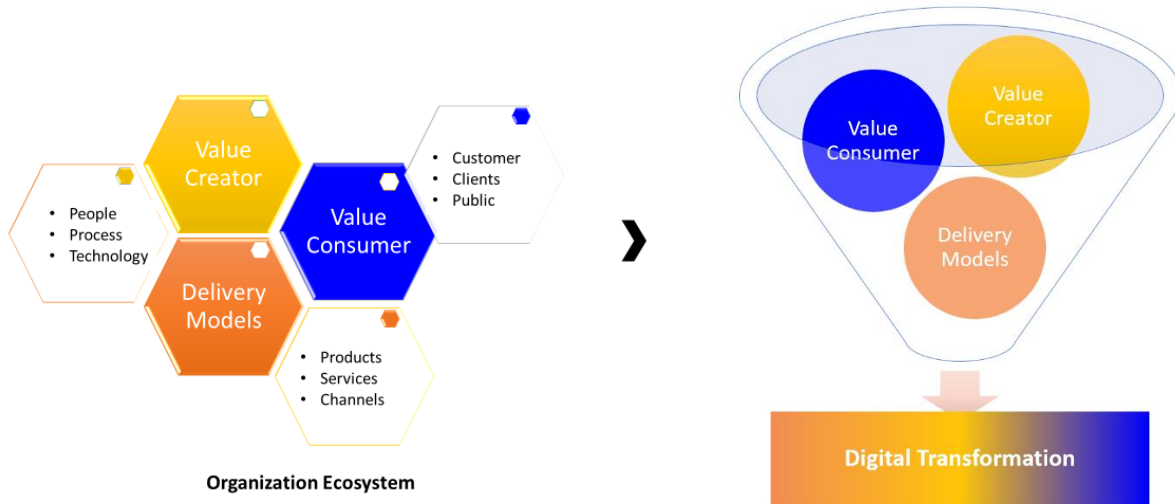


# Successful Digital Transformation – 4 Things Leaders Know

We've all heard about the inevitability of digital transformation. Many of us are undergoing some type of digital transformation initiative ourselves. For others, it's become part of the prolonged media din.

What is digital transformation? There is much talk about the process whereby an organization overhauls its business activities, processes, competencies, and models to leverage the opportunities afforded by new technologies fully. Still, no one has a clear definition.



## Four Remarkable Attributes for Success

For organizations that rate high on digital maturity, Doug Palmer and Anh Nguyen Phillips found remarkable similarities when it came to corporate culture. The results of their work are highlighted in a report in collaboration with MIT Sloan School of Management, *"Aligning the Organization for its Digital Future."*

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| <ol style="list-style-type: none"> <li>1. <b>Value Experimentation and Speed</b></li> <li>2. <b>Embrace Risk</b></li> <li>3. <b>Organize for Collaboration</b></li> <li>4. <b>Make Data-driven Decisions</b></li> </ol> | <p>It's not just about the agility of the organizational structure; it's empowering employees, incentivizing them, and giving them the authority to enact and drive change.</p> <p>Risk-taking is built into the fabric of how these organizations manage. They emphasize innovation and don't get upset when something doesn't work out. 87% invest in innovation at the early stages.</p> <p>These organizations moved from vertical departments to a project-based approach. Think distributed, not hierarchical.</p> <p>These companies set very clear goals and measurable objectives and then communicated them clearly. They get very specific and tactical on what they want to achieve and how to measure success.</p> |
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Changing an organization's culture is not easy. However, the ingredients to the recipe are not a secret either. Use the four proven attributes above to foster a culture of change as your organization continues on its journey.

## How to Set Up for Successful Change

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| <ol style="list-style-type: none"> <li>1. <b>Accelerate</b> slow or stalled decision-making</li> <li>2. <b>Assess</b>, understand, and accept the related risk</li> <li>3. <b>Measure</b> and prove business value</li> </ol> | <ol style="list-style-type: none"> <li>4. <b>Focus</b> on culture and people, NOT on technology</li> <li>5. <b>Define</b> operational issues</li> <li>6. <b>Get out</b> of the comfort zone</li> </ol> |
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