



Learning Science

Organizational Psychology

+ Leading Digital Transformation Firm

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**My Awesome Job**



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# Digital transformation *verb*

Dig·i·tal Trans·for·ma·tion | \ ,tran(t)s-fər-'mā-shən

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## Definition of *Digital Transformation*

1. : Integration of technology, data, and product management into all areas of the business to create new or improved customer experiences, business models, and business processes. Requires significant culture change.
2. : Integration of technology, data, and product management into individuals' day-to-day work. Requires new knowledge, behaviors, mindset, and ways of working.

# Achieving digital transformation requires a number of simultaneous changes to occur



Adopt Digital & New Technologies



Leverage Data in New Ways



Go from Project to Product Management



Cultivate & Prioritize Innovation



Develop New Ways of Working



Realign People & Culture

Unfortunately, digital transformation is a lot harder than people realize.

1.3T

Global investment in digital transformation just in 2018  
**Forbes**

28%

Employees think they understand the transformation strategy  
**IBM**

50+%

All IT budget dollars devoted to digital transformation initiatives  
**Aveva**

75%

Employees believe they are missing out on important information they need to execute  
**Gallup**

70%

Of digital transformation initiatives fail to see desired outcomes.  
**Forbes**

61%

Employees report being anxious or uneasy about digital change  
**University of London**

The global pandemic  
exacerbated the challenge



# A digital-ready workforce is key to success





**ONE CAVEAT**



# 01

## Get Buy-In from Senior Executives



### TIPS

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Go to the top (CEO, CIO)

Review your business strategy & do industry research

- Create a business case
- Statistics & industry trends
- Strategic alignment

Show commitment to impact

Suggest a pilot to start

# 02

## Assess Growth & Program Impact

Michael is describing Artificial Intelligence to a colleague and wants to provide examples of products or services that include AI. Which of the following best demonstrates an example of AI?

Digital scale

Wireless keyboard

Satellite radio

Voice assistant

An emerging software company, Tekbird Inc., is undergoing a digital transformation and some of the organization's leadership wants to establish a digital business model that will encourage innovation within the company.

Which of the following business model features can those leaders highlight to generate support for their plan?

A digital business model is designed to utilize agile development methods to increase value for customers, as well as profitability and growth.

A digital business model leads to slower product development than traditional models, but the products are better in the end.

A digital business model must be used for any company making software products.

A digital business model requires many physical assets, and the company has already invested in those assets.

### TIPS

Work with leadership to identify target outcomes

- Knowledge
- Strategy understanding
- Confidence to implement
- Individual growth plans

# 02

## Assess Growth & Program Impact

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
My company provides sufficient resources to support digital transformation.	1	2	3	4	5
I understand why digital transformation is important.	1	2	3	4	5
I can assess the benefits of digital transformation.	1	2	3	4	5
I think I will benefit from digital transformation.	1	2	3	4	5

I know about my company's most important digital transformation initiatives.

My peers support digital transformation.	1	2	3	4	5
I can assess the difficulties associated with digital transformation.	1	2	3	4	5

I understand how digital transformation relates to the kind of work I do.

I can adapt to digital transformation.	1	2	3	4	5
Being part of a digital transformation makes me feel excited.	1	2	3	4	5
Organizational leaders support digital transformation.	1	2	3	4	5

### TIPS

Work with leadership to identify target outcomes

- Knowledge
- Strategy understanding
- Confidence to implement
- Individual growth plans
- Change readiness

Conduct baseline, final, delayed final

Mandate engagement if possible

# 03

## Tailor Training Content

Navigation Expand All

Search

- ^ Digital Readiness Program
  - ^ Online-Training Introduction
  - ^ Preparing for Digital Transformation
    - L1: A Rationale for Change
    - L2: Evolving Automotive Customer Needs**
    - L3: Approaching Digital Transformation
    - Preparing for Digital Transformation Module Review
  - ^ Leveraging Data
  - ^ Transforming through Technology
  - ^ Designing Products for Tomorrow
  - ^ Supporting Digital People
  - ^ Using Innovation
  - ^ Online-Training Wrap-Up

