Managing your digital transformation

‘Digital maturity is achieved through commitment, investment, and leadership.’

SIX PRACTICES OF DIGITALLY MATURE ORGANIZATIONS

1. Align financial and human resources with strategy
   Approach resources & strategy relationship as a two-way street, appoint a chief data officer

2. Engage outside partners & develop externally focused business plans
   Succeed with externally oriented strategies and integrate competencies from outside

3. Create a collaborative, nimble development environment
   Design philosophies matter, support Agile principles & generate ideas from communication with partners

4. Acquire entrepreneurial leaders
   Leaders have extensive tech expertise, exhibit entrepreneurial behavior & promote digital transformation

5. Promote open and transparent communication
   Communicate vision of digital transformation across organization powerfully, vision should permeate all aspects of operations

6. Support department efforts and train employees
   Create functional groups to enable digital transformation and invest in training for employees to thrive in a digital economy

Paul Mugge, Haroon Abbu, Timothy L. Michaels, Alexander Kwiatkowski & Gerhard Gudergan (2020)

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