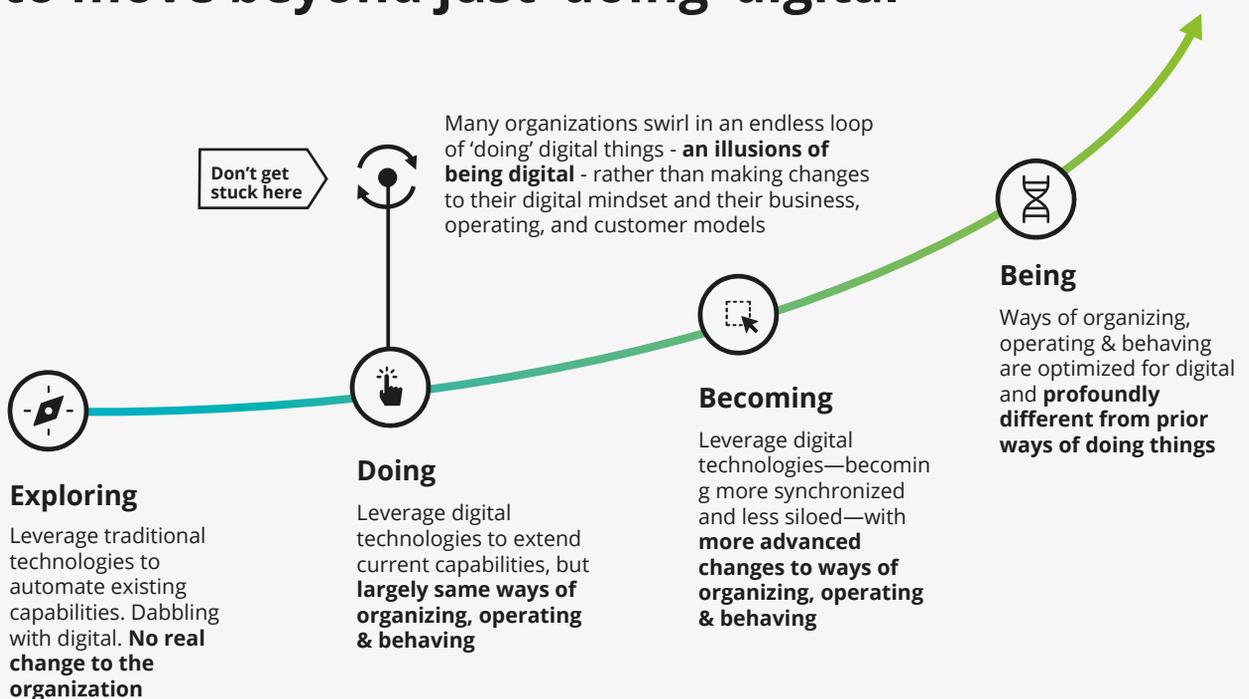


## Digital Maturity

Organize, Operate & Behave  
| Digital DNA |

For the first time in history, technology is pervasive enough and cheap enough that everyone is using it with little or no learning curve, creating business models and opportunities that never existed before.

### Therefore, it's critical to move beyond just 'doing' digital



# ...but companies are facing challenges to become more digital



#1

reported biggest reason impacting a company's ability to compete in a digital environment is lack of experimentation



63%

disagree their leaders share results from failed experiments in constructive ways that increase organizational learning



78%

of companies aren't pushing decision-making authority needed into lower levels of the organization



90%

indicated they need to update their skills at least yearly, with nearly half of them reporting the need to update skills continuously



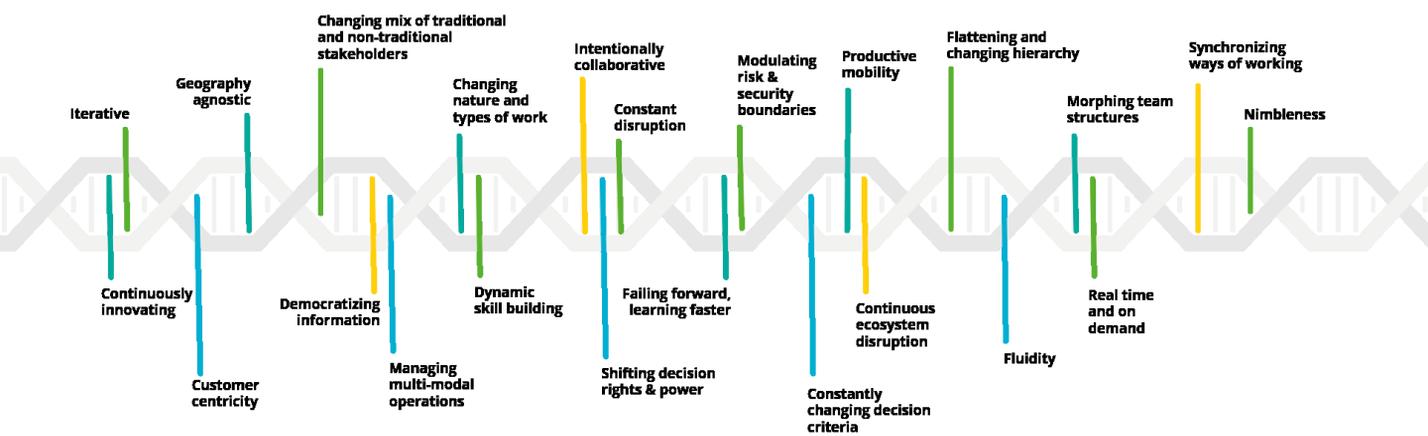
66%

are dissatisfied with the degree to which their organization supports ongoing digital skill development



4x

more likely (64%) to develop digital leadership skills if you are a digitally mature organization than the least digitally mature organizations (14%)



It's not just about the technology—it's about **becoming more digital** in the right places and in the right ways.

## It is a catalyst for digital transformation

It's important to know **how digital you are today, how digital you need to become, and how to get there.** This is done by DNA surveying, interviewing, and working sessions to isolate priority traits. Then, constructing **minimum viable changes (MVCs)** that will help infuse needed Digital DNA traits into your organizational DNA.

By leveraging your existing strengths, you can make Digital DNA your everyday DNA—**changing the way you're organized, operate, and behave.**

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