

The UNITE Navigator

The UNITE Navigator allows you to tell the entire story of innovation and digital transformation on one single poster. Use it to share your story! Or leverage it as a way to identify gaps or launch a maturity analysis of an organization.

A part of the Digital Leadership Digital Transformation Management Reference Content: #DL-MS-SC-UNAV.
More information on this model is [available here](#).

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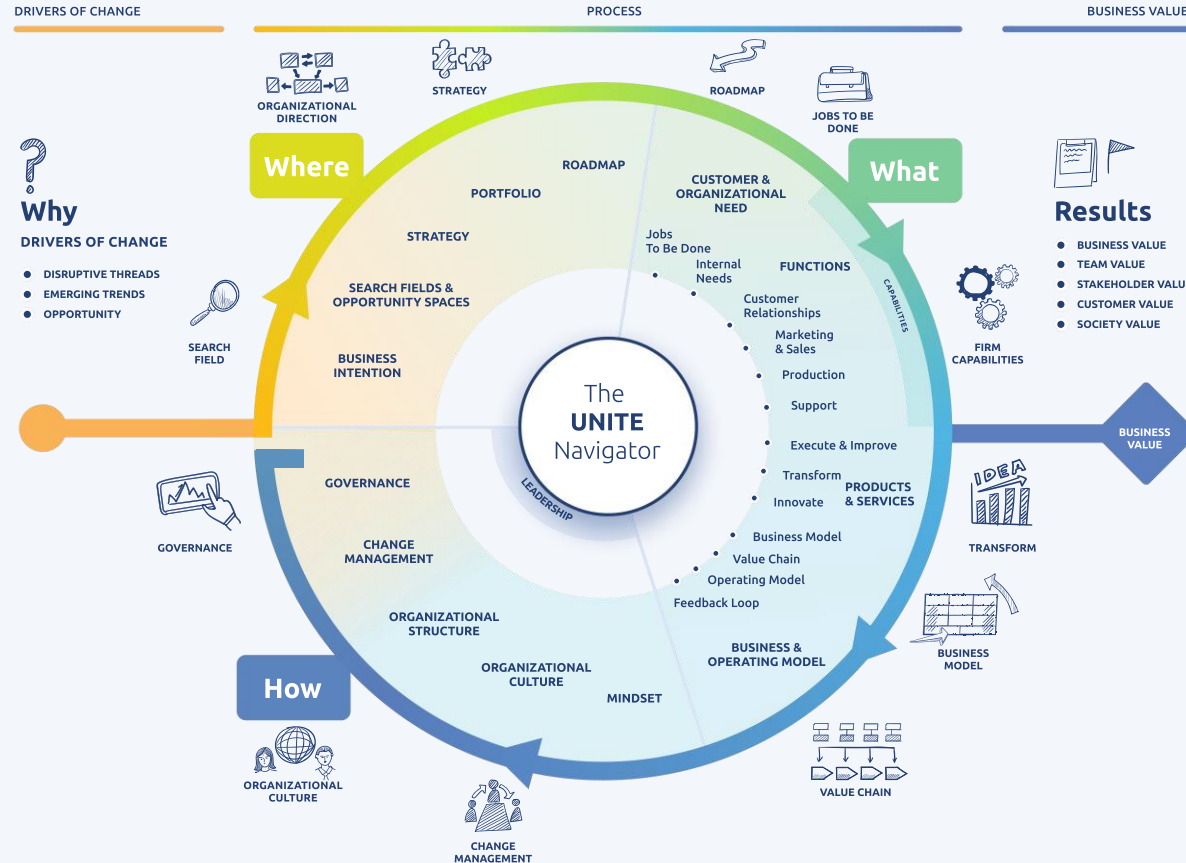
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THE UNITE NAVIGATOR – An overview and introduction to all UNITE models



The UNITE Navigator allows you to summarize and share the entire story of innovation and digital transformation on one single poster:

- > Why do you need to change?
- > What are the first steps you take in terms of digital strategy?
- > How do you identify customer needs?
- > How do you build capabilities, services and products?
- > And last but not least: how do you drive the internal changes required in terms of culture and organization?
- > The results are broad in terms of people, organizational as well as societal value.

Go out and tell your story!

You can equally use the tool as a maturity tool (where do we excel – where do we lack?) or as a way of identifying gaps.

Background to the UNITE Navigator

Why we use it

We needed an executive overview of innovation and digital transformation as well as the entire story around it.

The UNITE Navigator does just that:

- > It provides an overview of all areas related to innovation and transformation.
- > It serves as access point to the UNITE models – the largest library of innovation and transformation models on the Internet.
- > And it covers all areas of digital strategy, innovation, transformation, and any related fields.

