TRANSFORMING the DIGITAL ENTERPRISE

WHAT DOES A DIGITALLY TRANSFORMED BUSINESS LOOK LIKE?

It's an organization, reimagined through digital, that is:

- **Improving processes**
- **Engaging talent, organization-wide**
- **Driving new business models**

MOST EMPLOYEES WANT DIGITAL TRANSFORMATION.

91% believe digital technologies have the potential to fundamentally transform the way people in their organization work.
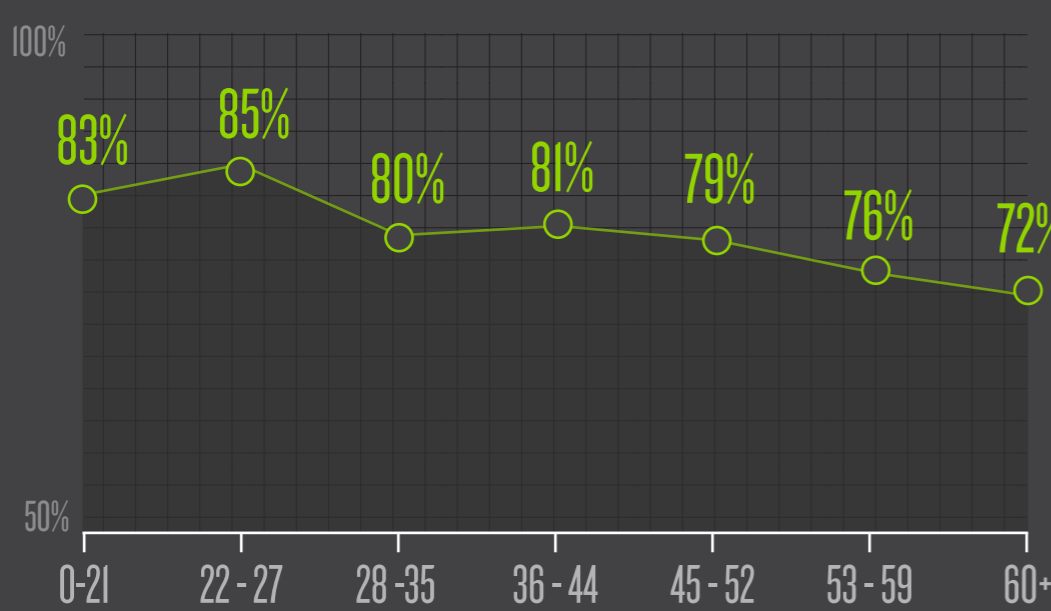
BUT ONLY

43% are satisfied with their organization's current reaction to digital trends.

IT'S NOT JUST MILLENNIALS IN THE TECH SECTOR.

It crosses age groups

"It is important for me to work for an organization that is digitally enabled or is a digital leader."

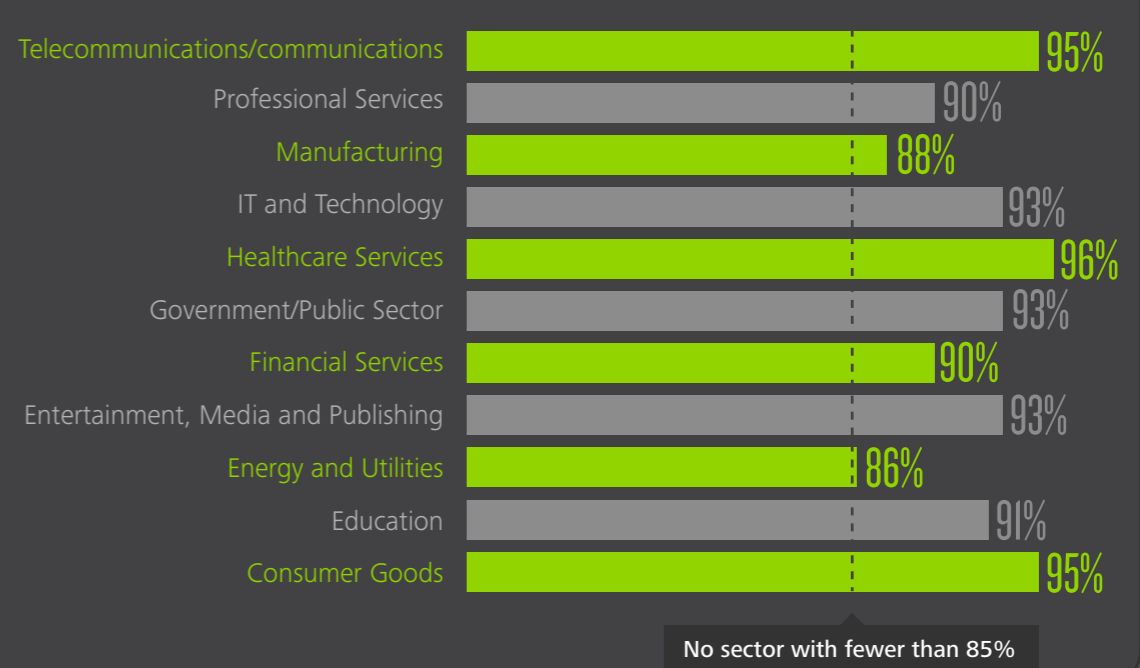*Respondents who answered "Strongly agree" or "Agree"*

