

## **SERIES: Part Two**

Orchestrating Experience-Led Transformations With Bernstein

# The First Steps of Your Bernstein Transformation

Wherever you are on your transformation journey, the Bernstein Methodology helps your organization find the right path forward, avoiding potential pitfalls that might derail your transformation.

This is part two of a four-part series on orchestrating experience-led transformations with Bernstein. In part one, we looked at the Bernstein Experience Transformation Framework and how it facilitates your transformation. Now we're looking at spark workshops and accelerator project format solutions before turning to project initiation accelerator workshops and blueprinting workshops in part three.



### Your Transformation Journey

Bernstein utilizes proven formats at different stages to accelerate the tempo of your transformation, as seen in Figure 1. Each format can be implemented as a standalone solution, or as part of a series, depending on your specific needs and any work that has already been done.

By generating clear, relevant and tangible results, these formats quickly align your stakeholders to the opportunity, define the project scope, demonstrate how an integrated transformation could work, manage transformational complexity, set priorities and plan future steps. Furthermore, this approach will be paced at the correct cadence for your organization, enabling you to ensure your stakeholders remain invested in the transformation.

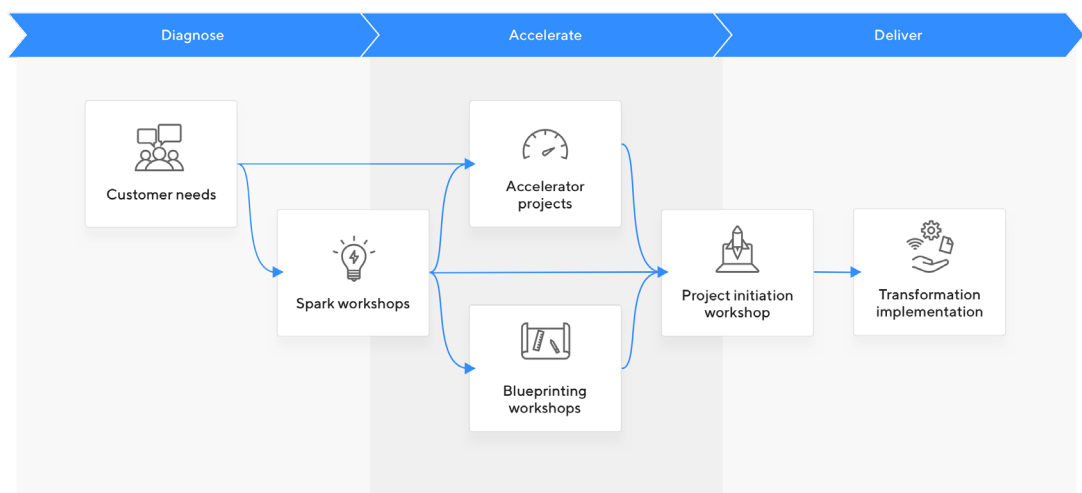


Figure 1: Bernstein formats can be applied at different stages during the transformation





## Spark Workshops

Used throughout the transformation process, spark workshops use an accordion approach (Figure 2) to identify and prioritize the challenges that you are facing and brainstorm alternative solutions and kick-off initiatives. This can include taking a holistic look at your organization and environment to uncover the main challenges you need to solve. For example, how to expand your organization by introducing new products or services, connecting existing products in new ways or expanding your audience. Spark workshops also look at how to drive efficiency and reduce costs by implementing new digital solutions as well as ways to increase employee productivity and satisfaction through digital tools that connect your workforce in different ways.

