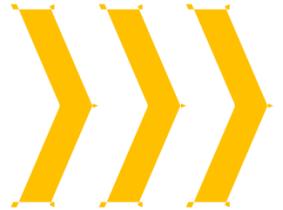


GHOFRAN | Business Transformer

About



Dr
Ghofran



A business pioneer, investor, researcher, inventor, international speaker, and marketer, with +15 years of experience in different fields, and business studies in top universities, like the AUC, university of California and Harvard Business School.

Ghofran has always formed his own unique vision and perspective. That's why he is the founder and the driving force behind six separate successful companies. Ghofran is also a trusted business development consultant to several multinational companies around the world.

Ghofran is passionate about changing industries by inventing out of the box solutions that add real value to the world. If you eager to change your industry, lets connect.

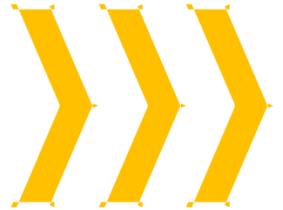
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- Management
- Health Care
- Training
- Edutech
- Marketing
- Transformation
- Entrepreneurship



ACADEMIC EDUCATION



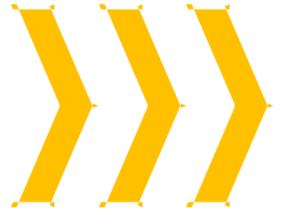
A trusted Business Consultant to many multinational Companies around the world. I gained my expertise & excellence from practical market experience and as well as from top universities studying business at the AUC, California and Harvard Universities.



Digital Transformation Executive.



AESTHETIC MARKET MAIN PLAYERS



Q & A



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