Accelerate
The Deloitte Chief Digital Officer (CDO) Transition Lab
A moment that matters

With the seismic shift toward a more digital world, the Chief Digital Officer (CDO) can be an organization’s catalyst for transformation and innovation. The CDO builds agility, speed, and data in an evolving technological landscape not only to maintain relevance in the minds of the consumer but to coordinate and deliver strategy across the business.

An opportunity to accelerate


Ideally, you also take time to talk to peers who have faced similar challenges, analyze your team, identify obstacles, and fine-tune your strategy. That kind of preparation could take weeks or months. But today, it has to happen fast. Because new competitors, transformative product and technology capabilities, and customer demands for responsiveness don’t wait for anyone. Today, they are all unfolding at lightning speed.

At Deloitte, our mission is to help executives thrive and accelerate in times of change. So we’ve designed an experience that brings together what might take months of planning and research into one intense, productive, and confidential day for you.

The CDO Transition Lab helps prepare you for the full range of roles you’ll need to play—from driving growth and championing customers to innovating and building digital capabilities. The day culminates in the creation of a custom-built roadmap centered on your top priorities as well as specific actions for talent and stakeholder management.

An integrated approach


Unlocking your growth ambitions requires an integrated plan that touches and influences all aspects of the organization. When it comes to rallying the organization around digital, you need to know how decisions in one area will affect outcomes in another—and how other leaders will respond.

You are at a moment that matters. Learn more on how Deloitte’s CDO Transition Lab can help you with an integrated approach to expedite your impact and ultimately accelerate your career.
Your day in the Transition Lab

Aspirations and legacy
To leave your mark, you first need to identify your goal. It starts with aligning where you want to go with where the organization needs to be.

- What do I want to be known for?
- How will I champion innovation?
- What do I want my legacy to be?
- What will prevent me from reaching my goals?

Talent and skills
When it comes to talent, you have to place the right people in the right seats. Figuring out who will advance your priorities is critical and needs to occur in an unbiased environment.

- Do I have the right team?
- What skills does my team need to move my priorities forward?
- How will I attract and energize talent?
- Who can I develop vs. replace?

Strategies and priorities
As a CDO, there are endless demands on your time. The Deloitte Transition Lab will help you work through four key areas that impact your success.

- How do we take advantage of customer experiences, new business models, and technology innovations to drive growth?
- How do we transform the way we do business with forward-thinking digital engagement strategies?
- How can we strengthen user experience and preserve our reputation?
- What are the right capabilities to operate digital services in an efficient and effective manner?
Let's talk

Deloitte’s CMO Program supports CMOs and marketing executives as they navigate the complexities of the role, anticipate upcoming market trends, and respond to challenges with agile marketing.

Deloitte’s exclusive CMO Program empowers executives to:

- Deconstruct top marketing challenges through expert support and research
- Connect with powerful marketing allies to provide fresh perspectives
- Prepare for success through thought-provoking transition programs

For more information, please contact:

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