| Age	%
0-21	83%
22-27	85%
28-35	80%
36-44	81%
45-52	79%
53-59	76%
60+	72%

And spans all industries

"Digital technologies have the potential to fundamentally transform the way people in our organization work."

Respondents who answered "Strongly agree" or "Agree"

Sector	%
Telecommunications/communications	95%
Professional Services	90%
Manufacturing	88%
IT and Technology	93%
Healthcare Services	96%
Government/Public Sector	93%
Financial Services	90%
Entertainment, Media and Publishing	93%
Energy and Utilities	86%
Education	91%
Consumer Goods	95%

No sector with fewer than 85%

WE ASKED EMPLOYEES ABOUT THE DIGITAL MATURITY OF THEIR ORGANIZATION.

Respondents rated their organization on a scale of 1 to 10, based on its degree of digital transformation, defined by: 1) process improvement, 2) talent engagement, and 3) business innovation.

1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10

- **26%** Early (1-3)
- **45%** Developing (4-6)
- **29%** Maturing (7-10)
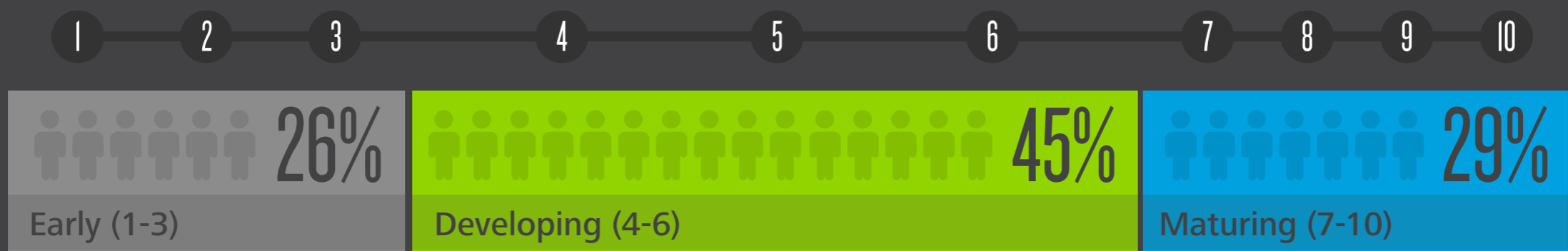
CHALLENGES VARY DEPENDING ON THE STAGE OF DIGITAL ADOPTION...

Early
1. Lack of strategy
2. Too many priorities
3. Lack of management understanding

Developing
1. Too many priorities
2. Lack of strategy
3. Insufficient tech skills

Maturing
1. Too many priorities
2. Security concerns
3. Insufficient tech skills

AND SO DOES THE LEVEL OF EMPLOYEE SATISFACTION WITH DIGITAL STRATEGY.

Percentage of respondents satisfied with their company's reaction to digital trends

- **10%** Early
- **38%** Developing
- **81%** Maturing

71% of early stage employees are not merely indifferent, they are dissatisfied.

STRATEGY, CULTURE, AND LEADERSHIP CAN MAKE DIGITAL TRANSFORMATION HAPPEN.

STRATEGY
Think long term, then work backwards to develop a clear strategy, focused on transformation.

CULTURE
Shift cultural mindsets to increase collaboration and encourage risk-taking.

LEADERSHIP
The digital agenda starts from the top, based on possibilities at the intersection of business and technology.

The time is now. Rethink the fundamentals of strategy, culture, and leadership to help your organization transform with digital.