

Digital Transformation Template: How to Build a **Powerful Vision Statement for Change**

Effective change management starts with a plan and making a case to get executive buy-in. Use this digital transformation worksheet to outline a powerful vision statement for change.

Discover Your **Vision for Change**

Take time to answer the following questions, as they will help you clarify your vision for digital transformation.

Identify Brand Goal	
<p>Describe your vision for your brand in terms of its ability to increase revenue and improve customer experiences.</p>	
<p>Describe the people change you envision.</p> <p>These could include better collaboration, more involvement in content development from other teams, or other critical operational goals.</p>	
<p>Describe the process improvements you envision.</p>	

Identify Brand Goal	
<p>Describe the technology changes required to support people and process changes.</p> <p>For example, detail the requirements for the implementation of a commerce experience management (CommerceXM) platform.</p>	

Outline Benefits	
<p>How will digital transformation benefit your brand?</p>	
<p>How will digital transformation benefit your customers?</p>	
<p>How will digital transformation benefit your ecommerce team?</p>	
<p>How will digital transformation benefit other teams across your organizations, such as IT, sales, marketing, and other essential departments?</p>	

Outline Benefits	
<p>Can you quantify these benefits?</p> <p>These benefits could include reduced time to create, launch, and optimize product detail pages (PDP), streamlined cross-functional collaboration, a percentage increase in the number of product content updates, an increase in sales on priority sales channels, or other metrics-focused business benefits aligned with goals.</p>	
<p>What is the impact on your brand overall?</p> <p>These benefits could include reduced expenses, increased productivity, increased efficiency, more robust customer engagement, and other potential consequences of digital transformation.</p>	

Draft Your **Vision Statement for Change**

Your vision statement for change will serve as the foundation for your change-management efforts. It will help guide the direction of your efforts, both present and future.

Vision Statement Formula	
<p>Mission + Values + Actions for Meeting Goals = Vision Statement</p> <p>A powerful vision statement must include your mission, aligned with your brand values, and the actions you will take to accomplish your goal.</p> <p>An ideal vision statement should be short and avoid ambiguous language to ensure the most impact.</p>	