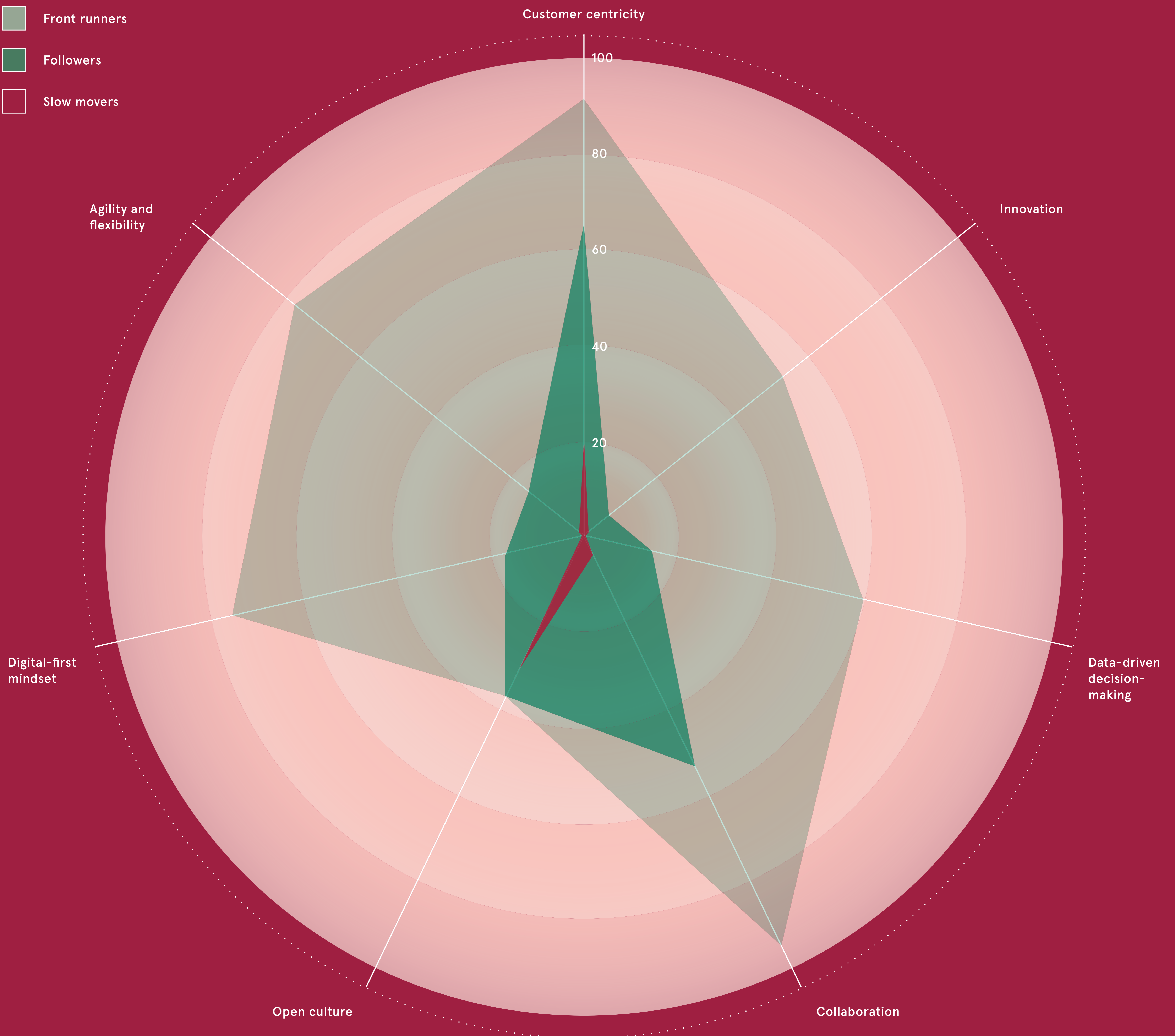


DIGITAL CULTURE

Digital technologies have the potential to revolutionise entire businesses, but without the right strategy, approach and leadership, transformation initiatives will fail. This infographic explores the elements of a strong digital culture and the common obstacles standing in the way of true transformation

