

# Digital Experience for Executives Program (DEEP)

September 14-19, 2025 | DEEP Cohort 8

# Activating Your Digital Transformation Roadmap

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## Business Challenges

- Real-time operational and financial performance management
- Bring the level of system, data, definition up to “AI levels”
- Drive change management, decision making and performance management
- Create and activate a digital transformation strategy
- Leverages 4IR tools such as AI, IoT and advanced analytics
- Optimize, accelerate and scale up
- Deliver measurable value in efficiency, resilience and sustainability.
- Review available solutions/technologies and success stories
- Take full advantage of the available data within our systems.
- Develop strategic Blueprint for AI-driven Engineering
- Roadmap for roles and functions of the future
- Take advantage of the fast-evolving AI ecosystem.
- Strategy/action plan to "fully" automate our global supply chain operations,
- Reduce overall cost/ton and/or optimize customer experience
- Develop AI agents to support/replace specific functions
- Create a new AI solutions and Integrate into workflow engines
- Develop a medium to long-term strategy
- Advance IT and AI technologies to achieve enhanced efficient outcomes and satisfaction
- Create ways to reduce cost by transforming
- Generate digital solutions or new technologies to optimize significantly operation cost
- Leverage Artificial Intelligence, high-performance computing, and machine learning
- Revolutionize, reducing turnaround times and improving accuracy



<b>The Courage Needed</b>	<b>The Trade Offs</b>
<b>Disruptive Thinking</b>	Shift Old paradigms of fixed thinking
<b>Reinvent Care in a high-quality way</b>	Remove four walls
<b>Re-educate</b>	Unlearn and re learn
<b>Accept failure</b>	Let go of certainty
<b>Find patience – pushing for short term gain</b>	Celebrate the Long Term
<b>Autonomy - delegate</b>	Shift from command and control
<b>Revisit a culture that is 90 years old</b>	Let go of ego
<b>Challenge</b>	Accept change
<b>Force adoption</b>	Let go of comfort levels
<b>Resourcing – provide at scale / fund with money and people</b>	Excessive safety – always behind
<b>CEO willing to make the bests</b>	Traditional rate of return
<b>Support through leadership and role modelling</b>	Accept and defend
<b>Critically look at workforce</b>	Training and what's in it for them
<b>Upscale and bring in different kinds of people</b>	Reskilling, leadership and rewards, new models, replace
<b>Speed up adoption</b>	Slow, hard to accept new thinking, restructure for speed and pace
<b>Strike balance between advancement and operational production</b>	How we select and place our focus and energy - Maximum benefit
<b>Move fast systems – checks and balances needed</b>	Process vs people – look higher (is it us?)
<b>Focus on energy – minerals, new business, decarbonization, tech</b>	Stop comparing everything to oil
<b>Messaging – mindset change and ambassadors</b>	Let go of old narrative and positioning



Focus Areas	
Long Term	Short Term
Develop the standard protocols for the industry	AI
	Robotics
	Augmenting Base layers – right platform to get the data
	Change Management – Value proposition for change + who drives it
Vision (Think Big)	Tactics (Start Small)
We need to know what we are doing as a business	Align on who
What are we solving for	Roles and responsibilities
Develop ambidexterity and focus on innovation	Identify right short term focus areas

