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# DIGITAL CHANGE

## REPORT

Digital change poses a serious challenge to corporations of all sizes. Many decision makers know that change is inevitable. Unfortunately not all of them succeed. Those who do, however, share certain successful mindsets and actions.

The following report outlines some of these steps. Please ask for your personal copy.



# WHAT ARE WE DEALING WITH?



Digitalization is the way in which many domains of social life are restructured around digital communication and media infrastructures.

Metropolitan Policy Program at the Brookings Institute argues that people will be freed up to give the rote work to AI and use their uniquely human capabilities to tackle serious problems and lead visionary progress.

Gartner IT Glossary describes digitalization as the use of digital technologies to change a business model and provide new revenue and value-producing opportunities

BCG's recent survey on the enterprises who have implemented successful transformation strategies highlights 6 factors which could work as a roadmap.

I-Scoop warns that we are faced (in an even higher-speed mode due to the pandemic) with the increasingly digital customer, the rise of digital healthcare, the growing digitalization of government, of marketing, of customer service...

Cognizant adds what matter is to access, structure and analyze the data that provides the greatest value.

This report intends to shed light on digital transformation for companies on their road to success.

# WHY DO WE NEED DIGITALISATION?



## EFFICIENCY

to exploit the promise of upsetting technologies and to not fall behind competitors

to drive performance and propel our companies to becoming a good combination of human and technology

to achieve growth not only in sales but also in profit

to innovate and update our business models, procedures, ways of doing things everyday

to keep up with a dynamic environment

overcome a lack of flexibility in technology platforms

## MARKET ORIENTATION

to incorporate new technologies into new methods, business types, and ways of doing our everyday jobs

to become customer centric and never lose sight of this KPI

to constantly gain competitive advantage since today's edge is outdated by tomorrow

to make success long term and sustainable

get to a business-led, modern tailor-made technology that matches our purpose

become motivated by customer from A to Z



# YET WHY DO MANY FAIL TO SCALE UP TO A BIONIC FUTURE?

## hard to implement

human element  
structural disinterest  
money  
effort  
time

## continuity

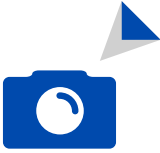
make sure your DATA is ready for  
artificial intelligence  
blockchain  
the Internet of Things  
spatial computing  
quantum computing  
source all the data that is relevant  
to the business and provide  
enterprise-wide intelligence

## numerous targets

creation of value  
on time completion  
long term change  
sustainable results  
improved corporate capabilities  
an analytics-driven architecture







# WHERE TO START?

A

## STREAMLINED STRATEGY WITH VISIBLE TARGETS



### A CLEAR VISION

A SET OF STRATEGIC PRIORITIES  
MEASURABLE BUSINESS OUTCOMES  
DIGITAL TIED TO THE OVERALL BUSINESS STRATEGY  
SUSTAINABLE COMPETITIVE ADVANTAGE

#### Why should we do it?

- meet fast changing customer demand
- productivity
- ability to innovate
- shift customers to new products and technology hills so that everybody moves forward

#### What should we do?

- the content and direction
- focus on people -
  - agile at scale
  - reexamine technology and framework

- replace old IT platforms, and move to cloud

- focus on specific business outcomes
  - personalization
  - digital marketing
  - end-to-end customer journeys
  - digital supply chains
  - digital shared services

#### How should we do it?

- strong leadership
- governance from A to Z
- adequate resourcing
- focus

#### which approach?

- pilots
- incubators
- lighthouses
- sequencing

- make sure that product, channels, and support functions work in harmony with the technology

- get middle management on board and motivate them

- move from a functional orientation to a mission-based approach

## DO NOT GIVE UP

Ensure that Leadership clearly owns the transition  
Engage the best Talent you have and hire if necessary  
Secure Middle Management support

Adopt a sharp governance mentality  
address roadblocks immediately  
adapt to changing parameters  
drive cross-functional, mission-oriented,  
“fail-fast-learn” behavioral adaptation  
implement with clever rules and norms  
aim for a technology culture in the  
company mission

Constantly monitor progress

Choose technology and data platforms that fit  
your business  
make sure everything is targeted at a  
business purpose and not made for the sake  
of technology  
choose the best fitting technology  
architecture  
aim for safe achievements that can be  
upscaled in the future  
target fast implementation  
check that the new system is qqlso  
compqtible with your ecosystem

Overcome human setbacks  
daqngers of the stqtus quo  
upskill and upscale strategy  
continuous digital skills learning  
compensation programs  
inspiring career paths  
transparency





# HUMAN ASPECTS

## look for digital opinion leaders in your organisation

people who are not only equipped with technical knowledge but those who also have broad-based skills such as; endurance, practicality, flexibility, cooperation, critical thinking, creativity, emotional intelligence, and learning agility

compensate and keep solid achievers and pivot out failures

leadership skills which are genuine, truthful, unrelenting, and, when inevitable confronting

make sure you start with spirited mindset

involve deeply enough to actively drive acceptance and accord on priorities

draw up regular 'drawback' agenda to uncover roadblocks and tradeoffs, such as; resources or competitor issues

adapt an authentic belief in the possibility of behavioral changes

playbooks, systems, and support work in a cross-functional, mission-oriented way

# MONITORING

## Create a clear mandate for ownership and accountability

closely follow progress

tackle drawbacks and challenges

check data closely and establish cross checks

listen to various sources but achieve a single

data mainstream that is agreed by everyone

decide on the correct measures of productivity

determine what makes a defect or failure

establish a cross-functional, mission-oriented

teams so that the whole organisation is affected

draw up a comprehensive set of KPIs both on financial and operational targets



**PLEASE CONTACT US FOR FURTHER  
DETAILS**

## SOURCES

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