Seven dimensions of digital culture

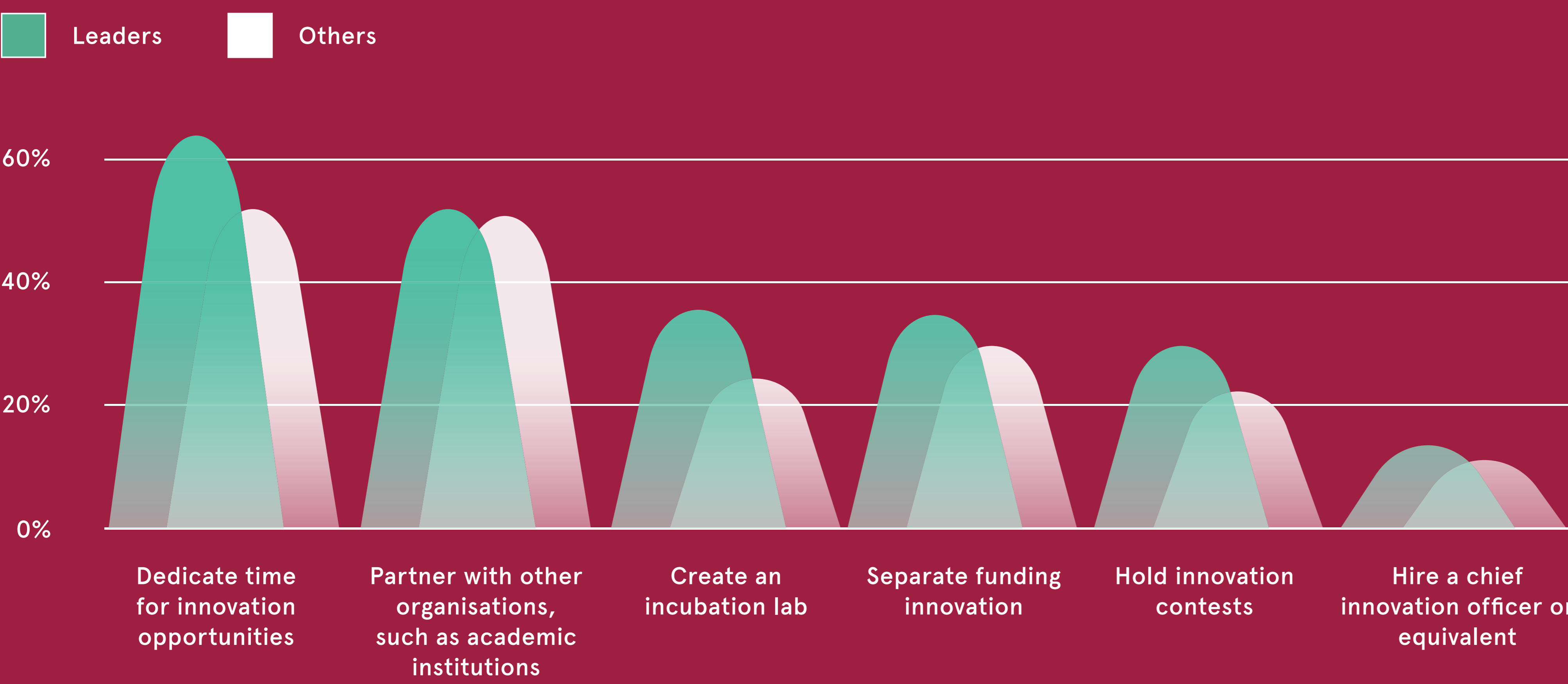
Average share of firms from Germany, the UK and United States that have cybercover



*Front runners performed consistently well across all seven dimensions and leadership has largely succeeded in aligning the wider organisation to the desired culture. Capgemini 2017

How digital leaders foster innovation

Digital leaders are classed as those who regard themselves as highly effective in using digital technologies to advance their business strategy; share of chief information officers who do the following