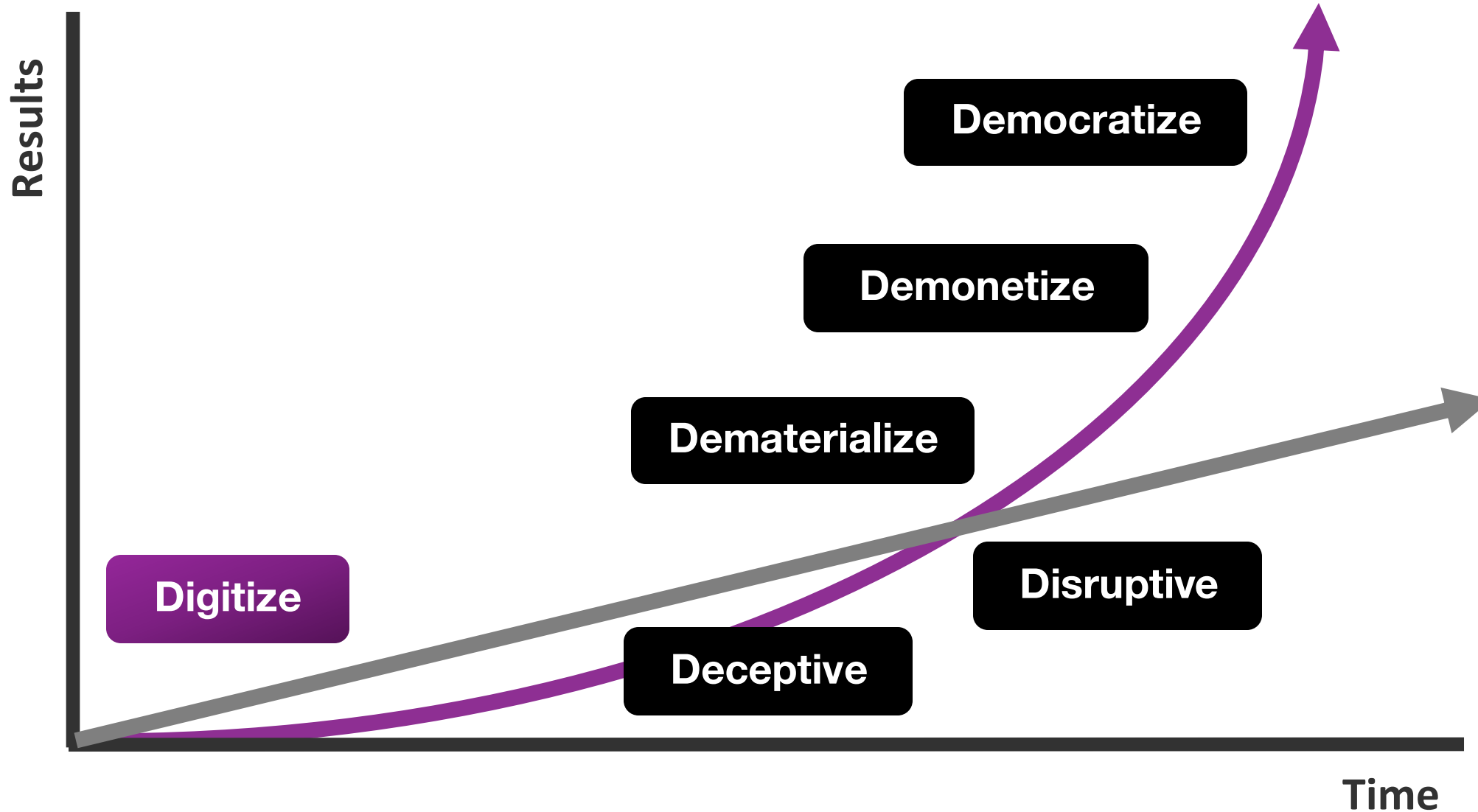
# Appendix





# 10X easier than 2X

