

Digital Journey Planner

Your guide to the different stages in digital transformation

Hudson

Developing

Maturing

Optimised



STRATEGY

Digital strategy is a sub set of broader organizational strategy

Digital underpins the organizational strategy.

Digital is the organizational strategy with the emphasis on maintaining a disruptive position



FOCUS

Focus on a few steps in the value chain to achieve efficiency in customer facing areas. Driven in functional or business areas.

Customer-centric, cross functional approach embracing more business areas and processes.

End-to-end, disruptive approach. Agile approach - early adopters of transforming technology.



CULTURE

Siloed but moving towards greater collaboration between functions to deliver against digital agenda. Cautious approach - risk adverse. Use of digital metrics, competitor benchmarking and customer data to monitor performance.

Increasingly collaborative with a focus on innovation and increased risk taking. Growing importance of data modelling to drive strategy.

Integrated, innovative, highly collaborative. Risk taking is the norm. Decisions driven in real time by data modelling with considerable investment in understanding and influencing customer behaviour.



LEADERSHIP

Recognises the importance of having a digital strategy but may lack digital experience/understanding.

Digital experience/understanding evident in the C Suite and heavily influences strategic direction.

Leadership displays sophisticated digital understanding and experience.



TALENT

Isolated knowledge and vertical skillsets. Focus on recruiting or developing skills to realise digital strategy. Upskilling and digital skills acquisition are key areas of HR focus.

Specialists and generalists. Increasing emphasis on retention of key skills, experience and know-how. Seeking to enhance teams through talent acquisition from competitors etc.

Deep knowledge with sophisticated knowledge sharing. An employer of choice for digital professionals, likely to be a hunting ground for other employers seeking to catch up.



TEAM/ ORGANIZATIONAL STRUCTURE

Dispersed teams, moving toward centre of excellence model

Hub and spoke/multiple hub and spoke.

Fully integrated. Cross functional, fluid teams.