

RSM Catalyst for Business and Professional Services

The Business and Professional Services industry underwent substantial changes over the past year. The new landscape in which we engage and interact with our customers has introduced unique challenges, in which your organization needs to pivot and adapt. A strong technology foundation is one of the crucial building blocks that will enable you to keep pace with this ever-changing environment.

RSM's Catalyst for Business and Professional Services is a customer engagement journey based upon Microsoft's proven Catalyst framework to help businesses conceive and realize business transformation by moving through a series of curated phases: Inspire, Design, Empower and Achieve.

This complementary offering is designed to unlock the potential of your business at no cost. Utilizing the Catalyst program and methodology, we work together with you to build, plan and execute business transformation strategies with a proven, innovative approach. As part of Catalyst you will meet with our industry experts to engage in an Envisioning workshop used to ideate together using design thinking concepts and collaborate to define how to uniquely enable the digital transformation of your organization.

Value add outcomes

Inspire

Imagine a future state for your business

Envisioning workshop uncovering what are the value drivers of your organization.

Design

Discover what is possible by aligning technology investments to business goals

Conduct a business value assessment quantifying the potential value gains by the transformation based upon industry metrics.

Empower

Empower others in your organization to see the value of digital transformation

Demonstration of identified solutions to key stakeholders.

Achieve

Achieve business outcomes and improve organizational success.

Implement the defined roadmap and measure success to show the value of digital transformation.

Questions? We have answers.

THE POWER OF BEING UNDERSTOOD
AUDIT | TAX | CONSULTING

Contact us today for more information:

<https://digital.rsmus.com/microsoft/contact.html>

Or reach out directly to our industry experts:

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Microsoft Business and Professional Services Industry
Leader

Inspire – Ideation workshop

It all starts with becoming inspired and gaining clarity through a facilitated ideation workshop containing the following sessions:

What is on your radar?

- By working through defined challenge statements, we look to uncover value propositions and supports the organization to prioritize them. These sessions are a real time collaboration between different stakeholders of the organization and our industry experts guiding them.

Affinity clustering

- Building upon the identified items in the first exercise, this workshop looks to see what clusters for overall progress can be defined. Working as a team to group, prioritize and identify to see what hides in the data.

Abstraction laddering

- As important as getting a clear picture is turning the picture upside down and taking a step back and look through all findings through a different lens.

Rose, thorn, bud

- Up to this point, it was all about capturing opportunities to get a full picture of what are things that will help the organization. The next step is to determine what is good (Rose), what is bad (Thorn) and are potential (Bud) opportunities.

Importance-difficulty matrix

- Moving toward defining what a future roadmap could look like, classifying opportunities with their importance and difficulty is critical to prioritize where the journey will start.

Stakeholder mapping

- Turning a plan into reality takes people. Through this exercise the important stakeholders are identified to start preparing for the critical change management process.



Contact us today to get started on your journey. We look forward to helping you drive your digital transformation!

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