Harvey Nash/KPMG 2017

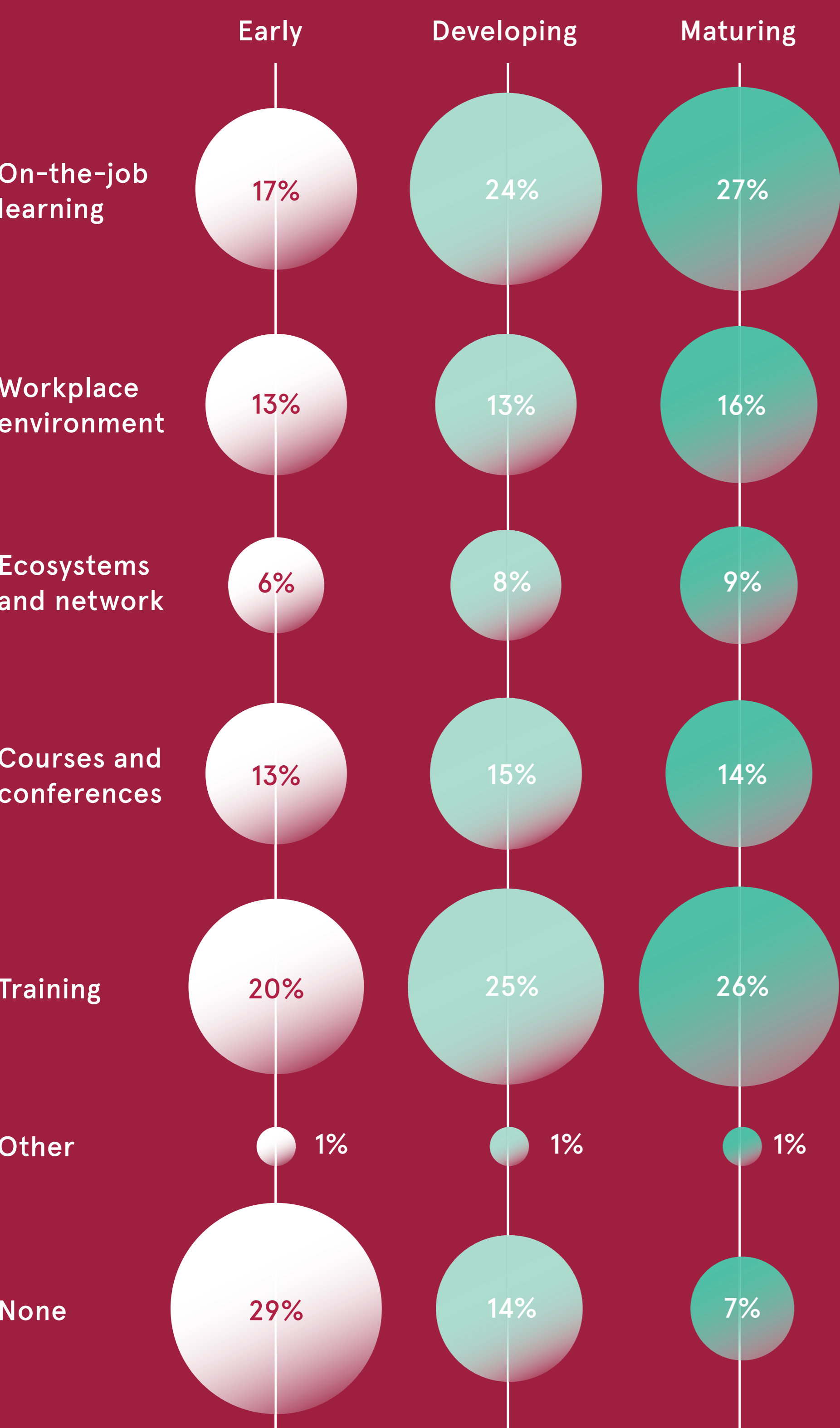
Ways digital leaders could improve

Attributes leaders could have more of to help organisations navigate digital trends

- 01 **Direction:** providing vision and purpose for digital
- 02 **Innovation:** creating the conditions for people to experiment
- 03 **Execution:** empowering people to think differently
- 04 **Collaboration:** getting people to collaborate across boundaries
- 05 **Building talent:** supporting continuous self-development
- 06 **Inspirational leadership:** getting people to follow you
- 07 **Business judgment:** making decisions in an uncertain context
- 08 **Influence:** persuading and influencing stakeholders