How it works

The UNITE Navigator allows you to summarize and share the entire story of innovation and digital transformation:

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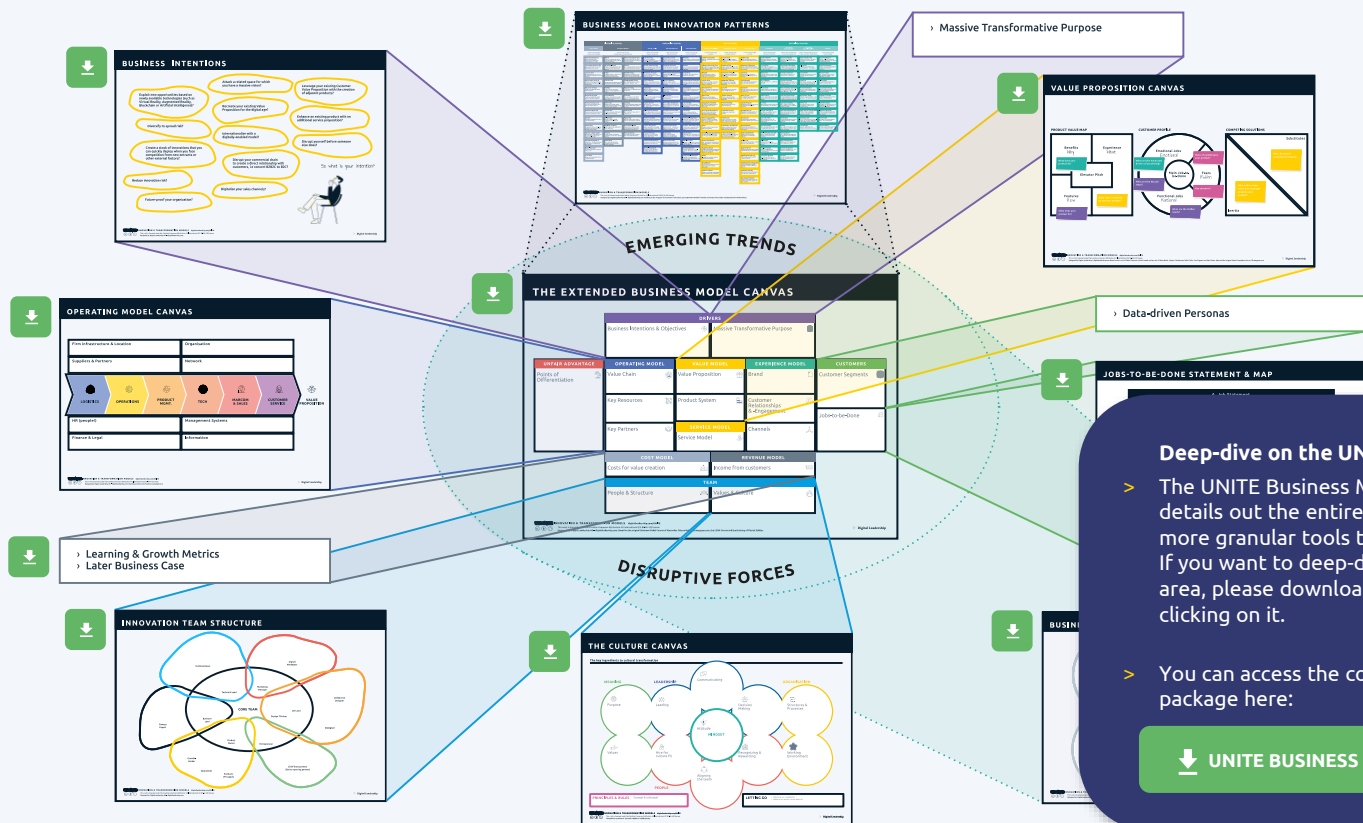
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What is the goal

Give you a broad overview.

The goal of UNITE Navigator is to empower businesses to transform and innovate confidently by providing accessible and actionable guidance. Backed by the largest library of innovation and transformation models on the Internet, it aims to provide a comprehensive guide for businesses to navigate the digital landscape and thrive in the digital age. It offers an overview of all digital-related fields and provides best practices, tools, and resources to help businesses foster innovation and drive digital transformation.

OVERVIEW OF THE ENTIRE UNITE BUSINESS MODEL FRAMEWORK – which helps you understand the role of the Business Model Canvas in context



Deep-dive on the UNITE Business Model!

- > The UNITE Business Model Framework details out the entire Business Model into more granular tools that you can work with. If you want to deep-dive on a particular area, please download any related model by clicking on it.
- > You can access the core Business Model package here:

[UNITE BUSINESS MODEL FRAMEWORK](#)

Main authors



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Over 20 multi-million Euro & Dollar projects, 14 years abroad living in 11 countries, research and lectures at numerous European universities, 18 startups either co-founded or invested in, setup of over 20 companies, led over 1.000 workshops, numerous awards and always new impulses – this is Stefan F. Dieffenbacher. Led large scale projects & programs with multi-million-\$ impact for: BMW, BNP Paribas, Deutsche Telekom, Epson, Etihad Etisalat, Hubert Burda Media, IBM, Jaguar, Linde, Mobily, o2, Pfizer, Sapient, Sky, VNG, Vodafone, and others.

