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Turning Technology Into
Business Transformation

*Leading Digital
Turning Technology
Into Business
Transformation*

Two world-renowned strategists detail the seven leadership imperatives for transforming companies for success in the digital era. Yes, the world is chaotic, and no one knows the details of where we're headed. But leaders must not let themselves be held hostage by fear. More than ever, you need to take charge and write your vision for your company's future. This book is your guide. For companies

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to succeed in the digital age, executives must reimagine their businesses before they reimagine being digital. They must courageously shed the past to rethink their place in the world and how they compete and collaborate with others to create value. Companies need to undergo a fundamental transformation, building a new type of competitive advantage—one that is fueled by scale in their differentiating capabilities. They must focus on the few capabilities that power their value proposition. And they must be measurably better than their

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competitors. In their new book, Paul Leinwand and Mahadeva Matt Mani, both members of the PwC US partnership and its Strategy & global team, help leaders navigate these profound and historic shifts and provide a road map for reshaping their companies. Building on a major new body of research, along with case studies of companies on the vanguard of this major shift, the authors identify the seven imperatives that leaders must follow as the digital age continues to evolve: Reimagine your company's place in the world Build privileged insights into your customers Create

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value through ecosystems
Break up the traditional
organization Reposition your
leadership team Reinvent the
social contract with your
people Disrupt your own
leadership approach
Together, these seven
imperatives comprise a
playbook for designing and
executing the
transformations that are
required for companies to
succeed in the digital age.
"Leading Digital makes the
provocative argument that
the next imminent phase of
digital technology adoption
- driven by the convergence
of mobility, analytics,
social media, cloud
computing, and embedded

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devices - will make everything that's happened so far look like a prelude. The authors, a trio of highly regarded thought leaders on corporate digital transformation, say changes in the digital realm so far have focused on high tech and media companies - but there's still a whopping 94% of the business economy that needs to change. This book will show them how. George Westerman of MIT, Didier Bonnet of Capgemini Consulting, and Andrew McAfee, also at MIT, say there is opportunity for these businesses to learn from those that have already mastered the digital

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landscape. Based on a study of more than 400 large, mainstream firms in every industry around the globe, the authors usefully break down how these organizations have used their own digital transformation to gain strategic, competitive advantage. Readers will learn how these digital leaders have transformed their businesses through smart and rigorous digital investments, and through smart and effective leadership of the change. *Leading Digital* offers practical, real-life tested frameworks that can be instantly applied. Case studies include Nike,

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*Caesars, Burberry, Asian
Paints, Pages Jaunes,
Codelco, and more"--*

*A bold challenge to our
obsession with
efficiency—and a new
understanding of how to
benefit from the powerful
potential of serendipity.
Algorithms, multitasking,
the sharing economy, life
hacks: our culture can't get
enough of efficiency. One of
the great promises of the
Internet and big data
revolutions is the idea that
we can improve the processes
and routines of our work and
personal lives to get more
done in less time than we
ever have before. There is
no doubt that we're*

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performing at higher levels and moving at unprecedented speed, but what if we're headed in the wrong direction? Melding the long-term history of technology with the latest headlines and findings of computer science and social science, *The Efficiency Paradox* questions our ingrained assumptions about efficiency, persuasively showing how relying on the algorithms of digital platforms can in fact lead to wasted efforts, missed opportunities, and, above all, an inability to break out of established patterns. Edward Tenner offers a smarter way of thinking

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about efficiency, revealing what we and our institutions, when equipped with an astute combination of artificial intelligence and trained intuition, can learn from the random and unexpected.

The legendary Silicon Valley entrepreneur examines how both business and government organizations can harness the power of disruptive technologies. Tom Siebel, the billionaire technologist and founder of Siebel Systems, discusses how four technologies—elastic cloud computing, big data, artificial intelligence, and the internet of things—are fundamentally changing how

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business and government will operate in the 21st century. While this profound and fast-moving transformation can appear daunting to some, Siebel shows how organizations can not only survive, but thrive in the new digital landscape. In this authoritative yet accessible book, Siebel guides readers through the technologies driving digital transformation, and demonstrates how they can strategically exploit their powerful capabilities. He shows how leading enterprises such as Enel, 3M, Royal Dutch Shell, the U.S. Department of Defense, and others are applying AI

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and IoT with stunning

results.

*A Dictionary of Arts,
Sciences, Literature and
General Information*

*A Guide to Digital Business
Transformation*

*New Rules for Business
Transformation Through
Technology*

INSPIRED

*The New IT: How Technology
Leaders are Enabling
Business Strategy in the
Digital Age*

*Turning Technology Into
Business Transformation*

*Turning Technology into
Business Transformation
Designed for Digital*

Are you exposing your business to
IT risk, and leaving profit

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opportunities on the table? You might be if you are managing your IT risk using more traditional approaches. *IT Risk*, a new book based on research conducted by MIT's Center for Information Systems Research and Gartner, Inc., helps companies focus on the most pressing risks and leverage the upside that comes with vigilance. Traditionally, managers have grouped technology risk and funding into silos. *IT Risk* outlines a new model for integrated risk management, which identifies three core areas you can develop to eliminate the problems that silo strategies create. The authors also offer specific ways to make the most of your new found advantage.

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And because IT risk is the responsibility of all senior executives not just CIOs this book describes the tools and practices in language that general managers can understand and use. Named a top-ten managerial book of 2007 by CIO Insight magazine.

