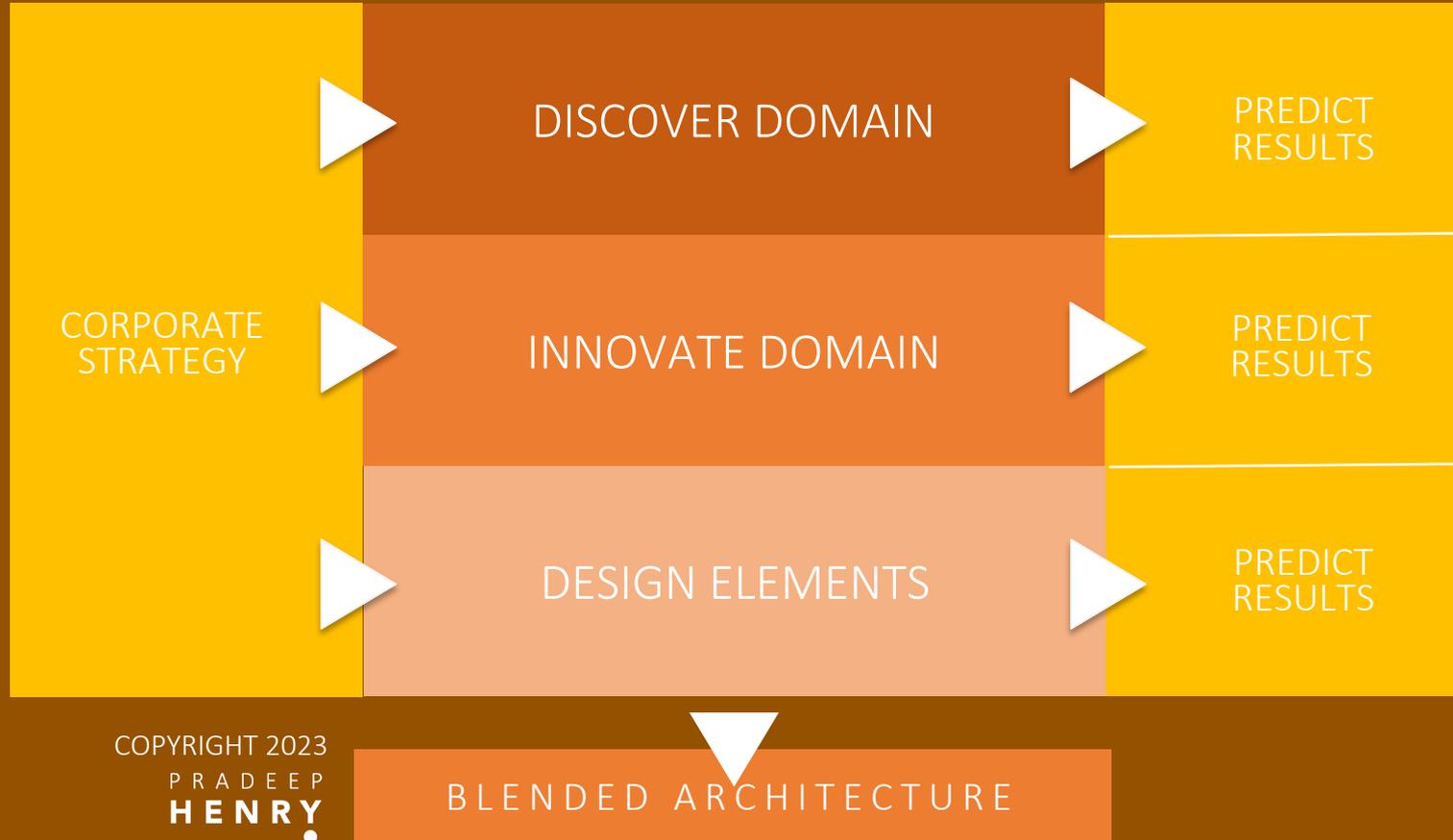




# DISCOVERY & DESIGN IN TRANSFORMATION



# Pioneered transformation projects at Cognizant



2007: Pradeep Henry's  
transformation team with  
Business Process expert  
Mark McGregor, UK