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Dr. Andreas Rein

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Andreas is an industry thought leader in the domain of organizational change. As an executive advisor that walks the talk, he has supported numerous organizations in carrying out lasting change.

Andreas is a C-Level sparring partner and organizational development leader supporting organizations in going from whiteboard to reality. His specialty is helping organizations succeed in bridging the Strategy-Execution Gap, thus enabling them to carry out lasting change. Andreas has extensive experience, integrating broad perspectives across several key disciplines. He has led countless large engagements as a leader, advisor and C-level consultant.

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OUR TEAM OF PARTNERS at Digital Leadership are executive-level professionals with outstanding leadership and delivery capabilities in their respective areas. What unites us is our values and beliefs, strong methodological foundation, 'Digital Leadership' experience and our willingness to drive change jointly with our customers.



**THE LARGEST SET OF
METHODOLOGY GLOBALLY.**

THE UNITE MODELS are the by far largest library of innovation and digital transformation models available on the market globally. They cover all important domains end2end and uniquely – they are deeply integrated. Please be invited to leverage them in your organization. **Let's UNITE and create a world worth living in !**



**THE BOOK ABOUT HOW
TO CREATE INNOVATION**

HOW TO CREATE INNOVATION is a practical, comprehensive, OpenSource guide for successful innovation and digital transformation. The UNITE initiative and movement, supported by a global team of industry leaders and innovation researchers, aims to spark a revolution in global innovation and transformation.

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Pages of content

450+

Ready-to-use tools & models

50+

HOW TO CREATE INNOVATION provides the methodology, models, setup and cultural prerequisites to successfully create innovation. Leveraging the UNITE frameworks for innovation and digital transformation, organizations can create innovation in a target-oriented way, leverage their strengths, create Blue Oceans and overcome luck.

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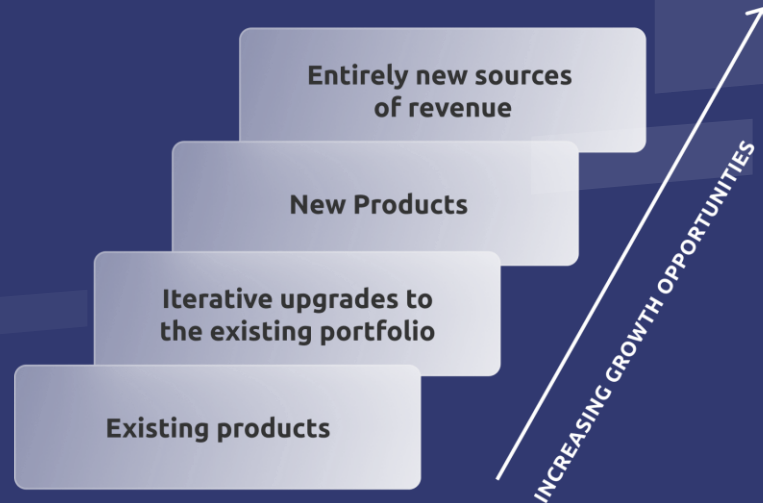
Digital Leadership has successfully helped corporate start-ups find their footing and Top-Five players in all sectors around the world identify and create new opportunities.

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DISCOVER MORE ➤



Take control of your game!
Schedule your free business
assessment call with our team!



Discover our Digital Transformation Practice

Digital transformation is an art few manage well



Digital transformation is often much more complex than we think. You often touch one element to find out that it has systemic impacts on all other areas.

In addition, we find strategies to be stuck too often in silos. Rather than focusing on one bit, we bridge the silos, develop a vision everybody will buy into, and create a unifying strategy and roadmap for getting there, including realigning the value-, service-, experience- and operating model.



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We build digital winners.



It's what we are made for. Let's create winning digital businesses – together. And, at the same time, let's create a world worth living in.

Digital Leadership is a strategy-execution firm built on strong and innovative values. We support our customers in strategizing, building and securing their future through the creation of fully digitally enabled, and extraordinarily successful, products and businesses. Our agile, lean, fast-track business setup, coupled with access to an extensive pool of highly specialized and trusted resources, allows for ideating and building in an effective and meaningful way.

Shared goals are the cornerstone of our customer approach. To date, our team has successfully led 74 projects with numerous global players across all industry sectors, ranging from \$50,000 projects to \$100 million programs. But helping our customers' build their futures is not enough. We are committed to changing the world through the sharing of powerful innovation and transformation practices. Join the UNITE movement and help us start an innovation revolution.



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Thank you!
Let's UNITE and create a world worth living in!

Do you want to share your knowledge as well?

Share my knowledge with the world!