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into Business

TransformationHarvard Business
Review Press

Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy?

Globally recognized digital expert David L. Rogers argues that digital transformation is not about

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updating your technology but about upgrading your strategic thinking. Based on Rogers's decade of research and teaching at Columbia Business School, and his consulting for businesses around the world, *The Digital Transformation Playbook* shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world. Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive

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business models—and how to integrate these into your existing business and organization. Rogers illustrates every strategy in this playbook with real-world case studies, from Google to GE, from Airbnb to the New York Times. With practical frameworks and nine step-by-step planning tools, he distills the lessons of today's greatest digital innovators and makes them usable for businesses at any stage. Many books offer advice for digital start-ups, but *The Digital Transformation Playbook* is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is an indispensable guide for executives looking to take their firms to the

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next stage of profitable growth.

EDGE: The Agile Operating Model
That Will Help You Successfully
Execute Your Digital

Transformation “[The authors’]
passion for technology allows them
to recognize that for most
enterprises in the 21st century,
technology is THE business. This is
what really separates the EDGE
approach. It is a comprehensive
operating model with technology at
its core.” —From the Foreword by
Heidi Musser, Executive Vice
President and Principal Consultant,
Leading Agile; retired, Vice
President and CIO, USAA
Maximum innovation happens at
the edge of chaos: the messy,
risky, and uncertain threshold

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between randomness and structure. Operating there is uncomfortable but it's where organizations "invent the future." EDGE is a set of fast, iterative, adaptive, lightweight, and value-driven tools to achieve digital transformation, and *EDGE: Value-Driven Digital Transformation* is your guide to using this operating model for innovation. Jim Highsmith is one of the world's leading agile pioneers and a coauthor of the Agile Manifesto. He, Linda Luu, and David Robinson know from their vast in-the-trenches experience that sustainable digital transformation requires far more than adopting isolated agile practices or conventional portfolio management.

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This hard, indispensable work involves changing culture and mindset, and going beyond transforming the IT department. EDGE embraces an adaptive mindset in the face of market uncertainty, a visible, value-centered portfolio approach that encourages continual value linkages from vision to detailed initiatives, incremental funding that shifts as strategies evolve, collaborative decision-making, and better risk mitigation. This guide shows leaders how to use the breakthrough EDGE approach to go beyond incremental improvement in a world of exponential opportunities. Build an organization that adapts fast

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enough to thrive Clear away unnecessary governance processes, obsolete “command and control” leadership approaches, and slow budgeting/planning cycles Improve collaboration when major, fast-paced responses are necessary Continually optimize investment allocation and monitoring based on your vision and goals Register your product for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

AI 2041

Leading Digital

How People Are the Real Key to
Digital Transformation

Teaching in a Digital Age

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Build Your Organization's Future for
the Innovation Age

Digital Business Transformation

A Transformational Blueprint for

Innovating with Microsoft Dynamics

365

The theorems, laws, and
empowerments to guide your
organization's digital transformation

*Practical advice for
redesigning "big, old"*

*companies for digital
success, with examples*

*from Amazon, BNY Mellon,
LEGO, Philips, USAA, and*

many other global

organizations. Most

*established companies have
deployed such digital*

technologies as the cloud,

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mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retooling organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid. As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a

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company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions—and redefine strategy. Digital design, not strategy, is what separates winners

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from losers in the digital economy. Designed for Digital offers practical advice on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape. Five Building Blocks of Digital Business Success Shared

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Customer Insights

Operational Backbone

Digital Platform

Accountability Framework

External Developer

Platform

*Digital Strategy: A Guide
to Digital Business*

*Transformation delivers
practical solutions for
enterprises operating in
today's fast-paced
business environment. This
book is for any
businessperson who either
wishes to stay relevant
amid the rapid pace of
technology innovation or
wants to be a digital
disrupter. If you're in*

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business today, you probably use digital technology to run your day-to-day operations. But if you don't have a digital strategy, you're at risk of losing out to your competitors by either failing to recognize the potential tools available or wasting resources while trying to prepare for digital disruption. This accessible book guides you through the steps of understanding what a digital strategy is; realizing how it can serve your business objectives; creating, implementing,

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and maintaining your digital strategy; and ultimately discovering how your strategy can help you innovate. Learn to manage your risks and opportunities, outperform the competition, and even shake up your industry with Digital Strategy: A Guide to Digital Business Transformation.

Digital transformation is not about technology--it's about change. In the rapidly changing digital economy, you can't succeed by merely tweaking management practices that led to past success. And

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yet, while many leaders and managers recognize the threat from digital--and the potential opportunity--they lack a common language and compelling framework to help them assess it and guide them in responding. They don't know how to think about their digital business model. In this concise, practical book, MIT digital research leaders Peter Weill and Stephanie Woerner provide a powerful yet straightforward framework that has been field-tested globally with dozens of

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senior management teams. Based on years of study at the MIT Center for Information Systems Research (CISR), the authors find that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The book then sets out six

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driving questions, in separate chapters, that help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help you tackle the threats, leverage the opportunities, and create

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winning digital
strategies.

Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of

Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In *Driving Digital Strategy*, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling

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in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case

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studies of companies at the forefront of digital transformation, Driving Digital Strategy is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

*Real Business of IT
Deep Dive*

*How to Create Tech
Products Customers Love
Data Feminism*

*Hacking Digital: Best
Practices to Implement and
Accelerate Your Business
Transformation*

*Turning Business Threats
Into Competitive Advantage*

Remastering Leadership for Your Industry, Your Enterprise, and Yourself EDGE

How do today's most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In INSPIRED, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love—and that will work for your business. With sections on assembling the right people and skillsets,

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discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizations—dramatically improving their own product efforts. Whether you're an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, INSPIRED will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the author's own personal stories—and profiles of some of today's most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google,

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Microsoft, and Netflix—INSPIRED will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition of INSPIRED, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely new—sharing the latest practices and techniques of today’s most-successful tech product companies, and the men and women behind every great product. A new way of thinking about data science and data ethics that is informed by the ideas of intersectional feminism. Today, data science is a form of power. It has

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been used to expose injustice, improve health outcomes, and topple governments. But it has also been used to discriminate, police, and surveil. This potential for good, on the one hand, and harm, on the other, makes it essential to ask: Data science by whom? Data science for whom? Data science with whose interests in mind? The narratives around big data and data science are overwhelmingly white, male, and techno-heroic. In Data Feminism, Catherine D'Ignazio and Lauren Klein present a new way of thinking about data science and data ethics—one that is informed by intersectional feminist thought. Illustrating data feminism in action, D'Ignazio and Klein show how challenges to the male/female binary can help challenge other hierarchical (and empirically wrong) classification systems. They explain how, for example, an

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understanding of emotion can expand our ideas about effective data visualization, and how the concept of invisible labor can expose the significant human efforts required by our automated systems. And they show why the data never, ever “speak for themselves.” Data Feminism offers strategies for data scientists seeking to learn how feminism can help them work toward justice, and for feminists who want to focus their efforts on the growing field of data science. But Data Feminism is about much more than gender. It is about power, about who has it and who doesn't, and about how those differentials of power can be challenged and changed.

"An incredibly useful and valuable guidebook to the new consumer economy. Buy it. Learn from it. Succeed with it."--Jeff Jarvis, author of "What Would Google Do " *"This is the stuff that every business and nonprofit needs to embrace if*

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they're going to succeed in a changing world."--Vivian Schiller, CEO of NPR
With clear analysis and practical frameworks, this book provides a strategic guide that any business or nonprofit can use to succeed in the digital age.
Marketing expert David Rogers examines how digital technologies--from smartphones to social networks--connect us in frameworks that transform our relationships to business and each other. To thrive today, organizations need new strategies--strategies designed for customer networks. Rogers offers five strategies that any business can use to create new value: ACCESS--be faster, be easier, be everywhere, be always on ENGAGE--become a source of valued content CUSTOMIZE--make your offering adaptable to your customer's needs CONNECT--become a part of your customers' conversations

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COLLABORATE--involve your customers at every stage of your enterprise Rogers explains these five strategies with over 100 cases from every type and size of business--from shoes to news, and software to healthcare. In "The Network Is Your Customer," he shows: How Apple harnessed a host of collaborators to write apps for its iPhone How IBM designed a videogame to help sell its enterprise software How Ford Motors inspired an online community to build brand awareness for its new Fiesta...and countless other cases from consumer, b2b, and nonprofit categories. The book outlines a process for planning and implementing a customer network strategy to match "your" customers, "your" business, and "your" objectives--whether you need to drive sales, to enhance innovation, to reduce costs, to gain customer insight, or to build breakthrough

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products and services. Because today, whatever your goals and whatever your business, the network is your customer. Digital Darwinism takes a closer look at disruptive thinking to inspire those who want to be the best at digital transformation. Change across business is accelerating, but the lifespan of companies is decreasing as leaders face a growing abundance of decisions to make, data to process and technology that threatens even the most established business models. These forces could destroy your company or, with the right strategy in place, help you transform it into a market leader. Digital Darwinism lends a guiding hand through the turbulence, offering practical strategies while sounding a call to action that lights a fire underneath complacency to inspire creative change. Digital Darwinism shines a light on the future by exploring technology, society and lessons

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from the past so you can understand how to adapt, what to embrace and what to ignore. Tom Goodwin proves that assumptions the business world has previously made about "digital" are wrong: incremental change isn't good enough, adding technology at the edges won't work and digital isn't a thing - it's everything. If you want your organization to succeed in the post-digital age, you need to be enlightened by Digital Darwinism.

The Encyclopaedia Britannica

Ten Visions for Our Future

The Far Right Today

Digital to the Core

Value-Driven Digital Transformation

Digital Transformation Game Plan

The Digital Transformation Playbook

The dramatic events of 2020 have clarified the urgent need for digital

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transformation in countless organizations. The rise of remote work and the rapidly increasing use of cloud technologies are just two drivers of the relentless pace of digital disruption. Despite this, many companies remain underequipped or hesitant to embrace digital transformation. Understanding the key drivers of change and leveraging the powerful capabilities from technologies with a collaborative platform can aid an organization to prepare for digital transformation. Building a Digital Future provides a clearly defined roadmap for executing this change with Microsoft Dynamics 365. Firms of all types and sizes will learn how Microsoft Dynamics 365 can help them: achieve competitive advantages for their business reduce the time

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needed to effect change by automating time-consuming tasks drive innovation and improvements through an evergreen system post implementation Each chapter of this book is curated with best practices, compelling customer examples, pitfalls to avoid, and salient points to remember. Building a Digital Future enables organizations to truly embrace the benefits of digital transformation by anchoring Microsoft Dynamics 365 at the core of their business. Perfect for any business leader looking for a one-stop and comprehensive playbook for transforming their business into a digital powerhouse with Dynamics 365.