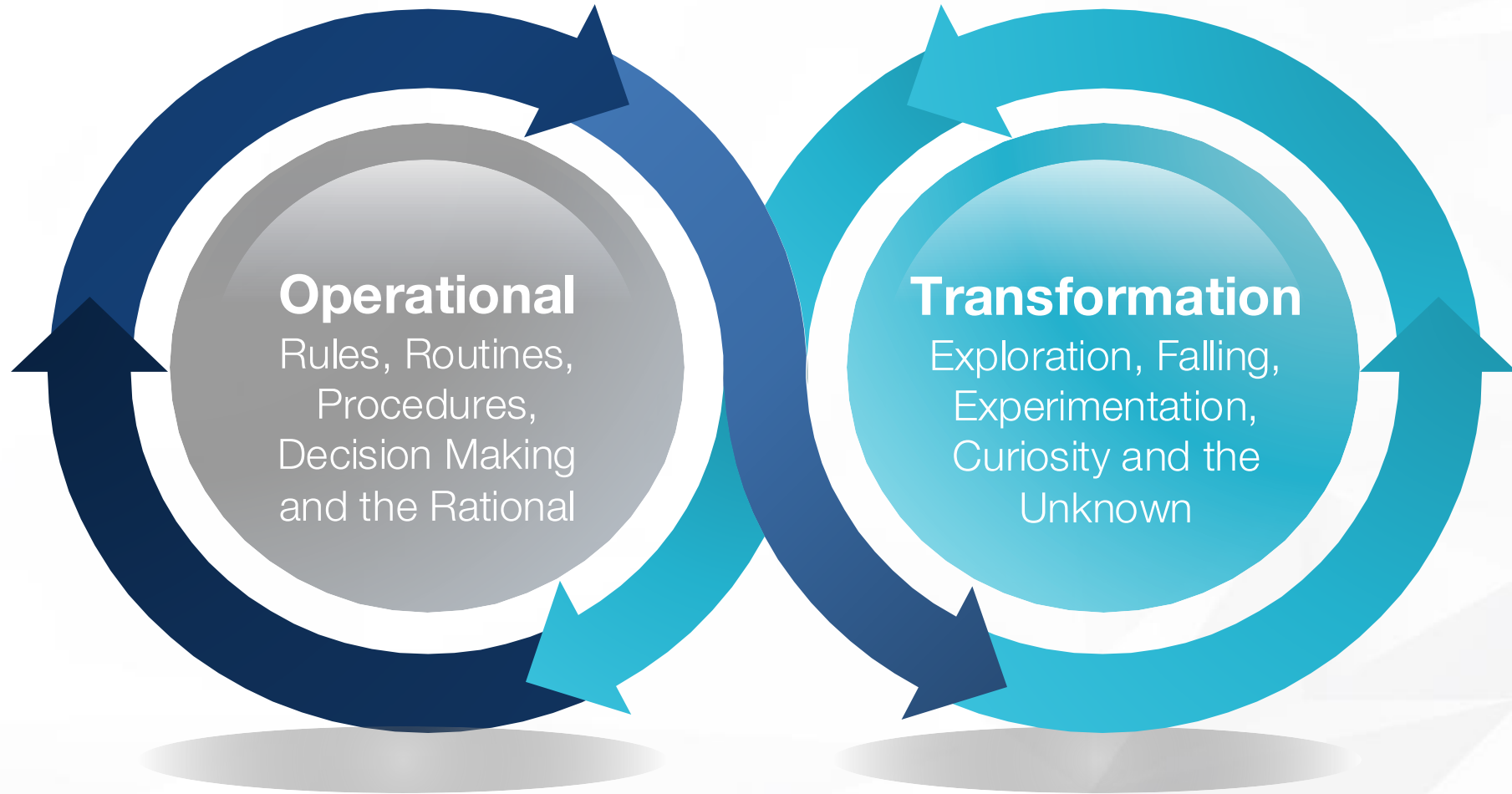
Exponential Thinking, Find breakthroughs and Accelerate Transformation



