



Are you fishing yet for growth?

Introduction and Growth Check

Dr. Barbara Flügge

Founder of digital value creators (DVC)



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INTRODUCTION AND GROWTH CHECK

digital value creators

DIGITAL VALUE CREATION

DID YOUR COMPANY DIVE UP YET?

You are wondering about the benefits of digitization.

Your company is now painfully aware that it has backed the wrong horse in terms of strategy, training and physical-digital portfolio design.

From our experience of more than thirty digital and change management projects, there are a number of aspects to consider. Two of these aspects are as follows:

- 1) Established companies are looking to secure their future. Manufacturing companies with product born out of great inventions decades ago could use digital means to carve out the company's purpose for the digital business era.
- 2) Digital-ready companies are getting rid of their manual and electronic process legacies and have established yet worn-out industry affiliations. Companies are making room for digital ways of collaborating and working.

Get your questions answered and benefit from the informative exchange with the founder of digital value creation:

→ Talk to Dr. Barbara Fluegge

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SUCCESSFULLY DIGITALLY CREATIVE

Entrepreneurial success is a consequence of your competence in digital value creation

Enhancing the competence profile of so called **digital value creators, short DVC**, is a mission critical success factor in times of digital growth.

With the help of digital value creators, companies derive options for alternative and new markets, design disruptive offerings and assess new buyer markets. Projects are shaped in such a way that corporate and business division profitability gains are taken into account, but also subject to investigation.

The **digital value creators formula** proves: 1) Options are implemented under the aspect of sustainable growth and value creation. 2) Corporate digital value creators ensure the continuity of the company strategy, contribute to the company's ability to contribute to the region, the location, the change and the networks and foster digital growth.

Egon Zehnder considers an **operating margin growth of up to 26% to come true if executives, management and division heads are aware of all three digital value creator competencies**, acknowledging complexity from within and of the environment, and leading with the threesome DNA. What about your organization? Read more ...

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Do you benefit from the value creation that your digitization consultants promise?

Digital and digital are often two distinct pairs of shoes. An online webshop and an online form electronify your processes, but not necessarily increase your business effectiveness.

Your company is working digitally because of

Publishing information	Running a webshop	Using digital sales channels	Connecting digital products with ours
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Companies that embrace digitization how digital value creators do, **apply creative intelligence, detect digital growth areas, and are confident to lead in change**. Be it 26% or more, it tells a lot about the company's ability to develop digital markets and deploy them - beyond the traditional focus on digital information & communication channels. Given that, what are your strategic goals?

Your corporate growth strategy	Your answer
My company focuses on cross-industry and disruptive transformation of our products into digital services to conquer digital markets without physical supply	
My company steers our workforce through digital competence build and use of disruptive technologies	
In the company, I am a pioneer with respect to effectively implementing innovation projects and incorporating them into our daily business.	

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If you're are flying on sight and you're not fishing for customers in digital markets, you miss by far your chances to increase revenue and herein profitability. If you are not capturing the strategic role of digital markets, you will not be diving up where newly formed customers meet. And you will not make yourself visible or being heard at all.

Contrary, once you recognize which digital markets will serve you when best, you will gain competitive benefits and future security patters all in one. Dr. Barbara & digital value creators (DVC) are trendsetters and foresighters. In their legacy of digital projects, they shaped, calculated and steered the progress of SERVITIZATION - GROWING THROUGH DIGITAL SERVICES - combining both, the Internet of Things (IoT) and the Internet of Services (IoS).

For your benefit, Dr Barbara Fluegge and team have now developed a set of methods and tools that beam you from day 1 closer to new customers and markets. To kick off your growth markets, ask yourself who your ideal customer(s) will be in the digital era:

Our ideal customer(s) are:

<input type="checkbox"/> Corporate clients	<input type="checkbox"/> Influencer
<input type="checkbox"/> Communitis	<input type="checkbox"/> Ecosystems
<input type="checkbox"/> Digital platforms	<input type="checkbox"/> Competitive products

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What measures bring YOU closer to „26%“?

Instead of complex business processes and a high level of detail, digital value creators manage the balance of digital, technical, functional, and tactical. They take advantage of digital business strategies. One outcome will be a digital services map that derives service needs based on intelligent data and lifecycle analysis and how to give access to the buyer markets. Herein, companies turn digital services into a connector link technical assets, components, goods, materials and all sorts of personas.

What remains challenging, however, is working out your strategic options, the digital product portfolio, the associated consequences on business models and your operations. Indeed, people like to do strategic problem resolving through Lego play or Design Thinking workshops. But reality shows that after the play is before the play. And your CFO wonders how play and design will pay off to impact sales and operational performance.

This is exactly where the **9 Business Designs Method** focus on. The "9" draws from 24 years of strategy-to-deployed projects. Interactive, design-based and strategically functional, you re-read your company/ unit strategies, discover "9" other business strategies.

Get to test the „9“ now. Still interested? Continue on next page →

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Explore your digital business strategies

9 Business Designs for digital value creators

3-Days Workshop
1 company + 12 participants
3x3 Business Designs based on the
digital value creation matrix method
9 Business Design options (result)
Business Heatmap for the "9"
Service + Product ideation streams
High Level planning for 1 strategy option
Digital competence build on-the-go
Interactive service designs
plus
1 Profiling Toolbox for your company
and company-wide internal use
plus
1 Playbook eBook per participant

Explore further details

→ Start now

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SHARE YOUR CHECK RESULTS AND BENEFIT FROM OUR OFFER



Tell us about your test results here [Growth Check Results](#)

- Your company is working digitally because of ...
- Your corporate growth strategy fits 'yes' or 'no' ...
- Your ideal customers are ...

By sending us back your test results you are permitting us to send back to you our details and the unique promo code.

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creators**

Dr. Barbara Flügge & digital value creators (DVC) advise companies independently from external solution and competitive influence to safeguard your interests and mediate them towards decision makers, companies, influencers, teams and networks, as well as independently from industry sectors and solution providers' interests and influence.

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Lead, idea and concept: Dr. Barbara Flügge
Illustrations: Dr. Barbara Flügge

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ONE LAST THING

Your corporate situation demands a lot from you and you are asking if you are stuck in the situation or the situation itself

- Gain clarity
- Discover unresolved matters
- Identify way-forward options
- Invest in a 60 minutes exchange with Dr. Barbara Flügge

Dr. Barbara is a business coach with 1000+ days of management, project, solutions development as well as people and active diversity leadership

A coach who listens, demystifies complexity, brings in an outside-in clarity you haven't experienced before

Book here

Projects

Values



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100% money back guarantee. You've got 30 days from where you enroll to assess the identified actions and though provoking considerations we covered in the session.