

Organization:	
1. Create the organization's purpose statement and vision	Feedback notes (optional)
2. Define 2 key objectives of the organization's digital strategy	

Table 3.1 Assignment 3 form 1

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Organization:	
3. Select a digital strategy implementation approach	
<i>Large-scale transformation / incremental transformation / mergers and acquisitions / individual changes...</i>	
3.1. Provide three arguments justifying the selection of the approach	Feedback notes (optional)
3.2. Identify three risks associated with the selected approach	Feedback notes (optional)

Table 3.2 Assignment 3 form 2

4. Identify three groups of key stakeholders	4.1. Propose a communication approach and means of communications for each group	5. Identify the relevant guiding principles that should be followed

Table 3.3 Assignment 3 form 3

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