CONDUCTING A TIME TRAVEL AUDIT





Supplier #2



Your



You

Partner #1

Partner #2

Customer #2

Customer #3



Past-Oriented



Present-Oriented



Future-Oriented

Characteristics:

- > The good old days are behind us
- > Change is happening way too fast
- > Things worked better in the past

Tools:

- > Has a land line and flip phone
- > Thinks social media is a waste of time
- > Resists using company issued technology
- > Trusts and prefers manual processes

Characteristics:

- > Things are better today then they have ever been or ever will be
- > I can handle the pace of change
- > If it's not broken why fix it

Tools:

- > Has a land line and upgrades their smartphone every few years
- Uses company issued technology
- > Uses both manual and digital processes, does not fully trust digital

Characteristics:

- > The good old days are ahead of us
- > Change is happening too slowly
- > If it works, it's obsolete

Tools:

- > No landline, uses the latest smartphone and smartwatch
- > Buys the latest tech even if the company does not purchase it for them
- > Trusts and prefers digital processes

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