PRADEEP  
HENRY

Turned software projects into  
business transformation projects

Global customer organizations  
reported new levels of  
business outcomes

Forrester-Cognizant ROI model

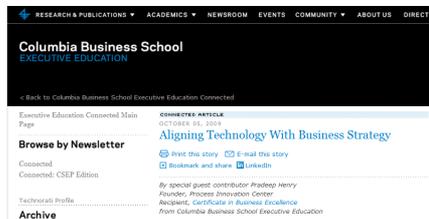
# Publications

Mar 2019 How to stop the chaos and truly collaborate	Outcome quadrants: Move initiatives from tragic to strategic	The process-or-outcomes debate returns: 3 things to do today	Seeing the big picture in digital initiatives	How to map people performance to financial performance	Strategic opportunities are waiting to be found. Are you ready?	Starting with prototyping? Wait	Spills and cleanup in tech initiatives
Digital initiatives should exploit innovation opportunities available in encapsulated processes	When UI is about experience – and when it is not	3 must-ask questions while evaluating vendors for digital initiatives	Design in digital initiatives	Digital success: 3 areas where you need to broaden your horizons	Software wildcatting: 4 ways organizations launch wrong projects	Can you say what strategic outcomes your project is targeting?	Should you do program synergy differently in the digital era?
3 business risks you want to avoid when investing in tech	What's in your architecture?	3 signs your next project could be nonstrategic	How to execute tech projects like business projects	Why the BT era is more important than the digital era	Business or tech: Who should do strategy translation?	How to avoid a digital strategy failure	How to enable SDLC for strategy translation
2 things that determine your project's strategic potential	Why your IT strategy may not help translate business strategy	If tech implementation is not the first thing to focus on, what is?	Jan 2016 Why the business phase of software practice needs improvement				



Pradeep Henry wrote 28 articles about ddx (previously called strategy translation)

IEEE India Council



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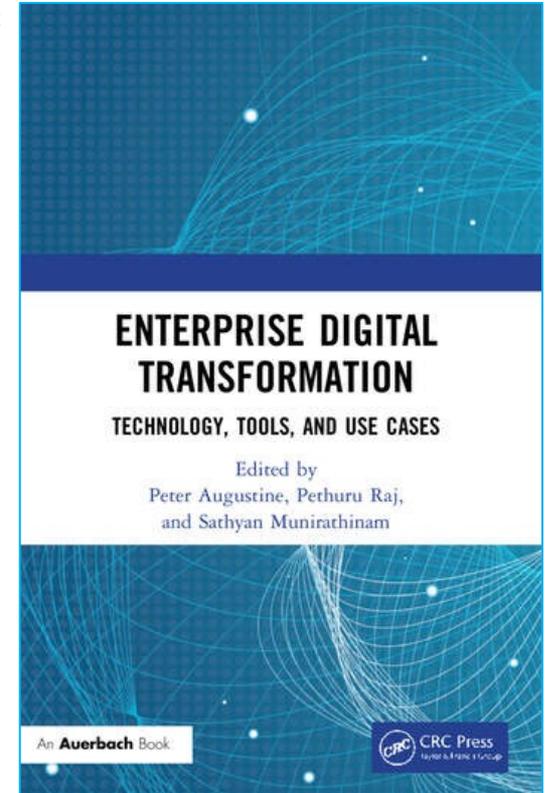
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CONNECTED ARTICLE  
OCTOBER 01, 2019  
**Aligning Technology With Business Strategy**

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By special guest contributor Pradeep Henry, Founder, Process Innovation Center, Recipient, Certificate in Business Excellence from Columbia Business School Executive Education

Chapter 1 is about Discovery & Design in Transformation. Book published in the US.



# Testimonials

“That too many companies jump in feet first, without fully assessing fitness for purpose or potential strategic opportunities, seems to be at the heart of what you’re saying – and I think that’s right.” **Managing Director, Principal Global Investors, UK**

“I like the concept and framework. You're on the right track.” **Project manager, Chevron, USA**

“The prototype we created had visibility in the customer organization all the way to the CIO level... It was based on a workflow that we helped optimize.”  
**Cognizant Senior Manager**

“Strategy translation (DD) is definitely an important space.” **Tech investor**

“Strategy translation ... the editors at CIO liked it.”  
**Director, CIO.com Contributor Network**

“Strategy translator?... definitely want to know more”  
**Annalie Killian, Consultant to CEOs, Boards**

# Invites

P R A D E E P  
H E N R Y



To review papers  
submitted to  
international Strategy  
conferences



Interview, based on  
which they published  
“Making Mediocrity the  
Enemy” Mar 6, 2015



Interview; contributed  
to their report “How to  
Assert IT’s Relevance  
During Digital  
Transformations”