

Top 3 Reasons Digital Transformation Strategies Fail

OVER 80% OF COMPANIES FAIL AT DIGITAL TRANSFORMATION.
BUT ORGANIZATIONS CAN SUCCEED BY AVOIDING THESE DEADLY MISTAKES.¹

1 FAILING TO GET TOP-DOWN COMMITMENT

It takes more than an ambitious Chief Digital Officer to achieve success. Many digital transformation efforts fail because they lack leadership at the top of the organization.



The bad news is that over 60% of CMOs and CIOs think their CEOs lack a strong commitment to digital transformation, according to a recent Leapfrog Marketing Institute survey. Additionally, more than 50% of CIOs said that they have no formal digital transformation plan, based on a recent CIO Jury survey.

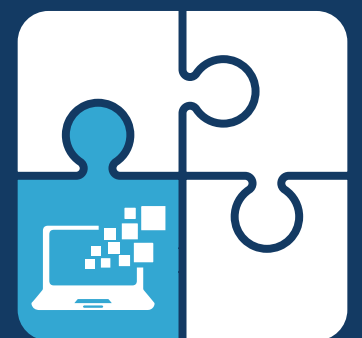
2 FAILING TO SEE THE BIG PICTURE

Many organizations think that digital transformation is just a technology thing. But it's bigger than that. It's not just your latest mobile, RPA, analytics, or AI initiative. It's about the customer experience initiative. It's about rethinking your processes. It's about fundamentally re-imagining your business, and using technology to make it happen.



3 FAILING TO BE A BUTTERFLY, NOT JUST A FAST CATERPILLAR

If you're taking a Business Process Management approach, incremental change is okay. But, don't let it get in the way of doing something bigger. Don't just optimize processes, rethink them. Digital losers talk a good transformation game, but think like fast caterpillars.



No organization is safe from disruption. But, by eliminating these 3 risk factors, you'll improve your odds for digital transformation success.