Working on a transformation mindset with Fraport AG

Accelerate and elevate the ideation process for Fraport AG's business transformation journey

The road to joint success are 10X ideation discovery workshops

01
Discovery
Capture insights, identify key challenges and define the ideal outcome of our collaboration

02
Design
Ideate on business solutions, people empowerment and co-innovation platforms
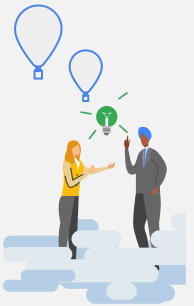
03
Planning
Fit the ideas in the innovation portfolio and integrate this into the innovation roadmap

04
Execution
Leverage the IFA partnership to move into execution modus to unleash the ideas into the workstreams

WHO IS INVOLVED?

Executive Sponsor
A C Level executive willing to share their perspective and participate in milestone meetings to steer the engagement

Vision Interviewees
10 key stakeholders representing a mix of business and tech functions, and are key to successfully deliver solutions

Transformation champions
6-15 senior leaders from your teams and ours, committed to identifying 10X business solutions and collaborating on a roadmap to deliver them

HOW DO WE DEFINE A 10X CHALLENGE?

To anchor our collaboration, we identify a shared business challenge within your transformation landscape to set the North Star that will guide us on our journey together

✅ **"How could we"** become the defining user experience model for our industry in the next decade?

❌ **"How could we"** improve our customer satisfaction?

WHAT DO WE DELIVER TOGETHER?

Business Solutions
3 - 5 concrete business solutions to address your 10X challenge, with an alignment on roles and responsibilities

Data Strategy
A data strategy to support each solution, capture insights, build analytics and train predictive models at scale

Value Case
An investment guide with key drivers and an ROI model

Transformation Roadmap
A concrete action plan to bring our solutions to life, including quick wins, disruptions, developments and transformations

The vision interviews are where you come in!

Because you have been identified as key stakeholders and we rely heavily on your input to make sure we then jointly work on the right strategic goals. Goals which will ultimately lead to new products, faster times to market, top line growth and more satisfied customers.

[Watch this video](#) to learn more about the Google Transformation Mindset.

On which topics do you need my input?

- How would you describe the current context of your organization?

- What are, from your perspective, the most significant opportunities for your business?

- How do your recent initiatives align with these opportunities and contribute to your objectives?

- What assets can you leverage to achieve your current objectives?

- What liabilities could hinder or slow down your progress towards these objectives?

- What do you currently expect from Google in terms of culture, business and technology?

- Which user challenges have the most significant impact on your activity?

- What would make you say that our partnership has succeeded beyond all expectations?

- Who would you consider as a participant for our Go Transform ideation sessions?

Google Cloud

How much of my time will this take?
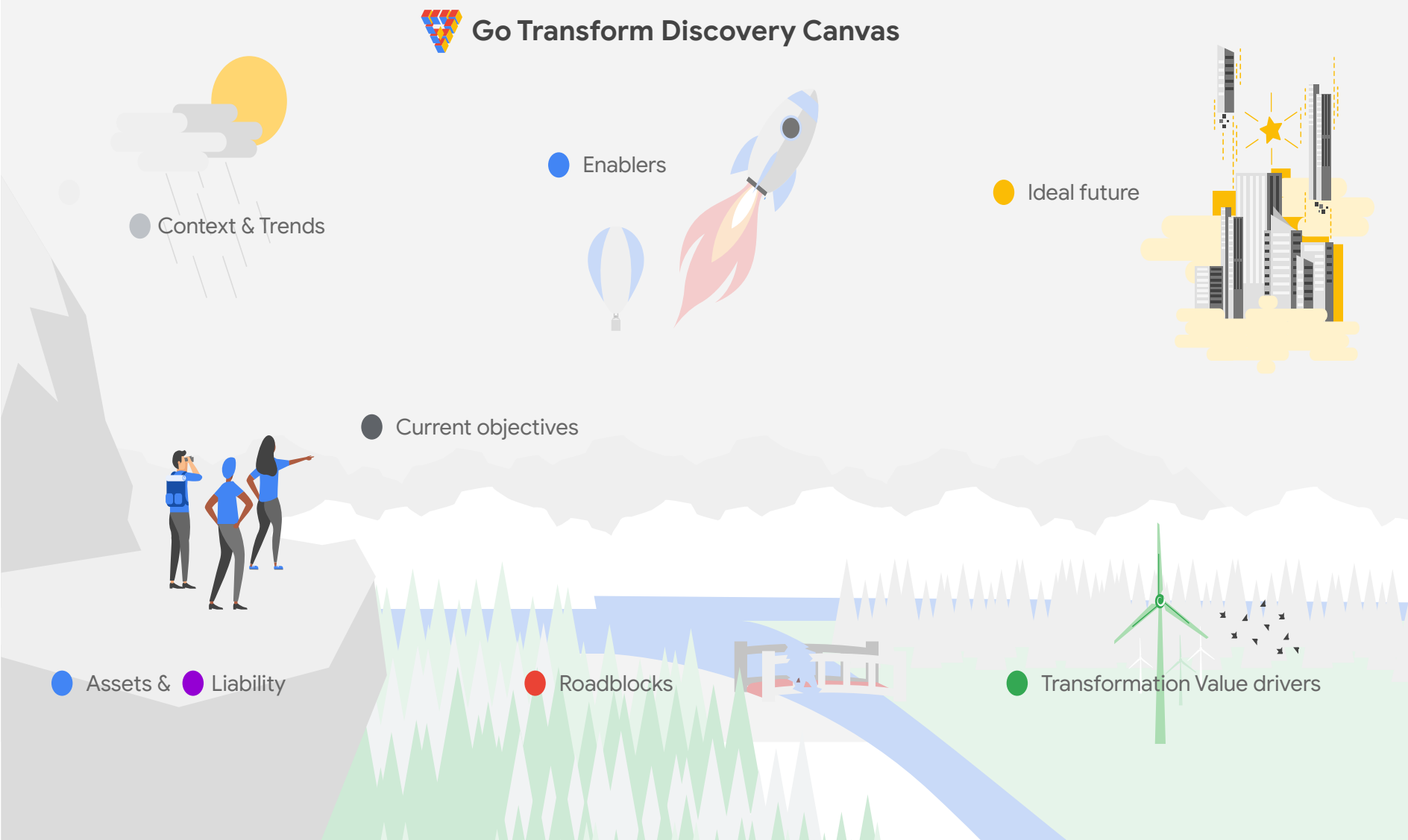This will take the maximum of one hour of your time

How are we conducting the interviews?
- You will be in a virtual room together with one person from the Google Cloud Value Advisors team and one person from the Fraport core team.
- A maximum of two stakeholders are interviewed at one time.

We will be using the below **Discovery Canvas** to capture your answers and ideas.

Go Transform Discovery Canvas

- Context & Trends
- Enablers
- Ideal future
- Current objectives
- Assets & Liability
- Roadblocks
- Transformation Value drivers

Has this been done before?
You are in good company! Here's what some of our customers had to say about their experience with the Google transformation team.

globalpayments

"Go Transform created a good path to think widely before narrowing down to some key ideas that could be developed."

Jason Sharples
CTO

Coca-Cola

"Very very very useful. I can take the outputs of this workshop and start embedding them into my teams OKRs."

Faisal Zanjani
VP Digital and Revenue Management

UPS

"Go Transform channels diverse points of view towards a specific problem to solve, taking the collaboration on ideas from 1X to 10X."

Nick Basford
VP eCommerce Strategy

Google Cloud