



# Prof. Dr. Bob de Wit

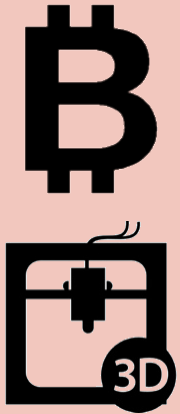


STRATEGY |  
WORKS

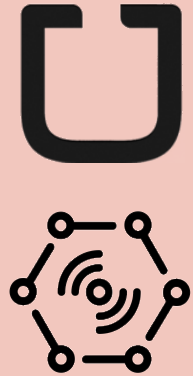




**Digital space**



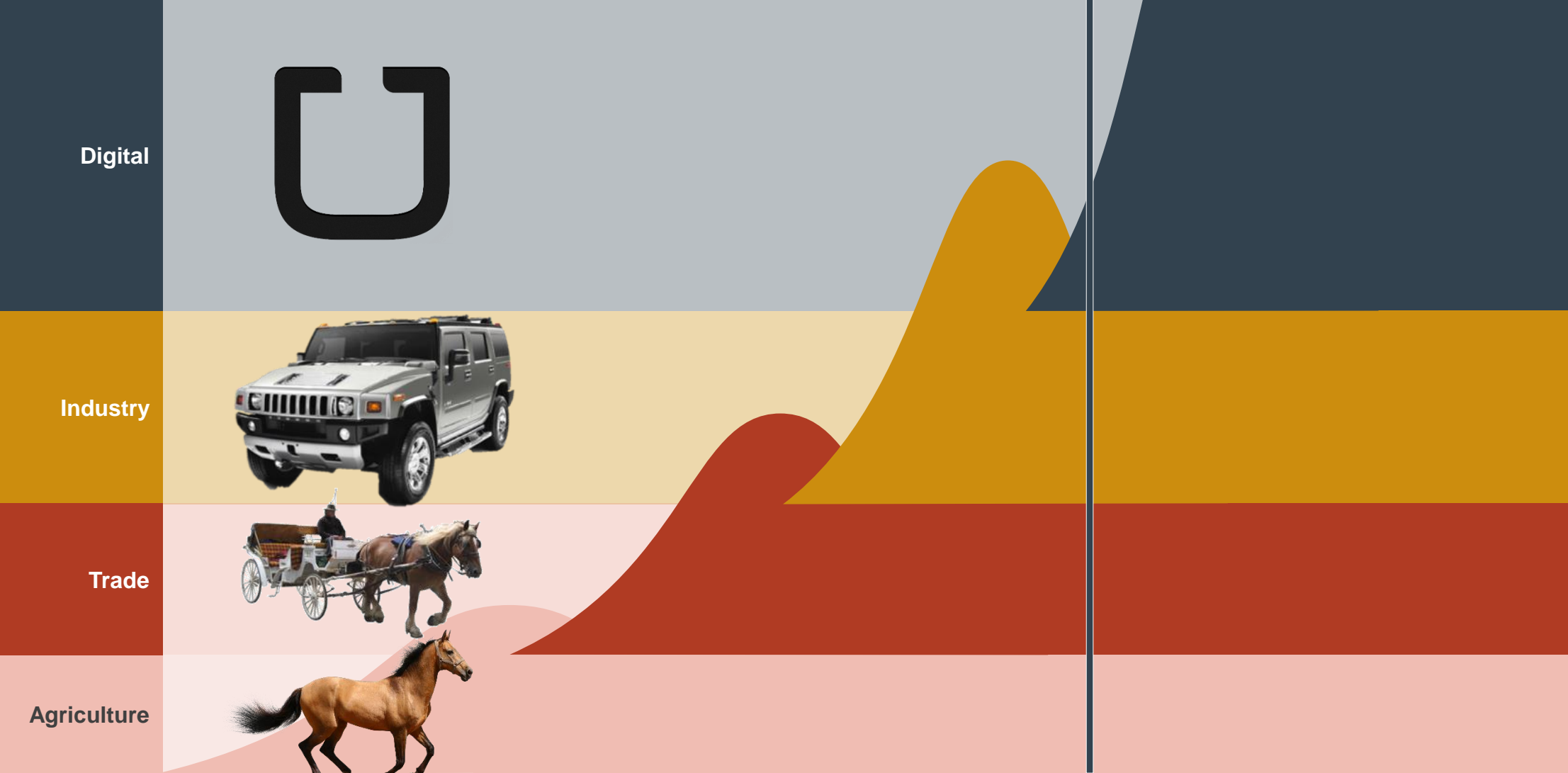
The Digital Wave blurs the lines between the physical and digital spheres