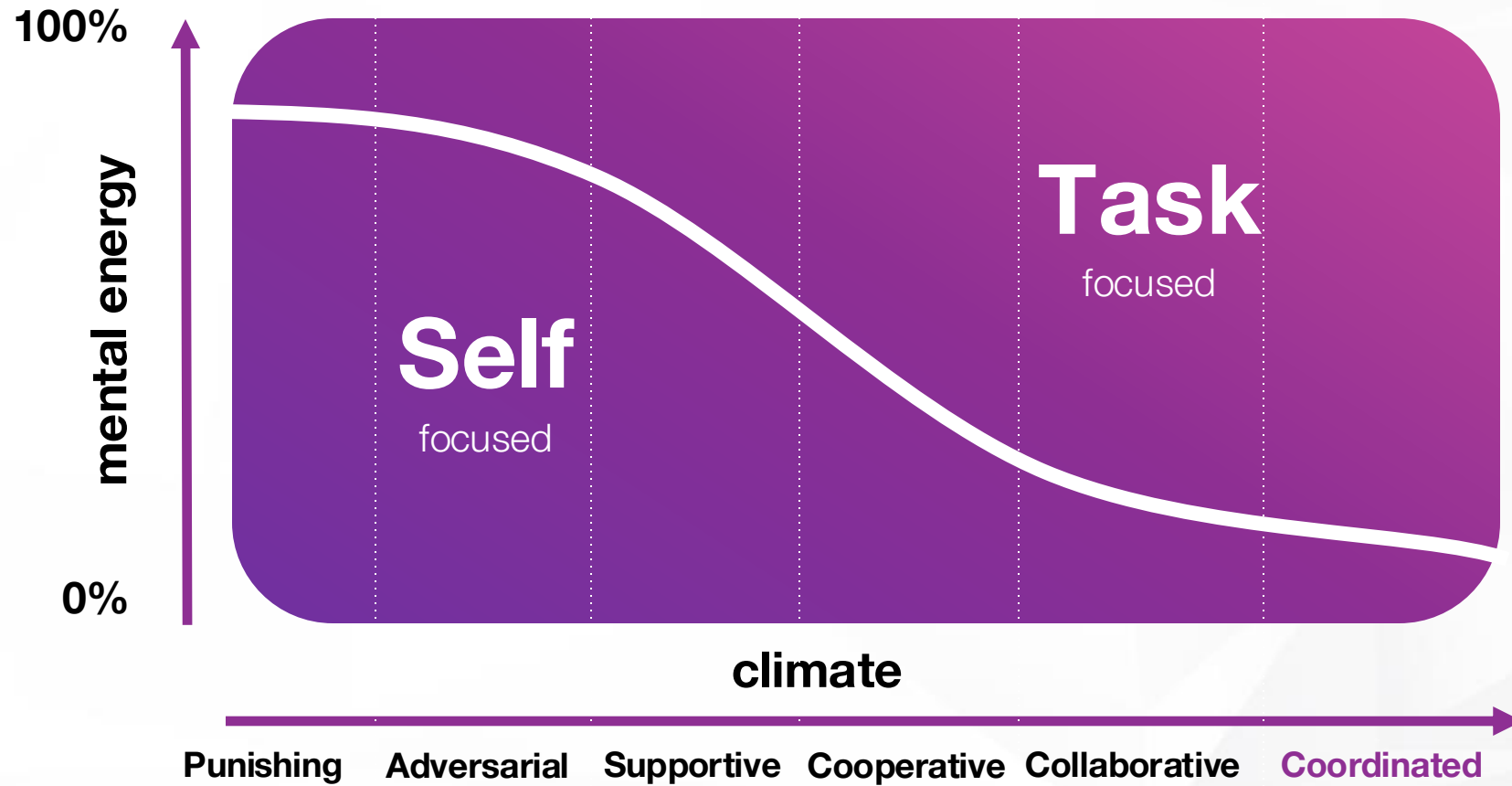




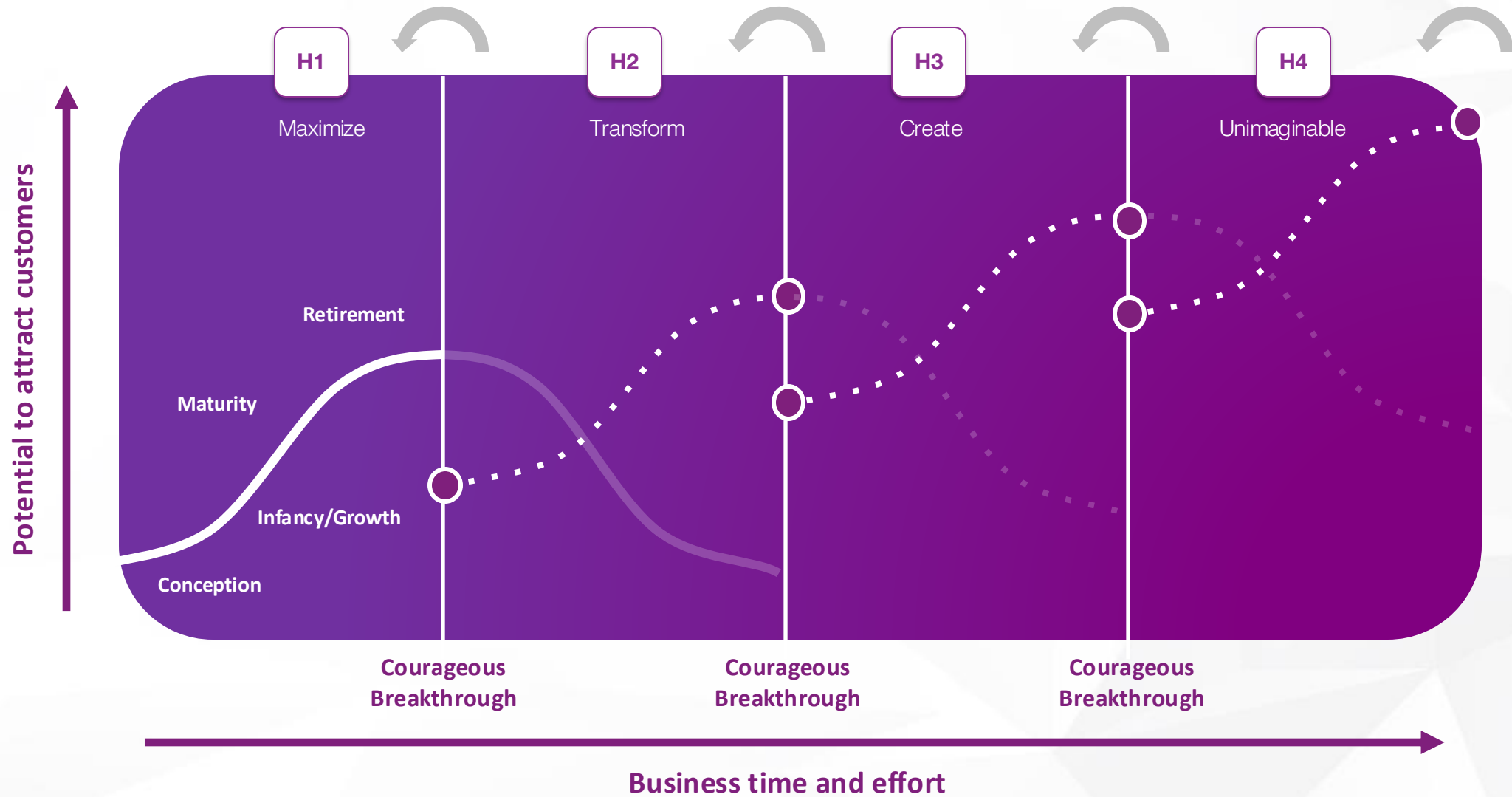
**INNOVATION**



**AMBIDEXTERITY**









# Transforming Performance – **Leading the Business**

**Strategic Agility**

**Fast, High-Quality  
Decision-Making**

**Innovating At The Edge**

**Courageous and  
Authentic Leadership**

**Intellectual Rigor and  
Continuous Learning**

