

Invitation to Demonstration Day



Dear Digital Transformation Team,

I have been awaiting news of your progress eagerly.

I am inviting you to a demonstration day session with myself, our Chair and our Finance Director next week. We would like to be appraised of progress to date. Specifically, we want to hear from you about the opportunities you have unlocked, the customer insights you have gained, and your initial thoughts about our roadmap.

Speaking confidentially, our Chair is highly supportive of this work and excited to hear what you are discovering. Our Finance Director, however, is much more skeptical. He has previously undertaken numerous technology projects before, and believe they never deliver the benefits they claim and that they take far too long to deliver value early. As you know, I am supportive, but I have been listening carefully to these worries and would like your reassurance that we really do understand what our customers need, that we have the right priorities, and that I can see how change can happen positively and in an accelerated timescale.

I have been speaking to other consultancies who assure me they can step in to help if progress is not satisfactory.

I look forward to hearing more next week.

Principal Bank CEO