



We create experiences that transform business and help people succeed in the new digital organization.

LDS Value Propositions

LDS is a best-of-breed management consultancy, specializing in **digital experience strategy and design.**

At LDS, our unique focus is on using digital to realize operational goals, create contextual experiences, and support behavioral and cultural change aligned to needed organizational capabilities. It's not surprising that legacy businesses are embracing new business structures and digital platforms – yet struggling at the same time with the fundamental shifts in thinking and working that they require.

Digital strategies, can focus too much on the digital enablers, missing new contexts of value and ways of working implicit in these ecosystems. This results in grossly under-weighting the range of organizational changes needed for digital to succeed. Without consideration for new work, cultural change, and the experiences needed to support them, these strategies run the risk of building digital spines without the organizational “soft tissue” that would leverage their potential.

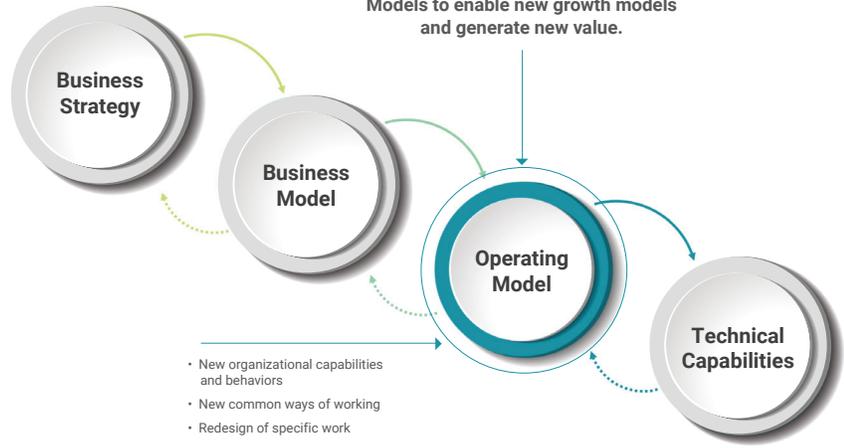
In our fast-moving, consolidating business environment, our clients can have more than one advisor doing digital work. While we work on an organization's digital operating model and employee/associate experience strategy, other consultancies may be working on business strategy, technology digital strategy or digital system implementation. When this occurs, we leverage the good outcomes, ideas and deliverables from internal or external partners to ensure alignment – we don't replicate work that can be reused.

To share mutual learnings and benefit from peer interactions, we speak often at industry forums where digital transformation is a business-organizational discussion. We pride ourselves on our contributions to the emerging dialogue of business-digital ecosystems, platforms and the dynamic human-machine relationship.

Our focus is **Experiences** in support of new business models: experiences that are necessarily people-centric, relationship-centric and culturally-aligned. In this context, we are different because:

We help businesses **operationalize** their digital strategies.

1

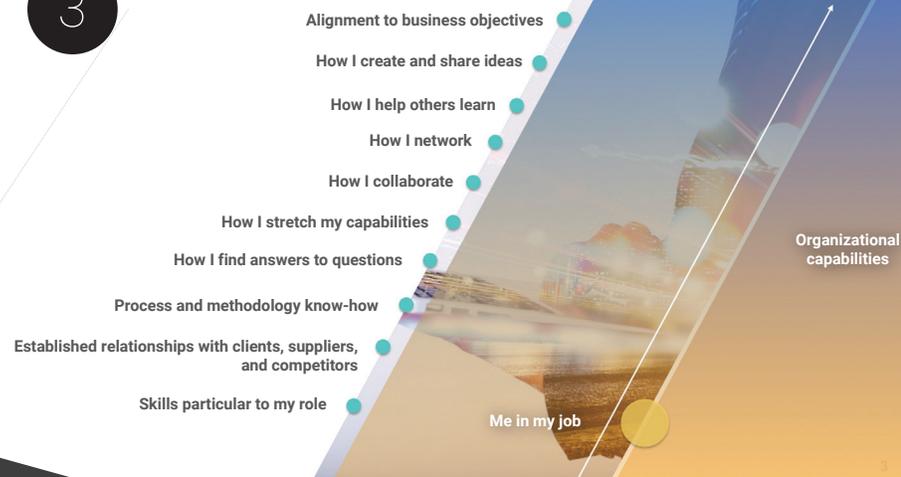


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We focus on **people and the complexity of their relationships** in an increasingly networked organization.

We design **Experiences** to build new organizational capabilities and ready the workforce for the future.

3



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