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. And spans all industries.

WE ASKED EMPLOYEES ABOUT THE DIGITAL MATURITY OF THEIR ORGANIZATION.

26% of early stage employees are not merely indifferent, they are dissatisfied.

CHALLENGES VARY DEPENDING ON THE STAGE OF DIGITAL ADOPTION...

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

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

WHAT DOES A DIGITALLY TRANSFORMED BUSINESS LOOK LIKE?

It crosses age groups.

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

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

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

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

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

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.

WRK THE FULL REPORT, VISIT SLOANREVIEW.MIT.EDU/DIGITAL2015.

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