



Huawei's digital transformation and based on "technology-driven, platform first"

● **Presentation** ●

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Directory

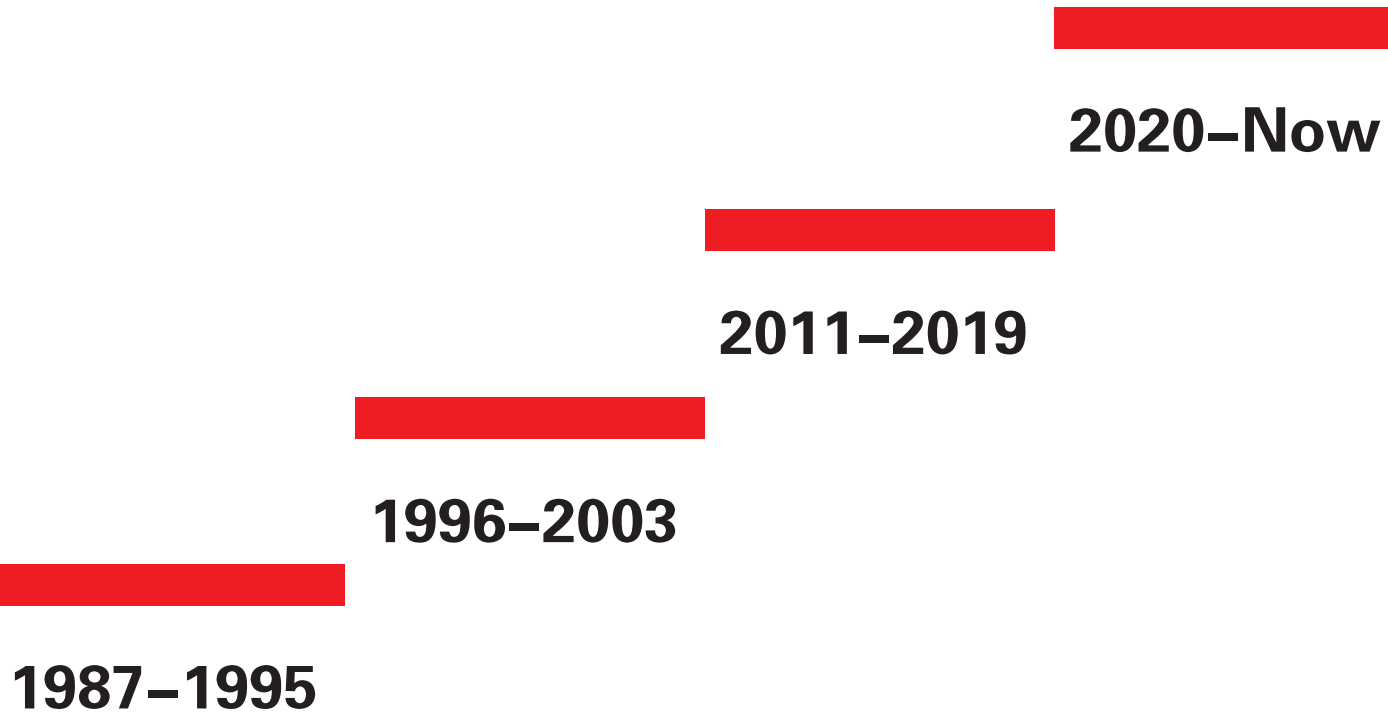
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Background introduction

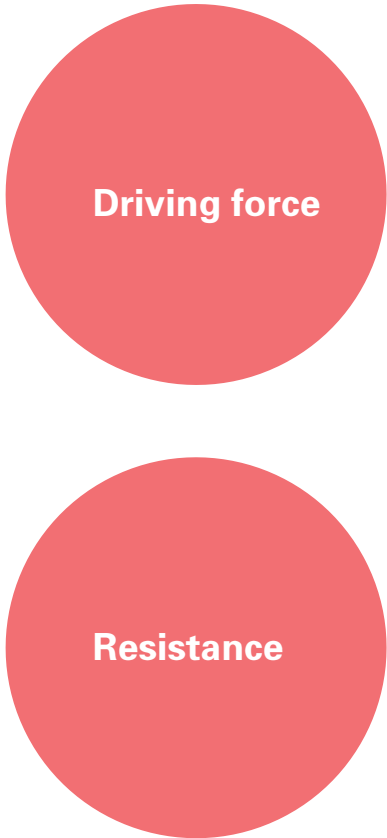


Digital transformation is the only way for the current enterprise development. As a world-renowned supplier of communication technology solutions and equipment, Huawei has embarked on its own unique road in the process of digital transformation—"technology-driven, platform first". Huawei has leading technical strength and perfect product ecology. Based on this, it continuously promotes digital transformation and adopts an innovative model with strong adaptability and flexibility to help digital transformation while ensuring its own competitiveness and steady development. (Chen and Gan, 2019)

Transformation process



Kurt Lewin force field analysis model



The diagram illustrates Kurt Lewin's force field analysis model. It features two large, light red circles on the left side. The top circle is labeled 'Driving force' and the bottom circle is labeled 'Resistance'. To the right of these circles, there are two lists of factors. The first list, under the heading 'Driving force:', contains three items: '1. Technological innovation and digital transformation', '2. Global market opportunities', and '3. Partnership'. The second list, under the heading 'Resistance:', contains three items: '1. International political and geo-economic factors', '2. Competitor's challenge', and '3. Organizational culture and management structure'. The bottom of the slide is decorated with a series of overlapping, wavy shapes in shades of orange, pink, and red.

Driving force

Driving force:

- 1. Technological innovation and digital transformation**
- 2. Global market opportunities**
- 3. Partnership**

Resistance:

- 1. International political and geo-economic factors**
- 2. Competitor's challenge**
- 3. Organizational culture and management structure**

Resistance

Three-step model

Lewin's Change Model

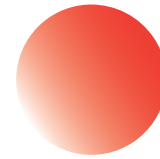


Organizations must be aware of the new reality, break with the past and admit that the old way of doing things is no longer acceptable. It is difficult for organizations to embrace a new vision of the future unless it is distinguished from structures and management behaviors that are no longer effective and will seek to be broken. (Li and Lin,2018)

As new attitudes, practices and policies are used to change companies, they must be "refreezed" or solidified. Re-freezing can stabilize the organization in a new balance, ensure that new working methods will not be easily changed, and strengthen new behaviors that support change. (Jiang and Yang,2020)

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Thank you