Why an organization's response to digital disruption should focus on people and processes and not

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necessarily on technology. Digital technologies are disrupting organizations of every size and shape, leaving managers scrambling to find a technology fix that will help their organizations compete. This book offers managers and business leaders a guide for surviving digital disruptions—but it is not a book about technology. It is about the organizational changes required to harness the power of technology. The authors argue that digital disruption is primarily about people and that effective digital transformation involves changes to organizational dynamics and how work gets done. A focus only on selecting and implementing the right digital technologies is not likely to lead to success. The best way to respond to digital disruption is by changing the

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company culture to be more agile, risk tolerant, and experimental. The authors draw on four years of research, conducted in partnership with MIT Sloan Management Review and Deloitte, surveying more than 16,000 people and conducting interviews with managers at such companies as Walmart, Google, and Salesforce. They introduce the concept of digital maturity—the ability to take advantage of opportunities offered by the new technology—and address the specifics of digital transformation, including cultivating a digital environment, enabling intentional collaboration, and fostering an experimental mindset. Every organization needs to understand its “digital DNA” in order to stop “doing digital” and start “being digital.”

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Digital disruption won't end anytime soon; the average worker will probably experience numerous waves of disruption during the course of a career. The insights offered by The Technology Fallacy will hold true through them all. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

Get competitive by learning to think strategically. The inability to set good strategy can sink a company and a leader's career. A recent Wall Street Journal study revealed that the most sought-after executive skill is strategic thinking, but only three out of ten managers have this skill set. Horwath explains the three keys to strategic thinking, breaks them down into simple, attainable skills,

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and gives you practical tools to apply them every day, providing managers with a clear path to mastery of the three disciplines: 1.

Acumen—generate critical insights through a step-by-step evaluation of your business and its environment 2.

Allocation—focus your limited resources through strategic trade-offs 3. *Action*—implement a system to guarantee effective execution of strategy at all levels of your organization

Based on new research with senior executives from 150 companies and the author's experience as a thought-leading strategist, *Deep Dive* is the first book to focus on the most important level of strategy—you. Armed with this knowledge and dozens of effective tools, you can become a truly strategic leader for your

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organization.--Rich Horwath is the president of the Strategic Thinking Institute, a former chief strategy officer, and professor of strategy at the Lake Forest Graduate School of Management. As a thought-leading strategist, he has worked with such giants as Adidas, Amgen, and Pfizer. He is the author of four books and more than fifty articles on strategic thinking and has been profiled in business publications around the world, including Investor's Business Daily.

One book for the entire journey: How to digitally transform your organization Innovation in the face of major external change is critical for any organization's success, but attempting to do so often leads to more questions than actions: Where do you start? How do you get the

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right resources? How should work be implemented? What data should you measure? For the first time, these questions are answered in a single book that covers the end-to-end execution of digital transformation - from leadership-level strategy, to on-the-ground team implementation. With the biggest revelation of all, Herbert argues, being that true digital transformation only needs to happen once because, at its core, it means becoming more adaptive to change itself. Featuring the 'how to' of digital transformation devised from successes across every sector, Herbert distils it into five actionable stages. These stages act as a repeatable framework for continual innovation, allowing you to produce results immediately and grow change incrementally across your

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organization. In Digital Transformation, Herbert draws on her own experiences in leading change and innovation programmes globally, as well as featuring insights from experts and leaders from organizations as diverse as the World Wildlife Fund, Morgan Stanley, Royal Caribbean Cruises, the United Nations High Commission for Refugees, the Rijksmuseum, the American Cancer Society, The Guardian, Harvard University, and many others.

Guidelines for Teaching and Learning

Trends and Use Cases in Digital Innovation and Transformation

A Guide to Reimagining Your Business

34 Tenets for Masterfully Merging Technology and Business

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*The Network Is Your Customer
Digital Transformation
How to Architect Your Business for
Sustained Success
Orchestrating Transformation*

The Digital Age is having a broad and profound impact on companies and entire industries. Rather than simply automate or embed digital technology into existing offerings, your business needs to rethink everything. In this practical book, three ThoughtWorks professionals provide a game plan to help your business through this transformation, along with technical concepts that you need to know to be an effective leader in a modern

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digital business. Chock-full of practical advice and case studies that show how businesses have transitioned, this book reveals lessons learned in guiding companies through digital transformation.

While there's no silver bullet available, you'll discover effective ways to create lasting change at your organization. With this book, you'll discover how to:

- Realign the business and operating architecture to focus on customer value
- Build a more responsive and agile organization to deal with speed and ambiguity
- Build next generation technology capability as a

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core differentiator

In order for successful business transformation to occur, there's an inner transformation that must happen. The innumerable professional forces that tug pell-mell from every imaginable quarter, need to be organized and personal demons exorcized or at least managed. This book takes you through the transformative journey of Dillon, the presumptive head of Digital in one of the world's largest footwear manufacturers, his private and professional struggle and victory. This modern parable answers the quintessential question:

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What makes a leader great? Read the step-by-step digital transformation execution plan, complete with tools, artefacts, lessons, pitfalls to avoid and best practices from the industry. If you've ever wished for a book that didn't shy away from delving into the 'how' of the execution journey, and while doing so took you on an enjoyable roller coaster ride, look no further. Grab this!

