

Kin + Carta Tech Anxiety Analysis Workshop



Discover how to overcome tech anxiety and accelerate digital transformation in our two-week workshop.

Combining in-depth research with interactive sessions, we'll explore the key priorities and actions needed to turn digital transformation from an overwhelming challenge into a clear strategic pathway.

Take part and identify the high-impact transformation areas that will accelerate your business results.

What challenges are leaders facing?

Businesses are under huge **pressure** to adapt and transform.

Tech anxiety is growing as the pace of technology evolution speeds up.

Leaders aren't sure where to begin or how to identify the tools they need to succeed.

How can Kin + Carta help?

Our tech tenacity planning brings together digital transformation and corporate strategy. We assess areas of anxiety in your organization and map them against your investment priorities—highlighting key focus areas and outlining next steps.

Our approach connects the dots between technical experts and leaders, aligning priorities with a practical understanding of the barriers that exist in your organization (while highlighting those that can be stripped away).

We help organizations and leaders to



Understand common business cases based on investment capabilities.



Determine how to get the "right amount" of value out of new tools like GenAI.



Connect customer experience (frontstage) with backstage processes, data, and tools.

What to expect

Our **Tech Anxiety Discovery Workshop** is a 4–6 hour workshop taking place over two weeks. It empowers leaders to overcome tech anxiety concerns and identify tech investment priorities.

During this workshop, we'll explore your organization's areas of tech anxiety (and investment). We will prioritize focus transformation areas, do a deep dive into the top two or three, and use these learnings to develop a tailored roadmap for your business.

Key methodologies + deliverables

Week 0: Initial data gathering

- 5 min anxiety survey sent to executive and technical leadership and filled out
- Data request sent and fulfilled (corporate strategy, key investments, and similar)

Week 1: Data synthesis and workshop prep

- Interviews with executive and technical leadership
- Other applicable research (e.g. strategic initiatives, existing customer research)
- Analyze anxieties with investment priorities
- Workshop set-up and agenda

Week 2: Workshop and synthesis

- Workshop:
 - Review anxieties and investments
 - Key in on 1–3 anxiety areas to discuss in further detail
 - Ideate and prioritize business use cases for key anxiety areas
 - Develop roadmap for prioritized use cases
- Synthesize workshop into a recap (slide deck)

Ready to build your
transformation roadmap?

Contact **Adam Schanfield**,
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to get started.

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