Navigation Expand All

Search

- ^ **Leading Transformation**
  - ^ Strategy
  - ^ Culture
  - ^ Operating Model
  - ^ Talent
    - Lesson 1: Strategy-Aligned Talent
    - Lesson 2: Developer Experience
    - Lesson 3: Transformational Leaders
    - Lesson 4: Digital People
  - ^ Engagement and Adoption
  - ^ Complete Leading Transformation

Navigation Expand All

Search

- ^ Digital Readiness Program
  - ^ Online-Training Introduction
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  - ^ Leveraging Data
    - L1: Utilizing Data for Transformation
    - L2: Managing Your Organization's Data
    - L3: Sharing Data through Blockchain**
    - L4: Securing a Digital Organization
    - Leveraging Data Module Review
  - ^ Transforming through Technology
  - ^ Designing Products for Tomorrow
  - ^ Supporting Digital People
  - ^ Using Innovation
  - ^ Online-Training Wrap-Up

## TIPS

Avoid off-the-shelf content

Align technology and data topics to strategy

Include leading transformation topics for senior leaders

Partner with outside experts if necessary

# 04

## Make Content Engaging

### TIPS

Vary modalities

Speak in second person

Incorporate reflection opportunities

Prompt individual research

Link to internal initiatives where possible

Include voice of leadership

Create call to action for each major lesson or topic

**Stop & Think**

Consider what makes products desirable—or undesirable—in your industry. Spend time researching a product in your industry that either failed or experienced great success in the consumer market. Then answer the following questions:

1. What made the product undesirable or desirable to customers?
2. What made the product different than other products in the market?

Now think about the products that your organization offers to customers. What makes your products stand out above the rest? Or, what makes the product underperform compared to similar ones?

*Share and discuss your thoughts below.*

*Click play to listen to the podcast.*

**Silo Busting 6: Cybersecurity During the Pandemic with Sam Rehman and Jitin Agarwal**

40:13

00:00

Download Transcript

Question 1/4

**Data Classification Scenario:**

A large pharmaceutical company is developing a mobile application that can be used by customers to order prescriptions for home delivery. One type of data by the application is the functional specification for the mobile application itself.

Internal Confidential

Secret Public

**Product Lifecycle Diagram:**

Product Popularity

Ideation Development Introduction Growth Maturity Decline

# 05

## Embed Insight Collection

### TIPS

Incorporate polls and word clouds

Engage leaders to develop

Report results to leadership

Does Not Meet Demands   Meets Demands   Exceeds Demands

My organization meets demands to “Add Value to Customers”

My organization meets demands to “Lead Globally”

My organization meets demands to “Grow Services”

My organization meets demands to “Differentiate by Technologies”

My organization meets demands to “Focus on Core Business”

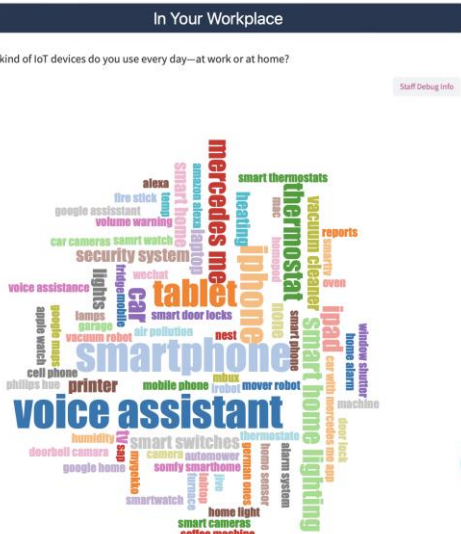
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**In Your Workplace**

What kind of IoT devices do you use every day—at work or at home?



Staff Debug Info

**Poll: How often do you think about security?**

Answer the question below, then click “submit.”

Having read these examples—and you can probably think of a few more—how often do you consider potential cybersecurity risks in your daily work responsibilities?

**Results**

<input type="radio"/> Often	47%
<input type="radio"/> Occasionally	31%
<input type="radio"/> Always	18%
<input checked="" type="radio"/> Rarely/Never	5%

Submit

Results gathered from 62 respondents.

# 06

## Blend Training to Maximize Impact



### TIPS

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Include prompted discussion board

Create space for sharing articles and other resources

Host live webinars or Q&A with SMEs

Facilitate implementation workshops by area

Connect learning to individual growth plans

Slow-roll training to create opportunity





+1

Support Change  
Management

# A digital-ready workforce is key to success



