

TOP DIGITAL TRANSFORMATION GOALS

Redefining digital business during defining times

6 TIPS FOR DIGITAL TRANSFORMATION SUCCESS

Meet today's sense of urgency, pace of change and disruption—head-on

Today's organizations feel a sense of urgency to transform their business. While digital leaders have an edge, they still face difficulty optimizing value from emerging technologies, reshaping cultural mindsets and driving new behaviors and ways of working. Organizations that develop a holistic vision, focused on creating value for their customers, can chart a successful course into their digital business future.

CUSTOMERS REMAIN AT THE CENTER OF ORGANIZATIONS' DRIVE FOR DIGITAL TRANSFORMATION:

68%

Improve customer experience and engagement

47%

Reduce operational inefficiency

39%

Increase speed to market of existing products or services

32%

Bolster cybersecurity

"We've invested heavily over the past years to enable our digital transformation, so we reaped the benefits now. Current approach has been to stay the course."

— Digital Leader, June 2020

6 TIPS FOR DIGITAL TRANSFORMATION SUCCESS



Make your customer the center of your digital transformation vision.



Secure consensus and conviction among senior leaders regarding digital transformation goals. Utilize that alignment to break down organizational silos.



Cultivate a culture that embraces change and agility. Identifying the right metrics, measuring and making data-driven decisions are critical for digital transformation success.



Don't underestimate organizational change efforts.



Identify the skills and expertise required to execute digital transformation efforts. Then, determine how workforce models should be aligned to digital business.



Implement the right technologies that will achieve the desired outcomes and think about how they can be scaled across the enterprise.

Own the change ahead.

While there are no shortcuts, there are ways to make it a better ride. Engage a practiced expert outside of your organization to help you navigate your digital transformation journey.