Moving digital transformation forward

**Digital Maturity** Needs Cultivation and Vision

Companies are unprepared, largely due to internal obstacles.

An organization’s digital maturity:

- **Early**: 10%
- **Developing**: 30%
- **Maturing**: 60%

**87%** believe digital technologies will disrupt their industry

**44%** have underutilized digital technologies for their maturity stage to digital trends

**Talent**

**Wait...Where’s everyone going?**

Maturing companies develop from within. People who aren’t getting digital opportunities are leaving.

**Culture**

**Corporate digital culture matters...a lot.**

Motivating cultural traits are shared across maturing companies.

An organization’s culture:

- **Agility**: Slow, Nimble
- **Risk Appetite**: Cautious, Exploratory
- **Decision Making**: Instinctive, Data-driven
- **Leader Structure**: Hierarchical, Distributed
- **Work Style**: Siloed, Collaborative

**Leadership**

**Steady at the Helm**

Leaders with vision are critical to driving digital changes.

**Strategy**

**Where do you go from here?**

Take a long-term view. Longer than that. No, even longer.

**Consider a time horizon by defining what the market will likely look like and what customers will expect.**

*We asked respondents to “imagine an ideal organization transformed by digital technologies and capabilities that improve processes, engage talent across the organization and drive new value-generating business models.” We then asked respondents to rate their company against that ideal on a scale of 1 to 10. Three maturity groups were observed, ‘early’ (1-3), ‘developing’ (4-6), and ‘maturing’ (7-10).*

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1 2 3 4 5 6 7 8 9 10

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**Most important leader skill:**

- **Expertise in Digital Technology**
- **Vision**
- **Transformation Leadership**
- **Data-Driven Decision Making**
- **Innovation Culture**

20% **FORWARD THINKING**

18% **TECHNOLOGY ADOPTION**

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