TEKsystems
Own change

DX 20/23

9 TIPS TO ACHIEVE DIGITAL TRANSFORMATION SUCCESS IN 2023

Why committing to change leads to better results

Digital leaders are accelerating their rate of technology investment and strategically applying technology to enable business transformation. What sets these organizations apart from their competition? According to the findings from the 2023 TEKsystems State of Digital Transformation report, it's their commitment to change.

Here's how that commitment manifests compared to digital laggards, who lag in these areas and are less likely to be satisfied with their initiatives:

80% Make DX a core pillar of their business strategy

73% Include both business and IT stakeholders

77% Are well-positioned to upskill their workforce

75% Clearly define desired business outcomes

41% of organizations say digital transformation initiatives often fail to achieve the desired outcomes.

EVALUATE CURRENT STRATEGY

TARGET YOUR INVESTMENTS:
Companies spend big on digital transformation. Spend wisely. Technology is a key component, but you must invest in your people, processes and customers.

PRIORITIZE THE BUSINESS:
Technology stacks evolve at a rapid rate, causing businesses to want to chase after the next best thing. Always have the business at the heart of the transformation. Ensure it makes sense as it will ultimately have a wide effect on the business and is worth pursuing.

ENGAGE YOUR WORKFORCE:
True business and delivery agility should positively impact all teams. Seek out different perspectives to ensure all user needs are met.

PUT PEOPLE FIRST

FOCUS ON THE CUSTOMER:
Ultimately, digital transformation is about exceptional user experiences. Map out your entire customer journey. It will provide a clear roadmap to help you build engaging customer experiences for your target audience.

MAKE IT A COLLECTIVE EFFORT:
Transformation can't succeed in a silo. Business and IT teams must get on the same page, communicate and create a shared vision before moving digital transformation strategies forward.

BE MINDFUL WITH LEADERSHIP:
Choose leaders and representatives wisely to gauge the organization as a whole. Help build a culture of learning and sharing to support business transformation.

SET CLEAR EXPECTATIONS

START WITH THE END IN MIND:
Starting with a plan and building a roadmap will help you construct operational value streams and enablement runways. They will serve as the foundation for achieving true business and delivery agility.

EMBRACE DISRUPTION:
Whether environmental, geopolitical, technological or a public health crisis, the next disruption is coming. Create flexibility and resiliency within your company, so you do more than weather the storm. You grow, innovate and thrive through it.

DEFINE THE BUSINESS OUTCOMES:
No business initiative can thrive without being rooted in a quantifiable outcome that has an impact and meaning for the organization. It all starts with the unifying force of having tangible goals. Where do you want to go and how will you get there?

Commit to change by making every KPI count. Every organization faces different obstacles on their path to digital transformation. Enlist an expert to guide you through them.

TEKsystems
Own change

DX 20/23

Editor's Note: Content curated from
State of Digital Transformation 2023
TEKsystems.com
Follow Us

in f ▶ ✕ ⊙