

The world has gone digital!

Digital media and digital interactive experiences are now the new norm and accelerating. With technologies rapidly evolving, consumers are constantly changing their preferences. Many organizations struggle to digitally transform internally to meet the challenges of this new, always connected digital era. CHART Digital Institute evaluates your existing landscape and assists with strategy, planning, and execution to digitally transform your business success.

What is Digital Transformation?

Digital transformation is the profound transformation of business and organizational activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way, with present and future shifts in mind.

Top Tips

- 1. Throw your support behind digital:** According to MIT Sloan Management Review, 63% of managers claimed that technological change was happening too slowly in the workplace due to a “lack of urgency” and poor communication about the strategic benefits of new tools. The decision to invest in digital transformation needs to come from you—and your employees need to know it. Communicate to your employees how this initiative will positively impact their jobs and your company.
- 2. Create a culture of adaptability and innovation:** 70% of all organizational change efforts fail due to the values and subtle behaviors associated with a company’s culture. Successful digital transformation also requires a larger change in culture. Give your employees room to experiment using the processes and tools that work best for them.
- 3. Announce and train on new tools:** In a study from MIT and CapGemini, 90% of surveyed companies reported a lack of essential digital skills, and 77% considered these missing skills as the key hurdle to digital transformation. To see a significant return on your investment, you need training to ensure employees understand and actually use the technology you purchase.
- 4. Involve HR:** A Gartner study found that businesses will require 500% more employees with digital expertise by 2018. So take your goals to HR so they can be looking for these skills in the hiring process. Not only will HR help you bring in the right people, but they can also promote new technologies and an adaptive culture as soon as new employees start.

“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”

Charles Darwin



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