



FIRE
With Asmaa & FLOW

Business Digitalization Strategy Template

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Thank You

HI, I'M ASMÂA

Thank you for downloading your own copy of the Business Digitalization Strategy Template. This tool will help you capitalize on the new business trends and offer you trigger questions, so you can identify the best digitalization strategy for your business.

Visit FireandFlowAcademy.com to learn about our business and leadership signature programs and to access more free resources.

Asmaa J. Methgal

Founder & Feminine Leadership Coach
Fire & Flow Academy



BUSINESS DIGITALIZATION STRATEGY

PURPOSE OF THE DIGITALIZATION:

THE BUSINESS PRIMARY GOAL:

SHORT-TERM (4-5 WEEKS)

MID-TERM (3-6 MONTHS)

LONG-TERM (3-5 YEARS)

WHAT IS TODAY'S SITUATION?



BUSINESS DIGITALIZATION STRATEGY

WHO IS OUR TARGET AUDIENCE?

Blank area for content related to the question: WHO IS OUR TARGET AUDIENCE?

WHAT ARE THE NEW TRENDS IN OUR INDUSTRY?

Blank area for content related to the question: WHAT ARE THE NEW TRENDS IN OUR INDUSTRY?



BUSINESS DIGITALIZATION STRATEGY

HOW MIGHT WE BE INSPIRED BY TRENDS TO BETTER SERVE OUR CUSTOMERS TODAY?

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HOW MIGHT WE EXPAND OUR CAPABILITIES TO CREATE A NEW OR LARGER VALUE PROPOSITION?

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BUSINESS DIGITALIZATION STRATEGY

WHICH NEW REVENUE STREAMS OR PRICING MECHANICS COULD WE INTRODUCE TO CAPTURE MORE VALUE FROM OUR CUSTOMERS?

HOW MIGHT WE CREATE A MORE IMMERSIVE AND ENGAGING EXPERIENCE DURING OUR VIRTUAL SESSIONS?



BUSINESS DIGITALIZATION STRATEGY

HOW MIGHT WE IDENTIFY NEW CUSTOMER SEGMENTS THAT ARE MORE ACTIVE IN THE MARKETS WE OPERATE?

HOW MIGHT WE LEVERAGE TECHNOLOGY ACTIVITIES OR RESOURCES TO TRANSFORM OUR VALUE PROPOSITION?



BUSINESS DIGITALIZATION STRATEGY

WHICH ACTIONS ARE WE COMMITTING TO TAKE IN THE COMING WEEKS?

Blank area for writing actions committed to take in the coming weeks.

WHAT ARE THE KEY PERFORMANCE METRICS WE SHOULD BE TRACKING TO MEASURE OUR SUCCESS?

Blank area for writing key performance metrics to track success.





FIRE & FLOW
With Asmâa

ABOUT THE AUTHOR

Asmâa I. Methqal is a transformational coach, business strategist, and advocate of Feminine Leadership.

She is the creatrix of **Fire and Flow**, a business leadership academy that empowers women entrepreneurs and executives worldwide to shatter their invisible barriers, reach business mastery, and turn their true essence into vibrant prosperous businesses and careers.

Asmâa's mission is to empower over a million women to claim their feminine leadership, channel their fire, and live in a state of flow.

Asmâa holds a double Masters degree in Library and Information Science and Communications. Her clients love her dynamic and in-depth expertise in Business, Leadership, Marketing, Design Thinking, Emotional Intelligence, Appreciative Inquiry, and Feminine Embodiment Practices.

You can connect with Asmâa directly at: am@iamasmaa.com



THANK YOU!