**Physical space**



TODAY



Digital



Industry



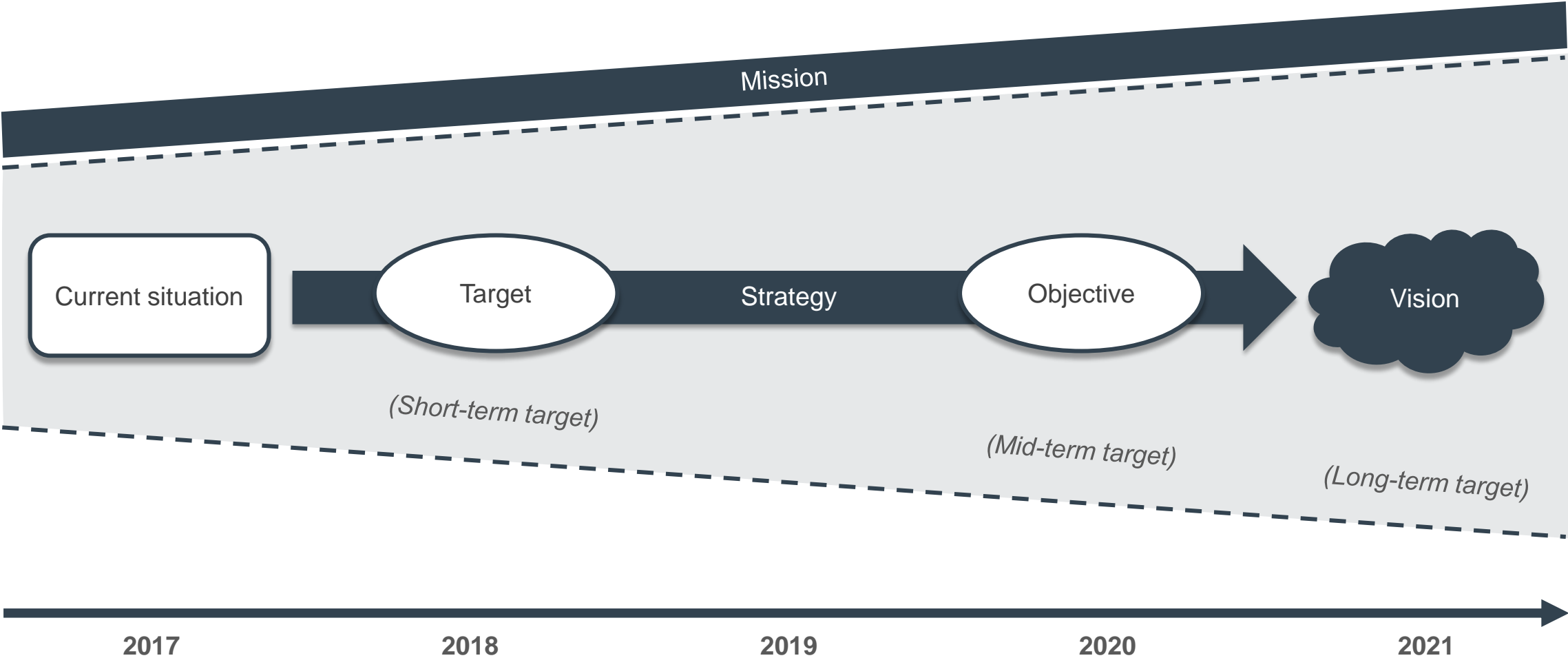
Trade



Agriculture



# Developing a digital strategy



# The Vision Map & The Action Map

Action map

How to enhance strengths

How to exploit opportunities

How to realize dreams

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Vision map

Strengths

Opportunities

Dreams

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Current situation

Objective

Vision

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Weaknesses

Threats

Nightmares

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How to beat weaknesses

How to prevent threats

How to fight nightmares

Action map