Guiding innovative transformation
in a way that clients understand.

TAKING ON DIGITAL TRANSFORMATION

Digital transformation has become a highly discussed topic over the last few years, and it is predicted that businesses will be investing up to 10% of revenue in digital strategies by 2022, but what this means in reality is different for every business. It's a question we find ourselves discussing with many of our clients, trying to demystify this latest buzz phrase and get to the heart of what it all means. Understanding how this can be applied to your business, and what could be achieved is a critical step in setting your business up for success before embarking on your transformation journey.

We believe there are three things at the heart of every digital transformation project – people, process and technology. At the heart of it, digital transformation is about using technology in an integrated way to streamline processes, allow your business to work in a cohesive way, and ultimately to enable and empower your staff.

To give your business the best chance of success, we've decided to share some of our top tips to consider when starting your journey, taking on digital transformation:

Tip #1 – Assess your current digital maturity

Many organisations have conducted research into the success rate for digital transformations and whilst the numbers vary, some reports find that fewer that 30% succeed. One thing they do agree on, however, is that transformation is hard. With this in mind, a major step often missed, is gaining a full understanding of the digital maturity of your business. If you don't take the time to assess how adapted your business is to change, you are likely to come across many hurdles from business disruption, to lack of team buy-in, all making the journey to success that much harder.

Before you take the leap, really stop and think – how ready is your business for change? Our 'maturity scale' below will help you assess where your business is in its digital transformation maturity.

Digital maturity is not an inhibitor to digital transformation, but the less mature a business or department might be, the more vital it becomes to seek guidance and support. Experienced parties, whether inside or outside an organisation, can put in place the needed governance and frameworks to help you succeed.

SIX LEVELS OF DIGITAL TRANSFORMATION MATURITY

1 BUSINESS AS USUAL	2 PREDICTIVE & ACTIVE	3 TACTICAL	4 STRATEGIC	5 CONVERGED	6 INNOVATIVE & ADAPTIVE
Familiar legacy perspective on customers, processes, business models and technology.	• Pockets of experimentation driving digital literacy. • Attempts to improve specific processes.	• Experimentation becomes intentional. • Execution more promising. • Bolder initiatives and seeking executive support.	• Groups begin to collaborate with each other. • Contributing towards strategic roadmaps for digital transformation.	• New roles, expertise processes and systems emerge to form dedicated Digital Transformation team. • Linked strategy heading towards organisation's goals.	• Business leaders recognise that change is constant. • Transformation is embedded in culture. • New ecosystems continuously thrive.

Tip #2 – Aligning leadership and the organisation

To make change stick it's essential to align all stakeholders within a business and ensure you are all focused on the same goals, aligned with wider business strategy. Companies often face challenges trying to get buy-in from senior stakeholders, as well as struggling to get the sufficient resources, capacity and budgets allocated, when transformation project goals are not aligned with the longer-term business strategic goals. It has even been suggested by some experts that up to 95% of digital transformations fail in organisations with inflexible teams, cultures and structures!

On top of this, companies can also find themselves faced with internal conflicts when trying to embark upon a consolidated digital strategy. Indeed, 43% of businesses in one survey said that departmental competition to 'own' digital strategies was the most significant barrier to success.

Tip #3 – Prioritise a culture of transformation and innovation

The nature of transformation projects is to innovate, and the bringing of change can be scary and perhaps unwelcome if not fully understood. Often, keeping things the same is seen as the easier option, and it can be a challenge to enforce change if your organisation hasn't fully bought into the transformation journey. You need to empower and challenge your team to work in new ways and this might mean there are some cultural and behavioural changes needed. To succeed, you need to create an environment where talent can develop and innovation is rewarded, fostering a culture of innovation from the bottom up.

Tip #4 – Communicate, communicate, communicate

It may seem obvious, but this is one of the most important aspects for achieving success. Communicating the change journey to the wider organisation helps employees to understand where the business is going and why – why these changes are happening and why they are important. This communication can happen in many different forms, from email updates, to presentations and demos of progress. Whichever method or combination of methods you choose, communicating the change story is essential for maintaining engagement with the change programme.

GET IN TOUCH

Every project starts with a conversation, get in touch with our sales team today to discuss how we can help your business.

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