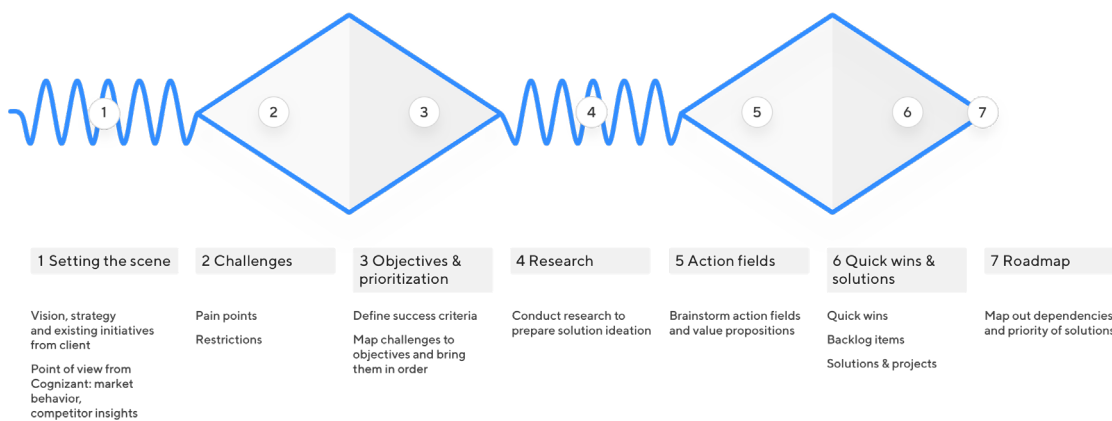


Figure 2: The Accordion Approach for Solutioning powered by Spark Workshops



## Accelerator Projects

How can you tell if your proposed solution is the right transformation project for your organization? Bernstein delivers a fast response with an accelerator project approach that speeds up digital transformation initiatives, builds resilience and brings strategies to life with a four to eight week pilot.

Each short, focused pilot is run by a distributed and multi-disciplinary team in close collaboration with your organization. By utilizing a lean strategy, continual validation and extreme flexibility, accelerator projects can assist the decision-making process before your organization commits to a large transformation.

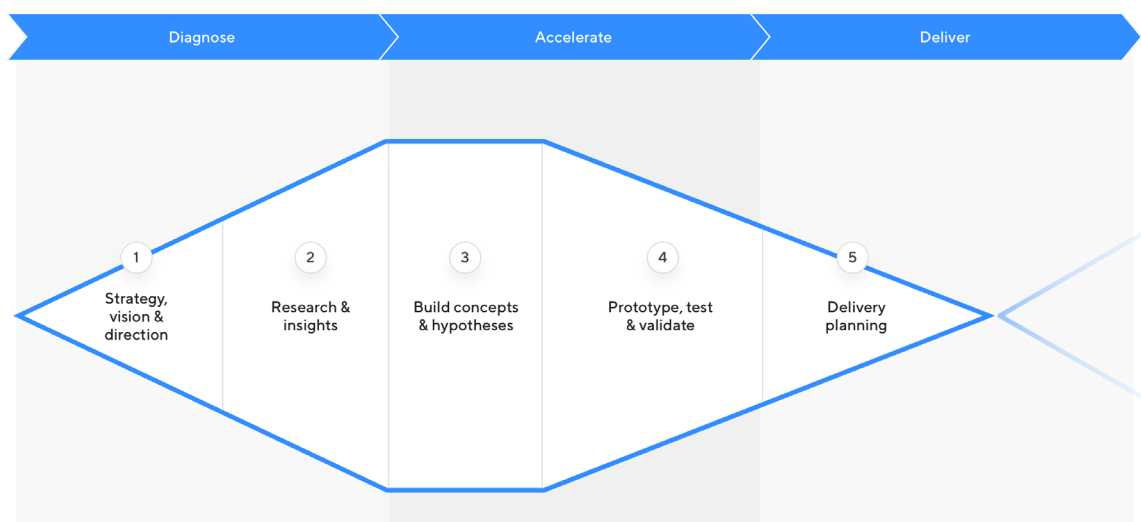


Figure 3: The Bernstein accelerator projects approach

## Experience Bernstein for Yourself

Cognizant is offering your organization the opportunity to experience the Bernstein Symphony first-hand. The first three organizations to [contact us](#) will be offered a free spark workshop.

## Read More About Bernstein

This is part two of four in our series on orchestrating experience-led transformations with Bernstein. In the upcoming months, we will guide you through the first steps of your Bernstein Transformation, how to accelerate your transformation by using Bernstein and how to orchestrate experience-led transformation.

## About the Authors



Peter is recognized as a leader of complex transformation projects. He has more than 20 years of experience in building strong project teams, delivering value-adding international IT and business programs. He has worked in various industries, planning and executing the digital transformation journeys for customers striving to improve the experience of their customers. Peter is also a passionate workshop facilitator who engages audiences to perform at their best. Peter is leading the development of Cognizant's Bernstein Approach for holistic transformation orchestration. Peter holds a master's degree in computer science and a PhD in management. He teaches university courses in business transformation and management, speaks four languages and is a passionate triathlete.

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Markus has been working in business consulting for 20+ years. Ten years ago, he decided to focus on transformation management and has successfully led several large international projects and programs in this area. Markus is known to be fully committed to his clients and takes responsibility for their success. From the outside-in view along the whole customer journey, to the corresponding internal organization, processes and IT, Markus masters the interdependencies between these (digital) transformation streams and ensures success by accompanying projects with professional change management. Markus is one of the creators of Cognizant's Bernstein approach for holistic change and transformation management

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## About Cognizant

Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at [www.cognizant.com](http://www.cognizant.com) or [@Cognizant](https://twitter.com/Cognizant).

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