

# Invitation to learn what successful digital transformation is really

## DCMM : Digital Capabilities Management Model Masterclass

Digital transformation starts with changing the paradigm of the role of IT

- Why it's better to stop following decades old thinking
- What is the new management pattern and why Agile is not making IT more innovative
- What is a Digital Agent and what we can learn from evolution
- Why Energy balance matters in everything
- How to manage IT as an adaptive, learning and innovative core function supporting AI

### WARNING !!! NEW PARADIGM AHEAD

Traditional IT management logic was formed decades ago and still defines the fundamental paradigms on who IT is, how IT is self-perceived and thus how IT is seen by executives. We in IT accepted and never asked if IT acting as a service provider is the best management model even when we entered the digital era and we are doing the same with agile. Back in 2001 Agile was created by software developers, who never expected to make agile practices suitable outside of software development. So why do we follow this logic everywhere and have we stopped thinking about better ways of managing IT, are we just following the crowd.

Biology, computers sciences, evolution, artificial intelligence, machine learning and new economic paradigms are offering new inspirations on how to make IT management more relevant in the 21<sup>st</sup> century, yet we see many managers still following the out-dated ways of thinking, assuming this is what everyone does. But, it is not true as there are many CXO's who are already exploring and adopting new ways of working – ways that are not yet visibly disrupting traditional world of best practices. If anything the success of Agile and DevOps is teaching us, it's that organisations must continually evolve their own models to gain competitive advantage.

DCMM is an entirely new management model sourcing inspirations from the latest discoveries i.e. DNA self-repair mechanisms discovered by Paul Modric, receiving Nobel's price for this fascinating discovery.

The Logic of DCMM is a discontinuation of ITSM and Agile thinking through evolved systems thinking. The key idea and paradigm shift is the realization, that inside an organization people collaborate, share resources, skills and learning experience to ever modernize their organizations. The IT department is responsible for developing and nurturing digital capabilities that positively impact the entire organization, where what matters most is the resource-benefit balance. The role of IT is upgraded and advanced from a fulfilment department to an innovative core function, where IT is capable of continually bringing innovative ideas for competitive and collaborative advantage and making them a reality. DCMM is the first ever model capable of recursively monitoring its own resource consumption and apply self-adaptive logic. The digital agent is a completely new concept that is creating a different perception of what IT is doing. Support for artificial intelligence and machine learning is applied inside and outside of the IT department to offer guidance on how emerging technologies could be best used for organisational gain. The visual proportional model is a unique feature enabling visualization of resources consumed and benefits delivered, providing the fundamentals for continuously adaptive management and the application of Digital intelligence for decision making support and organisational improvement. DCMM Masterclass is for those who want to adopt a more positive vision of IT that can survive in the digital era.

**Course duration:** 1 day

**Target group:** CIO, IT manager, team leader, person responsible for digital transformation

**Learning objectives:** How to transform IT role from passive order taker to innovative department

**Detail and registration** are [here](#)



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