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this

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summary, you will learn how to transform your business using new technologies.

*You'll also learn: why it's critical to make the digital shift now ; how to acquire the digital skills you're missing; how to give a clear and strong direction to all your employees; how to overcome resistance and habits to succeed in your digital transformation. *The arrival of new digital technologies marks a new industrial revolution for humanity. Entire areas of society's functioning will be called into question in the near future. In the same way, only the companies that will have been able to

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anticipate the change will survive. However, adapting to this new paradigm should not be considered as an impossible challenge. On the contrary, it is a tremendous growth opportunity to redefine what you want to be and do in the years to come. Will you be able to succeed in the digital transformation of your company? *Buy now the summary of this book for the modest price of a cup of coffee!

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement
Shaping the Digital

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How Great Leaders Transform
Their Organizations and
Shape the Future

Digital Darwinism

How Social Technology Can
Transform the Way You Lead
The Digital Matrix

Rethink Your Business for
the Digital Age

The Technology Fallacy

How to Deliver Winning
Performance with a Connected
Approach to Change

Become a Digital Master—No Matter
What Business You ' re In If you think
the phrase “ going digital ” is only
relevant for industries like tech, media,
and entertainment—think again. In
fact, mobile, analytics, social media,
sensors, and cloud computing have
already fundamentally changed the

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entire business landscape as we know it—including your industry. The problem is that most accounts of digital in business focus on Silicon Valley stars and tech start-ups. But what about the other 90-plus percent of the economy? In *Leading Digital*, authors George Westerman, Didier Bonnet, and Andrew McAfee highlight how large companies in traditional industries—from finance to manufacturing to pharmaceuticals—are using digital to gain strategic advantage. They illuminate the principles and practices that lead to successful digital transformation. Based on a study of more than four hundred global firms, including Asian Paints, Burberry, Caesars Entertainment, Codelco, Lloyds Banking Group, Nike, and Pernod Ricard, the book shows what it

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takes to become a Digital Master. It explains successful transformation in a clear, two-part framework: where to invest in digital capabilities, and how to lead the transformation. Within these parts, you ' ll learn:

- How to engage better with your customers
- How to digitally enhance operations
- How to create a digital vision
- How to govern your digital activities

The book also includes an extensive step-by-step transformation playbook for leaders to follow. Leading Digital is the must-have guide to help your organization survive and thrive in the new, digitally powered, global economy.

An essential guide for leaders who want to use social media to be "open" while maintaining control "Be Open, Be Transparent, Be Authentic" are the current leadership mantras-but companies often push back. Business

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is premised on the concept of control and yet the new world order demands openness-leaders do not know how to be open and be in control. This must-have resource will help the modern leader understand how to lead in the new open world-where blogging, twittering, facebooking, and digging are becoming the norm. the author lays out the steps that leaders must take to transform their organizations and themselves into being "open" -and exactly what that will mean. Shows how to use social media to become an open organization Offers basic advice for leaders who are adapting to the new era of openness in the marketplace The author Charlene Li is one of the foremost experts on social media and technologies In easy-to-understand language, this book will help leaders orient themselves to

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social networking and other technological advances.

Fuel your business' transition into the digital age with this insightful and comprehensive resource *Digital Business Transformation: How Established Companies Sustain Competitive Advantage* offers readers a framework for digital business transformation. Written by Nigel Vaz, the acclaimed CEO of Publicis Sapient, a global digital business transformation company, *Digital Business Transformation* delivers practical advice and approachable strategies to help businesses realize their digital potential. *Digital Business Transformation* provides readers with examples of the challenges faced by global organizations and the strategies they used to overcome them. The book also includes discussions of:

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How to decide whether to defend, differentiate, or disrupt your organization to meet digital challenges
How to deconstruct decision-making throughout all levels of your organization
How to combine strategy, product, experience, engineering, and data to produce digital results
Perfect for anyone in a leadership position in a modern organization, particularly those who find themselves responsible for transformation-related decisions,
Digital Business Transformation delivers a message that begs to be heard by everyone who hopes to help their organization meet the challenges of a changing world.

Former Procter & Gamble Vice President for IT and Shared Services, Tony Saldanha gives you the keys to a successful digital transformation: a proven five-stage model and a

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disciplined process for executing it. Digital transformation is more important than ever now that we're in the Fourth Industrial Revolution, where the lines between the physical, digital, and biological worlds are becoming ever more blurred. But fully 70 percent of digital transformations fail. Why? Tony Saldanha, a globally awarded industry thought-leader who led operations around the world and major digital changes at Procter & Gamble, discovered it's not due to innovation or technological problems. Rather, the devil is in the details: a lack of clear goals and a disciplined process for achieving them. In this book, Saldanha lays out a five-stage process for moving from digitally automating processes here and there to making digital technology the very backbone of your company. For each of these

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five stages, Saldanha describes two associated disciplines vital to the success of that stage and a checklist of questions to keep you on track. You want to disrupt before you are disrupted—be the next Netflix, not the next Blockbuster. Using dozens of case studies and his own considerable experience, Saldanha shows how digital transformation can be made routinely successful, and instead of representing an existential threat, it will become the opportunity of a lifetime.

