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**

- **Alignment:** How much are leaders and employees aligned on the direction and goals of digital transformation?
- **Innovation:** Are leaders fostering an innovative culture among employees?
- **Customer centrality:** How much does the organization put the customer at the center of all its activities?
- **Open culture:** Does the organization encourage open communication and collaboration?
- **Collaboration:** Are leaders fostering a collaborative environment that encourages sharing and teamwork?
- **Data-driven:** How much does the organization use data to make decisions?
- **Execution:** Are leaders focused on delivering results and implementing plans effectively?

**How digital leaders foster innovation**

Digital leaders are classified as those who regard themselves as highly effective in using digital technologies to achieve their business strategy, where a small information officer who did the following:

- **Leaders:**
  - Create an innovation lab
  - Separate funding innovation
  - Bring in new innovation leaders

- **Others:**
  - Devote time for innovative opportunities
  - Partner with other organizations, experts and academics
  - Create an innovation lab
  - Separate funding innovation
  - Bring in new innovation leaders

**Ways digital leaders could improve**

- **Sustainable planning and purpose for digital**
- **Innovation culture:** creating contexts for people to experiment
- **Learning:** developing people to think differently
- **Innovative leadership:** getting people to transgress boundaries
- **Marketing:** supporting digital transformation
- **Inspiration:** leadership getting people to transverse
- **Business alignment:** making alignment as an uncertain context
- **Engagement:** engaging people by personal coaching

**Developing new skills for a digital environment**

As organizations enter into the digital transformation, it is important to develop new skills in areas such as:

- **Data science and analytics**
- **Machine learning**
- **Cloud computing**
- **Artificial intelligence**
- **Blockchain**
- **Internet of Things**
- **Cybersecurity**
- **Digital marketing**
- **User experience**
- **Virtual reality and augmented reality**

**People and culture are among the biggest challenges to digital implementation**

A digital culture is developing around an organization’s ability to compete in a digital environment. Here are the biggest challenges:

- **Integration and market changes**
- **Scarcity and market entry**
- **Fluctuations in the infrastructure**
- **Multi-generational workforce issues**

**Innovators**

- **Experimenter and risk-takers**
- **Rallying the right direction**
- **Building and managing teams**
- **Innovators**

**Collaboration**

- **Incentives and reward structures**
- **Employees and finances**
- **Organizational structures**
- **Innovation**

**Data-driven decision making**

- **Customer insights**
- **Demand and value**
- **Market disruption opportunities**
- **Customer insights”

**Leadership and organizational structures**

- **Business model innovation**
- **Multi-generational workforce issues**
- **Innovation**
- **Leadership”