

Innovation strategy driven by enterprise digital transformation

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Abstract: *under the current situation, the digital market is driving different industrial chains to change and cooperate. The transformation and cooperation of the industrial chain lead to the fact that enterprises must rationally re-examine their business positioning, and actively operate innovative thinking to reconstruct a comprehensive sustainable development strategy.*

Keywords: *Digital transformation, Innovation strategy, Innovative design thinking, Business model*

1. Introduction

In on war, Carl von Clausewitz proposed four key strategic intuitions for innovation in any field, namely, historical precedent, thinking precipitation, inspiration and decision.

We are not unfamiliar with the concept of innovation. From the innovation course of Columbia University to the design thinking practice of IDEO, "innovative design" is no longer a technical means simply serving product design and visual packaging. Now, it has become an important link in building a business model in the field of modern management. Innovative design thinking perfectly enables enterprises, departments, teams and even individual groups to put forward new ideas at different levels and levels.

With the continuous improvement of modern science and technology, especially the Internet application technology, the digital economy market already has the main advantages in the business field, and through the perfect integration of various new technologies (such as big data, artificial intelligence, cloud computing, Internet of things, blockchain, etc.) and enterprise innovative thinking, some traditional enterprises leading to try to transform, The use of digital technology has promoted the transformation of its own organization and the expansion of its business model, sought new market opportunities, strengthened the core strength of internal management and external competition, and increased the source of income instead of loss in the post epidemic era.

It can be seen that under the current situation, the digital market is driving different industrial chains to change and cooperate. The transformation and cooperation of the industrial chain lead to the fact that enterprises must rationally re-examine their business positioning, and actively operate innovative thinking to reconstruct a comprehensive sustainable development strategy.

2. Innovation strategy based on digital transformation

We know that the essence of innovative design thinking is to form a new combination through related experience fragments, that is, past memory elements. On this basis, after repeated thinking search, analysis and counter argument (i.e. negation of the existing habitual way of thinking), we have obtained new ideas. Similarly, the process of "creative strategy" is to use this intuitive thinking and similar experience to complement each other, and apply this methodology to all aspects of the enterprise's business model.

The innovation of ideas and science and technology has enabled mankind to subvert the traditional business model of the past. Having innovative design thinking has become an indispensable and important productivity of modern enterprises. It has gained a leading position in the comprehensive competitiveness of enterprises. When modern enterprises use innovation strategy, they need to reform from the aspects of business rules, marketing strategies and management methods, abandon the previous "habitual business thinking" and find a business model more suitable for contemporary needs.

The innovation strategy based on digital transformation is richer in practice than the enterprise's

previous business model innovation design thinking. It is not only the simple technical improvement of the enterprise IT department, but also the effective use of digital means to improve the substantive business model. Especially the reconstruction of business in the business model. Through data processing and information exchange, realize efficient integration of enterprise basic resources and human resources, match products and market channels, enhance the accuracy of customer service orientation, continuously reduce input costs, improve production efficiency, and increase basic revenue and new revenue.

3. The key to innovation strategy is to use digital leadership to build empathy with customers

Innovative design thinking repeatedly emphasizes the importance of "Empathy", that is, to look at the value of products and services from the perspective of customers, and observe and understand the main and secondary needs of customers through spontaneous experience, cross industry communication, brainstorming, etc. But more judgment, but listening and summarizing, thinking, and finally solving the problems of the observed.

However, in the traditional market research activities, we can not really find out the hidden needs of customers in depth, so as to take the lead in winning market opportunities. Now, digital technology has created a good tool for us. Through technical means, we can easily collect the data required by the daily operation and innovation of the enterprise, the experience data of customers using products or services, and the data of market price changes; Industry development trend and industry competitiveness level data. These deeply mined data are of great value in the same sense of customer demand analysis. It can enable enterprises to find customers' purchase mental model and potential demand at any time, so as to improve the details of product or service development at any time, and even feed back and browse records, consumption records Develop new product or service models based on consumption habits and new demands. This model is no longer the imagination of the enterprise product R & D department, but an innovation based on "Empathy" and real business needs.

In short, digital technology allows the connection point between product or service providers and users to be established in the easiest way to maximize resonance.

4. The essence of innovation strategy is to subvert the existing industry laws

To establish a fresh and sustainable innovation strategy, we must dare to subvert the laws of the existing industry. Throughout the historical process of the business model, we can see that every creativity that conforms to the times or ahead of consciousness has fundamentally changed one or more of people, things, funds and information in the business model. This fundamental change does not stay on the surface, but changes from capital to assets, from assets to intangible assets, from mutual profits to multiple benefits, and from enterprise interests to social public welfare.

On this basis, we should not only have enough courage, with the help of traditional cognition and experience, to make different decisions between the initial model of products or services and the existing industry laws, sometimes even infer decisions in the opposite direction. However, this does not mean that enterprises can make inferences out of thin air, but can be realized under the constraints of innovative design thinking. For example, the innovation strategy should have the attributes of economic rationality and social responsibility, which is an achievable key performance for the executor, and a scientific organizational structure adjustment for the management. Finally, this innovation strategy can well balance the harmonious cooperative relationship between enterprises and industries.

5. Conclusions

To sum up, under the development trend of digital economic leadership, enterprises should integrate resources, adjust strategic layout, make full use of innovative design thinking to complete innovation strategy, such as digital transformation, so as to survive in the future business field and maintain lasting profitability in a stable and orderly post epidemic environment.

About the author

Li Yiping, the founder of Beijing Yike Culture Communication Co., Ltd., holds a master's degree in digital leadership from Mary wood in the United States, and his research interests include business model,

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