How Established Companies Sustain Competitive Advantage From Now to Next

How CIOs Create and Communicate Value

Survive and Thrive in an Era of Mass Extinction

Building a Digital Future

The Efficiency Paradox

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Why Digital Transformations Fail

Driving Digital Strategy

Open Leadership

Is your business ready to win in the digital future—or destined to be disrupted? Ambitious digital-driven startups are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the way—what is yours doing? The Digital Matrix will help you understand the three types of players that are shaping the new business landscape; the three phases of transformation that every firm will

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encounter on its journey to business reinvention; and the three winning moves that will ensure your company's success along the way.

With The Digital Matrix, you will:

Learn to navigate the world of digital ecosystems. Discover ways of competing and collaborating with other companies to create and capture value. Realize how powerful machines can amplify your company's human talent. Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rulebook for the digital future. The future of every industry is digital, and that future is closer than you think. Do you understand

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where your business fits into the bigger picture? Are you ready to maximize your opportunities?

Packed with current case studies and practical experience-based advice, The Digital Matrix shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead, and make bold strategic choices along the three phases of digital transformation. Your company's future depends on its ability to harness digital technology. Don't wait!

The far right is back with a vengeance. After several decades at the political margins, far-right politics has again taken center stage.

Three of the world's largest democracies – Brazil, India, and the United States – now have a radical right leader, while far-right parties continue to increase their profile and support within Europe. In this timely book, leading global expert on political extremism Cas Mudde provides a concise overview of the fourth wave of postwar far-right politics, exploring its history, ideology, organization, causes, and consequences, as well as the responses available to civil society, party, and state actors to challenge its ideas and influence. What defines this current far-right renaissance, Mudde argues, is its mainstreaming and normalization within the

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contemporary political landscape.

Challenging orthodox thinking on the relationship between

conventional and far-right politics,

Mudde offers a complex and

insightful picture of one of the key political challenges of our time.

Improve your business performance through digital transformation

Digital transformation has become

commonplace across public and

private sector organizations, and yet

most struggle to achieve tangible

results from it. Many make

avoidable mistakes or fall into

simple traps along the way. Written

by a team of global digital

transformation thought leaders,

Hacking Digital provides practical

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advice and information that you need to successfully transform your organization. Hacking Digital is organized into six easy-to-follow sections: • Initiating Your Digital Transformation • Setting Up the Right Organizational Dynamics • Working with the Outside World • Creating Value in New Ways • Leading People and Organizations • Anchoring and Sustaining Performance How do you create a sense of urgency? How do you set up digital governance? How do you create successful digital offerings? How do you manage the relationship between digital transformation and IT? How do you scale digital initiatives? Hacking Digital answers

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these and many other questions you need to transform your organization and seize a competitive edge for years to come.

www.hackingdigital.org

This book sheds light on cross-industry and industry-specific trends in today's digital economy. Prepared by a group of international researchers, experts and practitioners under the auspices of SAP's Digital Thought Leadership & Enablement team within SAP's Business Transformation Services (BTS) unit, the book furthermore presents relevant use cases in digital transformation and innovation. The book argues that breakthrough technologies have matured and hit

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scale together, enabling five defining trends: hyper-connectivity, supercomputing, cloud computing, a smarter world, and cyber security. It presents in detail how companies are now reimagining their products and services, business models and processes, showcasing how every business today is a digital business. Digitalization, defined as the process of moving to a digital business, is no longer a choice but an imperative for all businesses across all industries and regions. Taking a step toward becoming a digital enterprise is demanding and challenging. The dimensions of customer centricity, leadership and strategy, business models, including offerings

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(products and services), processes, structure and governance, people and skills, culture, and technology foundation can serve as orientation for digitalization. The articles in this book touch on all dimensions of this digital innovation and transformation framework and offer possible answers to some of the pressing questions that arise when practitioners seek to digitalize their business.

The The Economics of Data,
Analytics, and Digital
Transformation

Six Questions to Help You Build the
Next-Generation Enterprise

SUMMARY - Leading Digital:

Turning Technology into Business

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Turning Technology Into
Business Transformation

Transformation by George

Westerman, Didier Bonnet, Andrew
McAfee

What Big Data Can't Do

Five Strategies to Thrive in a Digital
Age

What's Your Digital Business
Model?

The Proven Method for Building
Strategy, Focusing Your Resources,
and Taking Smart Action

The Leader's Guide to Business
Transformation Through Technology

**Build a continuously learning and
adapting organization that can
extract increasing levels of
business, customer and
operational value from the
amalgamation of data and
advanced analytics such as AI and**

