3 Common
Digital Transformation Pitfalls to Avoid

Many have been tasked with leading DX efforts post COVID. Here are the most common mistakes that you don't need to make!

Hint: They all revolve around people

Leaders Not Building Consensus

Perhaps the largest digital transformation mistakes is lack of consensus of what digital transformation (DX) is and its goal. DX is designed to improve customer experience and efficiency. This requires strategic alignment. A lot of organizations realize that they can only reach consensus with the help of the third party.

Working in Silos

Building inter-departmental and multidisciplinary teams is critical to success. Once the silos are connected, your organization can unlock the potential of your data, your people, and your process. Solving customer problems, from their persepctive, will require new ways of thinking and may lead you to adopt design thinking methodologies.

Underestimating Cultural Challenges

To set communicate and enforce standards, leaders need to establish and promote key business objectives and key performance indicators. While there may be resistance to change from the front lines, a common vision, communicated via story-telling, supported with automation can accelerate the desired business outcomes. The biggest threat to DX is having a misalignment of workers.