

Fostering an enterprise digital culture

With digital transformation sweeping across industries, the next few years will be a time of profound change. Indeed, an EIU survey finds that 83% of companies expect to increase investment in digital technologies in 2019. **To reap the benefits, digital must be core to the corporate culture.**

Bringing corporate culture into the digital age

“ There’s a cultural shift we have to make—changing the way we work, challenging us to do things differently—and that’s no mean feat for an incumbent organization.”

Zaka Mian, Group Director of Transformation, Lloyds Banking Group

Where they are

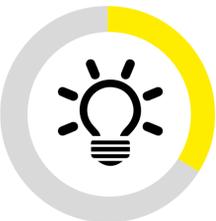
29%

say **internal cultural resistance is a major barrier** to implementing a digital strategy



34%

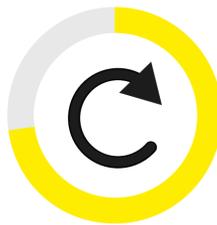
say an **innovative and collaborative culture has been a key driver of success** for their digital strategy



Where they need to be

72%

of companies agree a **change in culture is critical** to implementing a successful digital transformation



48%

say they **encourage cross-functional collaboration** to better understand the organization’s digital requirements



“ We want digital talent who are deeply digital in their soul... the important thing is that they have a passion about digital solutions that we can all deploy and use.”

Jon Carney, CDO, EMEA
McCann Worldgroup

Harnessing digital talent

Where they are

63%

approve of their company’s **level of emphasis on recruiting digital-savvy employees and consultants**



68%

approve of their organization’s efforts to **identify and activate a digital leadership team or task force**



69%

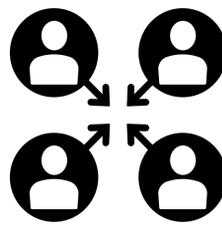
approve of their organization’s efforts to **increase collaboration between functional and business areas**



Where they need to be

Recruiting more digital-savvy employees

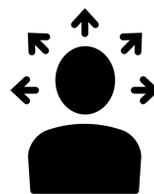
to be a top-five digital decision-making area for the coming year



Sectors most likely to identify/activate a digital leadership task force:



Companies must seed the organization with individuals who can help create a more digital-savvy culture



Cancer Treatment Centers of America (CTCA) looks for “physician champions” who can help their colleagues learn and adapt based on their experience