**Machine Learning Key
Features Master the Big Data
Business Model Maturity Index
methodology to transition to a
value-driven organizational
mindset Acquire implementable
knowledge on digital
transformation through 8 practical
laws Explore the economics behind
digital assets (data and analytics)
that appreciate in value when
constructed and deployed
correctly Book Description In
today's digital era, every
organization has data, but just
possessing enormous amounts of
data is not a sufficient market
discriminator. The Economics of
Data, Analytics, and Digital
Transformation aims to provide
actionable insights into the real
market discriminators, including an**

organization's data-fueled analytics products that inspire innovation, deliver insights, help make practical decisions, generate value, and produce mission success for the enterprise. The book begins by first building your mindset to be value-driven and introducing the Big Data Business Model Maturity Index, its maturity index phases, and how to navigate the index. You will explore value engineering, where you will learn how to identify key business initiatives, stakeholders, advanced analytics, data sources, and instrumentation strategies that are essential to data science success. The book will help you accelerate and optimize your company's operations through AI and machine learning. By the end of the book, you will have the

tools and techniques to drive your organization's digital transformation. Here are a few words from Dr. Kirk Borne, Data Scientist and Executive Advisor at Booz Allen Hamilton, about the book: Data analytics should first and foremost be about action and value. Consequently, the great value of this book is that it seeks to be actionable. It offers a dynamic progression of purpose-driven ignition points that you can act upon. What you will learn
Train your organization to transition from being data-driven to being value-driven
Navigate and master the big data business model maturity index
Learn a methodology for determining the economic value of your data and analytics
Understand how AI and machine learning can

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create analytics assets that appreciate in value the more that they are used
Become aware of digital transformation misconceptions and pitfalls
Create empowered and dynamic teams that fuel your organization's digital transformation
Who this book is for
This book is designed to benefit everyone from students who aspire to study the economic fundamentals behind data and digital transformation to established business leaders and professionals who want to learn how to leverage data and analytics to accelerate their business careers.

Introducing a Powerful New Business Model for Today's IT Blogger, speaker, software executive, and bestselling author

Jill Dyché has been thinking about leadership a lot lately. Having consulted with business and IT executives with Fortune 500 companies for most of her career, she has heard a common refrain: “What should we do about shadow IT?” She’s decided to address the answer head-on. With the onslaught of cloud solutions, consumerization of technology, and increasingly tech-savvy business people, it’s time for a manifesto for leaders who recognize—and are nervous about—the demands of the digital age. Whether you’re an executive, department head, or IT manager, *The New IT* provides an action-ready blueprint for building and strengthening the role of IT in your company—and prescribing IT’s future. Learn how to: ASSESS

**your current and future IT profile
ALIGN your IT organization with
business priorities MAP technology
delivery plans according to
business priorities ORGANIZE IT
according to your company's
culture and strengths REDEFINE
innovation and talent management
practices BUILD a stronger and
enduring role for IT as a business
partner By using field-tested
techniques to align your IT
department with your corporate
objectives, you can leverage the
power of technology across the
entire company. The New IT
provides a set of tactical and
experienced-based frameworks to
help you and your colleagues
conceive a new roadmap. It also
includes real-world case studies
and best practices from successful,**

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technology-enabled companies such as Toyota, Merck, Brooks Brothers, Union Bank, and many others. You'll hear from major industry pioneers, IT thought leaders, and other change agents who are leading the way in this new frontier. And you'll learn how to bring your business and IT together in a way that is truly transformative. The new IT is more than computing power. It balances strategy and delivery. It's interactive and inclusive. It's as omnipresent as the smart phone and just as revolutionary. It equips you with the tools you need to succeed in reframing the IT conversation and propelling your business forward. Praise for The New IT "Jill has penned a de Toquevillean map of the digital

world. Should be a required text for every business leader in the country.” Thornton May, futurist and author of The New Know “Enterprise IT has reached an inflection point in how services are delivered and consumed, requiring our profession to undertake a transformation of our own. Jill Dyché describes well the challenges we face, how to assess them, and how to take action to complete the journey toward modern enterprise IT.” Kimberly Stevenson, Vice President and Chief Information Officer, Intel “Conversational, intuitive, and intelligent, this book goes right to the heart of governance (control), innovation (change), identity (authority), relevance (alignment), and influence (strategy). It’s a

timely book that should be read by executives across organizations.”

Peter Marx, Chief Innovation and Technology Officer, City of Los Angeles

“A highly readable, entertaining book that will help CIOs and their executive partners address the ongoing challenge of converting IT from a strategic liability to a strategic asset.” Peter Weill and Jeanne Ross, MIT Center for Information Research and authors of IT Governance

“Everywhere I go I hear complaints about the old IT. Jill Dyché's book provides a comprehensive roadmap to changing IT to suit our analytical, consumer-driven, bring-your-own-device times!” Thomas H. Davenport, Distinguished Professor, Babson College, and author of Competing on Analytics

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and Big Data @ Work

How will artificial intelligence change our world within twenty years? A WALL STREET JOURNAL, WASHINGTON POST, AND FINANCIAL TIMES BEST BOOK OF THE YEAR • “This inspired collaboration between a pioneering technologist and a visionary writer of science fiction offers bold and urgent insights.”—Yann LeCun, winner of the Turing Award; chief AI scientist, Facebook “Amazingly entertaining . . . Lee and Chen take us on an immersive trip through the future. . . . Eye-opening.”—Mark Cuban AI will be the defining development of the twenty-first century. Within two decades, aspects of daily human life will be unrecognizable. AI will generate unprecedented wealth,

revolutionize medicine and education through human-machine symbiosis, and create brand-new forms of communication and entertainment. In liberating us from routine work, however, AI will also challenge the organizing principles of our economic and social order. Meanwhile, AI will bring new risks in the form of autonomous weapons and smart technology that inherits human bias. AI is at a tipping point, and people need to wake up—both to AI’s radiant pathways and its existential perils for life as we know it. In this provocative, utterly original work, Kai-Fu Lee, the former president of Google China and bestselling author of *AI Superpowers*, teams up with celebrated novelist Chen Qiufan to imagine our world in 2041

