

# Lean Digital Transformation

written by Lauri Moon | November 7, 2018

*A free one-hour webinar and Q&A with Bruno Guicardi, co-founder and president of Ci&T, providing digital technology services to some of the world's largest companies while pursuing its own lean transformation since 2007.*

How can an enterprise compete in the Digital Era if it takes two years to turn an idea into reality? Yes, “digital transformation” is a priority, but what good can you make of design thinking, agile, machine learning, IoT, with such a long lead time?

In this webinar, you will discover how the application of lean principles can improve entire corporate ecosystems to deliver digital services and products that customers love at scale and at speed.

Join Bruno to discover:

- Why enterprises take more than two years on average to go from idea to a digital experience in the hands of their customers even when they are already using agile;
- How the use of value streams can help accelerate digital delivery and what are the organizational changes necessary (report structures, incentives, metrics) to get the most of this new model;
- How lean principles are being used as the foundation for the cultural transformation necessary for collaboration and innovation at big companies;
- How a Lean Digital Transformation combines the principles of lean management, agile development, design thinking, and cutting-edge digital technologies to dramatically improve speed to market, customer experiences, and corporate culture.

Can't make it? Register anyway, and we'll send you a link to the archived version when it is posted.

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