

What difference does CEO ownership make?

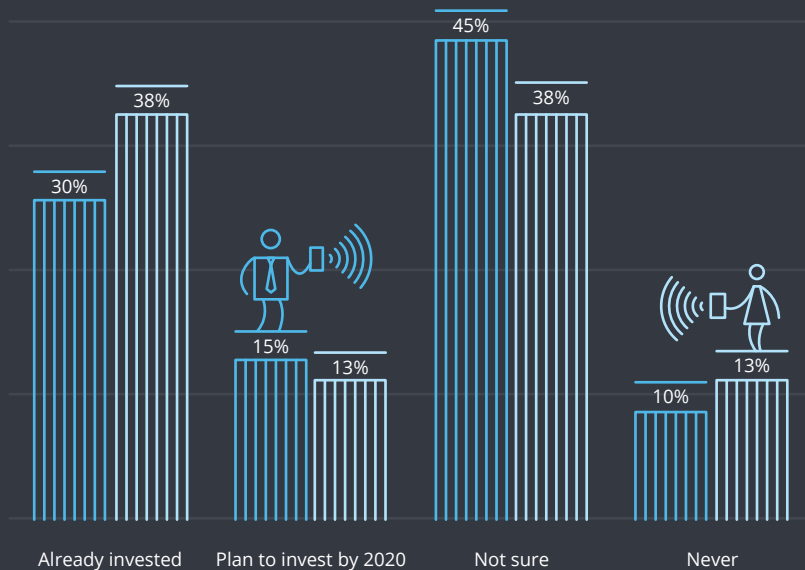
Where a CEO or one of their direct reports own digital the organisation has a more mature digital strategy - almost **TWICE** as likely to have a coherent strategy for exploiting digital technologies ways of working that is closely tied to corporate and innovation strategies



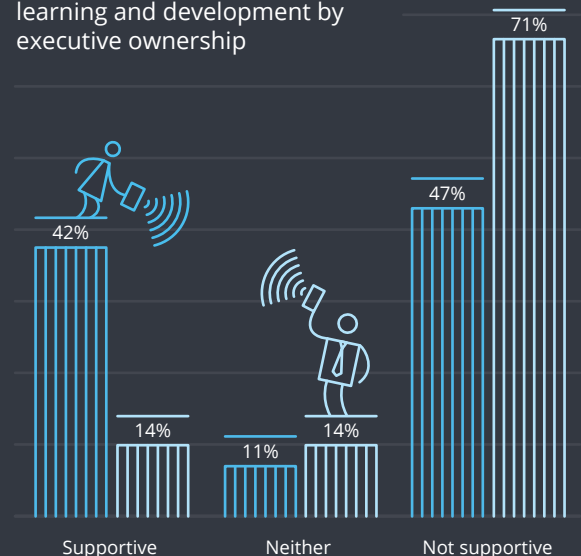
Where a CEO or one of their direct reports own 'digital' they are more likely to have already invested in market established technologies such as Cloud, cyber security and data analytics

Executive ownership of the digital agenda does not determine investment plans in emerging technologies such as AI, IoT, biometrics or augmented and virtual reality

Where a CEO or one of their direct reports own 'digital' the organisation's learning and development curriculum is three times more likely to support their digital strategy



Support for digital strategy from learning and development by executive ownership



Much higher levels of uncertainty about future investment in emerging digital technologies

- ▬ CEO or their direct reports
- ▬ Non C-suite executives