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and how it will be shaped by AI. In ten gripping short stories, they introduce readers to an array of eye-opening 2041 settings, such as:

- In San Francisco, the “job reallocation” industry emerges as deep learning AI causes widespread job displacement
- In Tokyo, a music fan is swept up in an immersive form of celebrity worship based on virtual reality and mixed reality
- In Mumbai, a teenage girl rebels when AI’s crunching of big data gets in the way of romance
- In Seoul, virtual companions with perfected natural language processing (NLP) skills offer orphaned twins new ways to connect
- In Munich, a rogue scientist draws on quantum computing, computer vision and other AI technologies in a revenge

plot that imperils the world By gazing toward a not-so-distant horizon, AI 2041 offers urgent insights into our collective future—while reminding readers that, ultimately, humankind remains the author of its destiny.

There is no simple strategic method for dealing with the multidimensional nature of digital change. Even the sharpest leaders can become disoriented as change builds on change, leaving almost nothing certain. Yet to stand still is to fail. Enterprises and leaders must re-master themselves to succeed. Leaders must identify the key macro forces, then lead their organizations at three distinct levels: industry, enterprise, and self. By doing this they cannot only survive but clean up. Digital to the

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Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval. The authors incorporate Gartner's annual CIO and CEO global survey research and also apply the deep knowledge and qualitative insights they have acquired as practitioners, management researchers, and

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advisors over decades in the business. Above all else, Raskino and Waller want companies and their top leaders to understand the full impact of digital change and integrate it at the core of their businesses.

The Surprising Disciplines of How to Take Off and Stay Ahead

The Fourth Industrial Revolution Driving Digital

Survival of the Fittest in the Age of Business Disruption

Digital Strategy

A Modern Playbook of Digital Transformation

Beyond Digital

IT Risk

Every organization makes plans for updating products, technologies, and business

*processes. But that's not enough anymore for the twenty-first-century company. The race is now on for everyone to become a digital enterprise. For those individuals who have been charged with leading their company's technology-driven change, the pressure is intense while the correct path forward unclear. Help has arrived! In *Driving Digital*, author Isaac Sacolick shares the lessons he's learned over the years as he has successfully spearheaded multiple transformations and helped shape digital-business best practices. Readers no longer have to blindly trek*

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through the mine field of their company's digital transformation. In this thoroughly researched one-stop manual, learn how to:

- Formulate a digital strategy*
- Transform business and IT practices*
- Align development and operations*
- Drive culture change*
- Bolster digital talent*
- Capture and track ROI*
- Develop innovative digital practices*
- Pilot emerging technologies*
- And more!*

Your company cannot avoid the digital disruption heading its way. The choice is yours: Will this mean the beginning of the end for your business, or will your digital practices be what catapults you

into next-level success?

If you're a general manager or CFO, do you feel you're spending too much on IT or wishing you could get better returns from your IT investments? If so, it's time to examine what's behind this IT-as-cost mind-set. In The Real Business of IT, Richard Hunter and George Westerman reveal that the cost mind-set stems from IT leaders' inability to communicate about the business value they create-so CIOs get stuck discussing budgets rather than their contributions to the organization. The authors explain how IT leaders can combat this mind-set by first using information

technology to generate three forms of value important to leaders throughout the organization: -Value for money when your IT department operates efficiently and effectively -An investment in business performance evidenced when IT helps divisions, units, and departments boost profitability -Personal value of CIOs as leaders whose contributions to their enterprise go well beyond their area of specialization The authors show how to communicate about these forms of value with non-IT leaders-so they understand how your firm is benefiting and see IT

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as the strategic powerhouse it truly is.

Company leaders feel the urgency to transform their organizations in the face of digital disruption. New rivals are digitizing whatever can be digitized to attack incumbents' value chains, gaining market share, eroding margins, and wreaking havoc to the competitive landscape in virtually every industry. For large and midsized companies, the imperative to transform is clear. How to transform is another matter. The hard truth is that despite leaders' best efforts, and billions spent in pursuit of digital

transformation, the vast majority of organizational change programs fizzle, falling well short of their expected impacts. Because failed transformation programs put incumbents behind the eight ball in dealing with disruptive competition, organizations can ill-afford for their transformation programs to flop. With this important new book, Orchestrating Transformation: How to Deliver Winning Performance with a Connected Approach to Change, the team at the Global Center for Digital Business Transformation, an IMD and Cisco initiative, set out a new prescription for getting

transformation right. The piecemeal strategies and pilot projects that are hallmarks of conventional transformation programs are hopelessly inadequate for the intricate, sprawling organizational environments found in most companies. Transformation practitioners need a different mindset and a new approach to executing change that can handle the complexity and scale of today's market leaders. Orchestration--"mobilizing and enabling so as to achieve a desired effect"--paves the way for a new, more holistic view of organizational resources and

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how they work together to drive change synergistically. The follow-up to 2016's award-winning Digital Vortex, Orchestrating Transformation is packed with quantitative and qualitative insights from years of applied research and engagement with executives around the world. A unique and indispensable guide for practitioners, the book moves past traditional change management doctrine to show how a connected approach to change can change everything.