

Digital Transformation Roadmap Discussion

1. Role-Play Dialogue Text (Approximately 10 minutes)

Characters:

- **CTO (Chief Technology Officer)** – Focused on technological advancements and operational efficiency.
- **Business Strategist** – Concerned with aligning digital initiatives with business goals.

Dialogue:

CTO: We need to discuss the digital transformation roadmap. If we implement a clear strategy, then we could streamline operations significantly.

Business Strategist: That makes sense. However, we should carefully analyze our business needs first. A rushed approach might create unnecessary risks.

CTO: Absolutely. But if we delay too long, then our competitors might gain a significant advantage.

Business Strategist: I agree. We might also face resistance from employees. We should ensure proper training and communication to facilitate a smooth transition.

CTO: That's a valid point. If we introduce an AI-driven CRM system, then we could enhance customer interactions while reducing manual workload.

Business Strategist: That sounds promising. But we need to consider budget constraints. We could start with a pilot program before rolling out company-wide.

CTO: A phased approach is logical. If the pilot program succeeds, then we should scale it up strategically.

Business Strategist: I agree. We should also monitor KPIs to measure success and adjust the roadmap accordingly.

CTO: Absolutely. Let's outline the key steps and present them to the leadership team next week.

Business Strategist: Sounds good. I'll prepare a preliminary impact assessment to support our proposal.

2. Comprehension Questions and Sample Answers (Approximately 5 minutes)

1. What is the main topic of the conversation?

- The discussion focuses on a digital transformation roadmap and how to implement it effectively.

2. Why does the Business Strategist suggest analyzing business needs first?

- Because a rushed approach might create unnecessary risks and employee resistance.

3. What advantage does the CTO see in implementing an AI-driven CRM system?

- It could enhance customer interactions while reducing manual workload.

4. Why does the Business Strategist suggest a pilot program?

- To test the system's effectiveness before rolling it out company-wide while considering budget constraints.
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3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review the dialogue, key vocabulary, and grammar points (modal verbs and conditionals).

- Be ready to explain digital transformation concepts if needed.

Introduction (2–3 minutes):

- Start with a warm-up discussion: “How do businesses adapt to digital changes?”
- Introduce the lesson objectives: Understanding digital transformation strategies, conditionals, and modal verbs.

Reading & Analysis (10 minutes):

- Have the student read the dialogue aloud.
- Emphasize pronunciation, intonation, and the natural flow of the conversation.
- Highlight key vocabulary and grammar points.

Comprehension Check (5 minutes):

- Ask comprehension questions and provide feedback.
- Discuss the importance of digital transformation in modern businesses.

Role-Play Practice (Remaining Time):

- Conduct a role-play session with the teacher taking one role and the student another.
- Encourage the student to use targeted vocabulary and grammar structures.

Wrap-Up (2–3 minutes):

- Summarize key vocabulary and grammar points.
- Assign a homework task: “Write a short proposal outlining a digital transformation plan for a company using modal verbs and conditionals.”