**Culture-Builder  
and Talent Multiplier**



# Transforming Performance – Leading the Self

## Emotional Resilience and Self-Regulation

Managing stress, pressure and disruption

## Relationship Building and Social Influence

Creating deeper connections and community

## Improved Decision Making

Quality and quantity of strategic choices

## Interpersonal Sensitivity and Empathy

Understanding and nurturing others POV

## Developing Others and Providing Constructive Feedback

Driving performance and results improvement

## Trust Building and Psychological Safety

Courageous conversations and healthy climate

## Adaptability vs Perfectionism

Speed, agility and rapid innovation

## Leading and Managing Up and Down Under Pressure

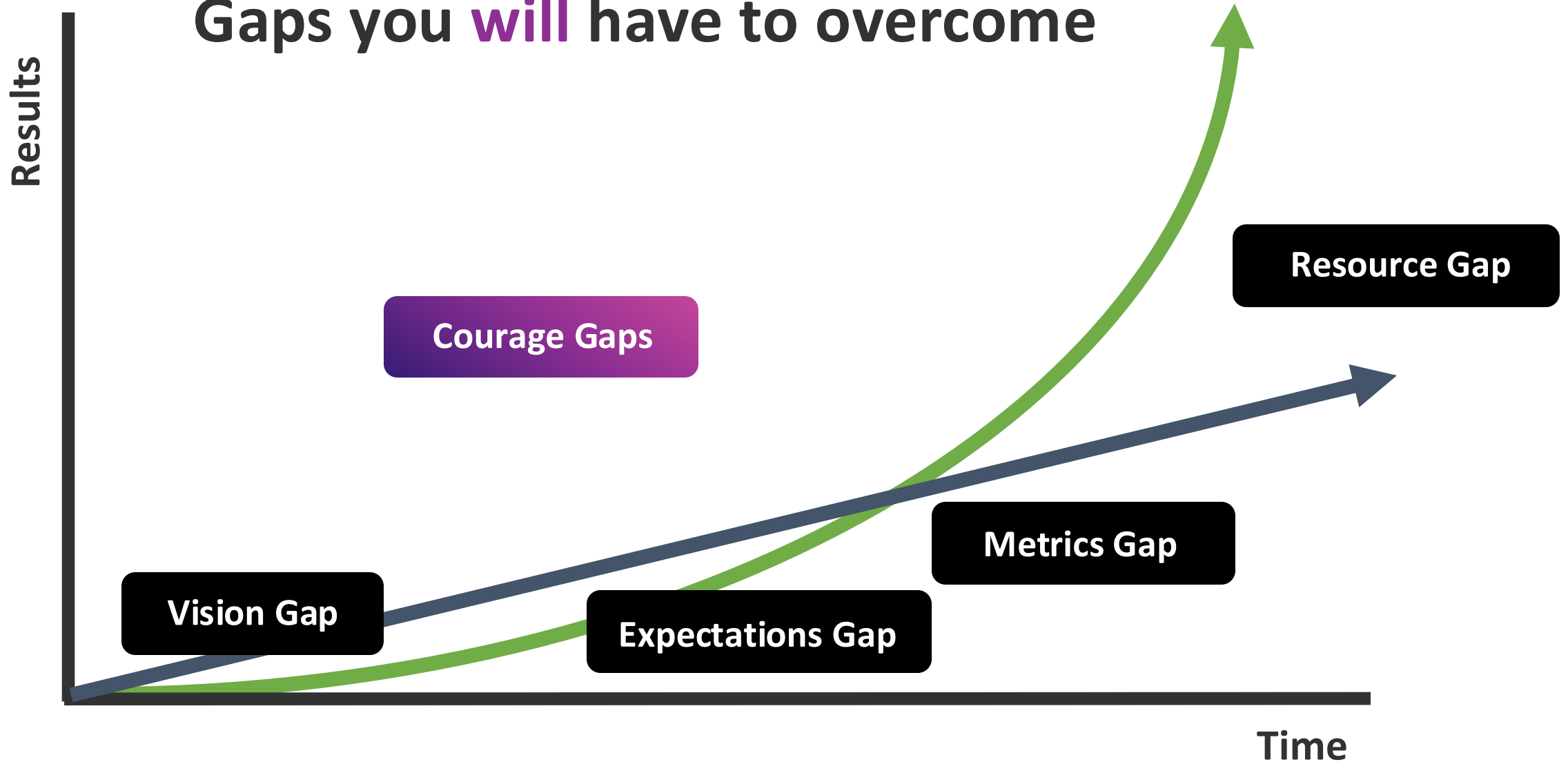
Increasing visibility and resourcing

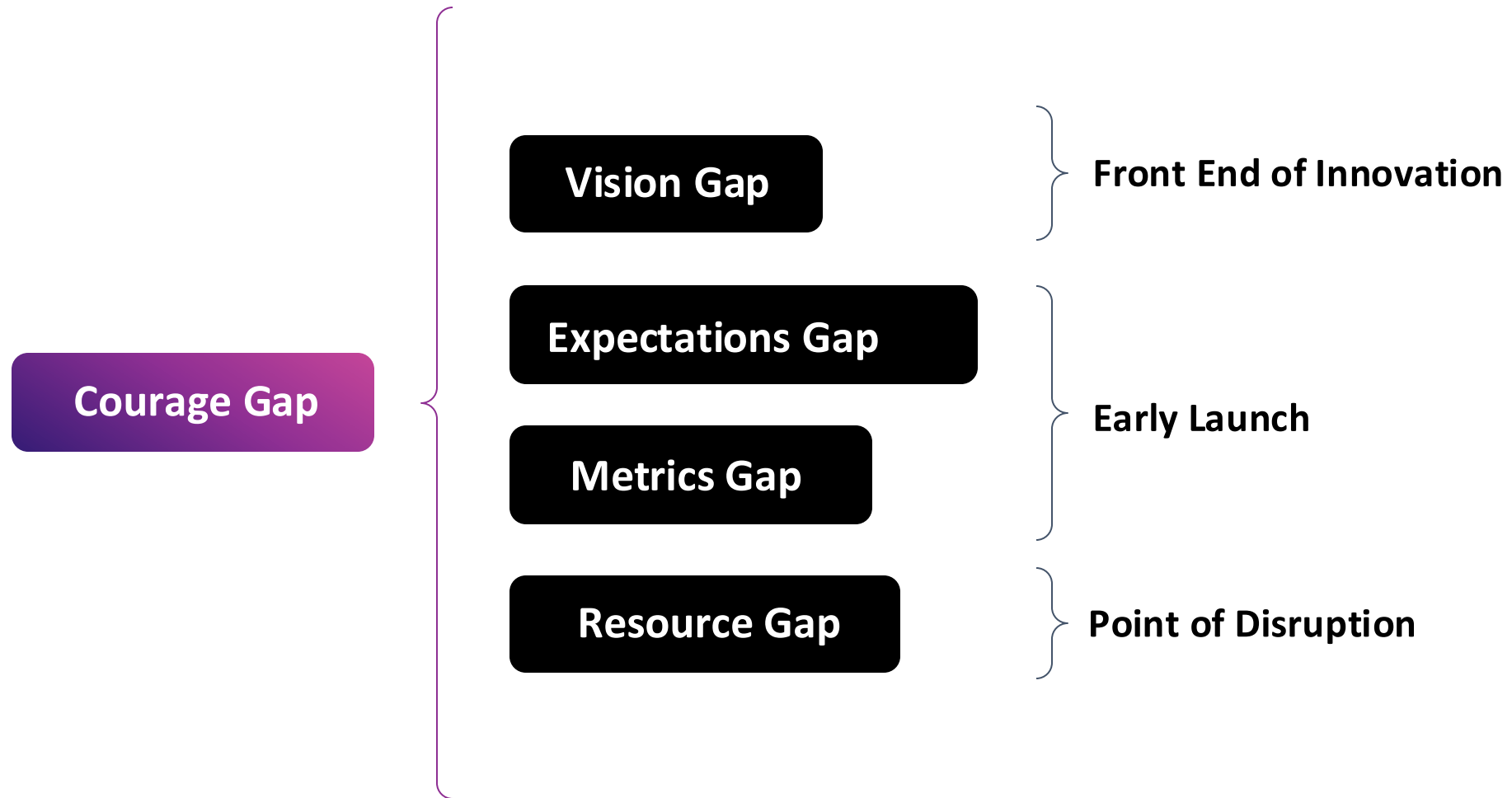
## Improving Communication

Improved clarity, focus and storytelling



# Gaps you **will** have to overcome







# Thank you!

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