BARKUN CONSULTING

Service Description

Technology Adoption Strategic Plan

What is it?

A strategic plan is a high-level document whose purpose is to provide guidance to the organization about how to adopt technology. It brings together information about the company's general business objectives, overall strategy, growth aspirations, culture and talent to help deliver effective integration of modern systems and business processes to help the company operate in a better and more efficient manner.

This plan will be meticulously built, and will go through a series of iterations prior to initial approval. You must understand that this is your plan and thus you should expect to be highly engaged in the process of developing it. Once we have approved it, we will regularly review progress and modify it as needed.

Why do it?

As Benjamin Franklin famously said "If you fail to plan, you are planning to fail." Creating a strategic plan assures we effectively plan the rollout of change so we can successfully achieve alignment between business objectives, processes, technology and talent. A strategic plan provides value to your company in the following ways:

- Creates a strategic baseline
- Supports clear & consistent comprehension by stakeholders
- Provides a reference point to evaluate all of the work
- Sets standards from which to operate
- Helps understand what barriers to success exist
- Supports effective transformation

How does it work?

My technology adoption strategic plan methodology is based on the framework described in Ernst & Young's publication "Tech adoption in commercial real estate demands a robust corporate strategy."[1] The plan will be divided into four chapters. Descriptions in each section below provide a general idea of the topics to be covered and the related content that will be developed:

Chapter 1: Technology Strategy

- List the company's core business objectives and prioritize them. These will be developed based on the Audit Report
- List the company's current pain points and prioritize them. These will be developed based on the Audit Report
- Develop a transformation management plan
- Assess the digital literacy of the current staff and their propensity for accepting change
- Build guidelines to support effective training program development
- Build guidelines on data collection, management, ownership, governance and security

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[1] https://www.ey.com/en_us/real-estate-hospitality-construction/how-commercial-real-estate-firms-use-technology-to-secure-a-future

Chapter 2: Sourcing & Supplier Management

- Establish guidelines for how to build category specific requirements for different evaluation projects
- Identify general requirements that all platforms must satisfy, and use them in your evaluations
- Assess how the quality and design of tools impacts the business and establish guidelines on how to manage selection, negotiation and engagement with these critical suppliers

Chapter 3: Implementation Roadmap

- Summarize all of the tools that will be adopted and approximate the cost of each
- Identify stakeholders who are most motivated and likely to successfully adopt new technology
- Describe the amount of training that we expect to need for each implementation
- Establish the order and timeline for implementation of all tools listed in the summary, and provide a detailed rationale

Chapter 4: Additional Value-Added Activities

In this section, I will list some ideas for additional projects that can be taken on once we have completed all of the activities in the roadmap from chapter 3. The content in this section will be fairly basic as it would be considered beyond the general scope of the plan. However, it is important to have a vision for where the technology can take you. This chapter sets the scene for what may happen once we are done with the initial plan.

How long does it take?

Creating a strategic plan is a typically well-defined process resulting in a structured report. I have a pre-developed template which will be customized based on your situation and needs. There will be a few revisions to the plan during its development. For highly engaged clients who are readily available to meet and turn around documents quickly, we can complete this in as little as three to four weeks.

How much does it cost?

This service involves a series of well-defined set of activities. Thus, it will most likely be paid through a fixed scope contract. The price will be determined once we have completed the Operations Audit and have clarity on your business objectives, growth aspirations and the challenges you face.