Developing new skills for a digital environment

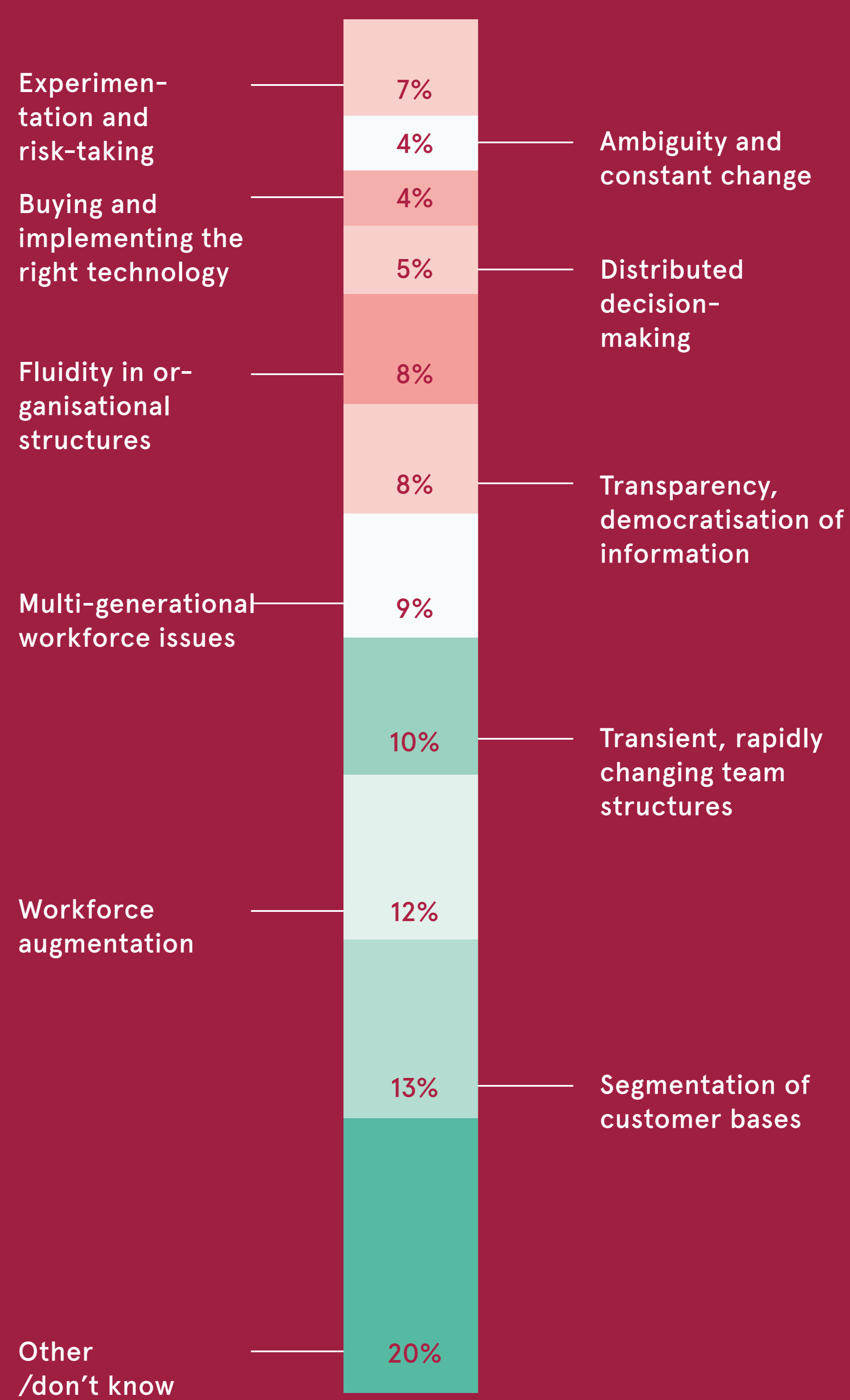
How companies at different stages of digital transformation develop new skills*



*Maturity of digital capabilities/processes were ranked on a scale of one to ten: early (one to three), developing (four to six) and maturing (seven to ten) Deloitte/MIT Sloan Management Review 2018

People and culture are among the biggest challenges to digital implementation

Biggest challenges impacting companies' abilities to compete in a digital environment



Deloitte/MIT Sloan Management Review 2018

Deloitte/MIT Sloan Management Review 2018