

Culture first—digital, second



Technology should adapt to your culture, not the other way around

Digital transformation isn't about adapting your culture to accommodate technology. Rather, it's about adapting technology to support the evolution of your organization's culture. Begin by identifying what cultural changes need to take place to enable deep organizational success, then adopt and integrate technology to make your vision of that success a reality.

Let's take a brief look at some of the bigger obstacles to digital transformation, the key attributes of a digital culture, and several strategies for overcoming the former and embodying the latter.

Obstacles to digital transformation



96%

of business leaders said that digital transformation is a priority

But only

3%

have actually completed their initiatives



Below are the major reasons why, according to a Harvard survey of senior executives.

Look familiar to your business?



Key attributes of a digital culture



Innovative

Explore new ideas, take risks, and foster disruptive thinking



Open culture

Partner with external entities to achieve goals



Collaborative

Foster cross-functional, interdepartmental teams



Evolving mindset

Success-oriented culture enabled and supported by digital



Data-driven

Use data and analytics to inform business decisions



Agile and flexible

Fast decision making and ability to adapt to changing demands and technology



Customer centric

Transform customer experiences through digital solutions

Approaches to successful digital transformation

Modernize the business of IT

Digitally transform the enablers of digital transformation to free up IT to focus on more value-added projects.

Build a cross-functional digital team

Set the foundation for current (and future) digital transformation with teams that cross organizational boundaries.

Prioritize customer experiences

Evolving customer behaviors and preferences is the top catalyst for organizational digital change—make enhanced customer experiences your north star to stay on track.

Enhance employee experiences

Enhancing the employee experience is a natural consequence of improving customer experiences—empower employees to contribute to digital transformation (and other) initiatives.

