Pathfinder Labs

Set your direction. Map your path. Conquer your mountain.

You wouldn't climb a mountain without a clear plan…so why take the same risk with your digital transformation? Even when business objectives have been set, technology investments have been prioritized and key outcomes have been identified, it's easy to get overwhelmed with what to do next, amidst with all the options and digital initiatives that your organization could pursue. In order to determine the best next steps for your organization, some key questions to ask include:

- Are you prioritizing the right opportunity areas for your organization to meet strategic objectives?

- Have you identified the right digital initiatives and solutions that align to your business objectives?

- Are your technology investments going to deliver desired outcomes?

- Have you developed a road map that is achievable based on organizational maturity?

- Are digital initiatives you've identified or are currently pursuing going to help you maintain a competitive position in the market?

- Are you truly leveraging the power of technology to reach growth potential?

ABOUT PATHFINDER LABS

Whether you have already developed a road map for digital transformation, have no idea where to start, or have tried and failed to achieve desired outcomes, Baker Tilly can help.

Through years of experience solving our clients' most complex challenges, Baker Tilly developed a fast, iterative and simple strategic approach to help our clients realize the maximum ROI from their digital initiatives. **Pathfinder Labs** are hands-on workshops embedded in deep industry research, innovative thinking and human-centered design methodologies to help your organization define and accelerate your digital transformation journey.

While Pathfinder Labs are facilitated by the Baker Tilly team, we bring together the full force of our firm's expertise across industries, functional areas and disciplines.

KEY BENEFITS OF PATHFINDER LABS:

- Minimal cost and time required to discover high value opportunity areas

- Quick and easy approach to connect business objectives to potential technology solutions

- Adaptable scope dependent on client needs and digital maturity

- External technologists and industry specialists bring best practices and outside perspectives help you think about the art of the possible

- Catalyst to move your digital transformation journey forward

THE PATHFINDER LABS PROCESS

Our **Discover lab** helps you think through how to address and prioritize critical business challenges, while our **Explore lab** allows you to get guided hands-on experience with some of the newest technologies available today.

Lab type	Approach	Outcome	Client value
Discover labs Business challenges **Lots of challenges** I have many challenges and not sure how to prioritize or where to focus	• Light prep work to understand the organization and challenges • Define participants and share pre-work video • 1 or 2-day workshop focused on defining the problem and capturing "evidence" of said challenge, the barriers to solutions, and impacts • Leverage workshop to rank business opportunity (value) vs. feasibility (cost/effort)	• Client leaves the workshop with a prioritized list of opportunity areas and directional level of effort • Will set the direction on where to focus future efforts • Will not produce a full tactical plan to execute upon	• Light weight "pulse" check on challenges & solutions • Not a heavy time or cost investment to set a direction • Rapid output keeps momentum of team and enables faster time to value
Specific challenge(s) I have a defined problem /challenge area and need help focusing on solutions	• Light prep work to identify users to participate in empathy research • 1 or 2-day workshop focused on (re)defining the problem, understanding the "why" behind the challenge • Discuss opportunities using "How Might We" statements • Ideation exercises to generate multiple solution options to the opportunity • Prioritization of core ideas to begin rapid prototype development	• Client leaves the workshop with a short list of rough prototyped ideas and high-level prioritization • Enables quick jump start point for a proof of concept and/or further testing and refinement • Client learns the process of human-centered design for future value creation opportunities	• Human-centered approach solves the right problem • Various possible solutions to a problem in a short timeline • Ability to test and prototype immediately after session • Not a heavy time or cost investment to set a direction • Rapid output keeps momentum of team and enables faster time to value
Explore Lab Hands on technology **Specific technology** I have chosen "x" and I want more a more hands on walkthrough of how I can use it	• Light prep work to define technology use cases to evaluate • Baker Tilly to identify industry use cases and art of the possible • 1 or 2 day immersive, hands-on exploration of new technology in a sandbox using real business situations • Validate or adjust planned use cases based on exploration of new technology	• Client leaves the workshop with a better understanding of their new technology and how to use it to unlock the value they anticipate • Confirms the direction for client to minimize risk of the investment • Enables a quick starting point for implementation/optimization	• Ability to explore emerging technologies without the upfront investment • Enables validation of use cases or if course correction is needed • Better, more informed business case for senior leadership as a "tested" solution to enhance value

Whether you're just beginning your journey and don't know where to start or you're contemplating which mountain to conquer next, Pathfinder can help you determine the best next steps for your organization.