



DIGITAL TRANSFORMATION IS A JOURNEY, NOT A DESTINATION

Does digital help you get to your
destination?
Because digital is not a destination.



Wan Azlee

MANAGING TURBULENCE

Even the best-led organizations are vulnerable to unexpected changes in technology, consumer demand and beyond. How do leaders guide their organizations to thrive through periods of drastic change and uncertainty?

- Measure organizational readiness, resilience, and agility
- Apply value-based thinking to deepen competitive advantage
- Attract and retain the best talent with a diversity and inclusion approach



Three-pronged approach to taking charge when confronted with uncertainty:

- **strategy development**
- **strategy execution**
- **leadership.**

THE THREE MAIN ELEMENTS OF DIGITAL LEADERSHIP

You should always consider the following three pillars when making your decisions



Employees (Work Design)

- To strengthen the productivity and satisfaction of the employees.
- **Actively involve each individual in the transformation process**
- Develop their full potential.

Organization (Business Design)

- Providing clear a vision and direction for the digital future
- To ensure that organization **can react quickly and agilely to changes.**

Technology (Customer Need Design)

- Know the latest trends technology viable
- Customer centricity (**Customer Needs Design**) in the **development of new technologies.**
- Data collecting and analyzing **Big Data**; to predict customer behavior and quickly develop the business model.

3 THE THREE PILLARS OF LEADERSHIP

Leadership starts at an individual level. Having the ability to lead oneself

A recent survey by Willis Towers Watson showed only 49% of UK employees trust and have confidence in their senior leadership and 41% believe their leaders have a sincere interest in their wellbeing.

1. Providing Clear Direction

- to set a clear team destination and route. Otherwise, even the best people will struggle to pull in the same direction.
- organizational vision is unclear or poorly communicated; while the strategy to deliver it, is incomplete or out of date. **This leads to confusion, conflict and inefficiency in the field.**

2. Championing Employee Well-Being

- The benefits of employee well-being are widely accepted: it drives productivity and creativity; improves staff retention; helps attract the best employees; and benefits physical and mental health
- To embed well-being into the DNA of an organization, it must come from the top and be embraced by all

3. Effective Communication

- We tend to think of the best leaders as great orators, capable of rousing and inspiring the masses.
- Although this is a great quality for a leader to have, effective communication is so much more than that.
 - Accept Responsibility
 - Inspire
 - Trustworthy
 - Demonstrate Flexibility
 - Great Listeners
 - etc.

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EIGHT CHARACTERISTICS OF GREAT DIGITAL LEADERS

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"Nobody digitalises just to be digital, just as Nobody transforms just to transform. Be sure to define and articulate the reason for digitalising clearly. If you digitalise without that kind of extra-clear hard-edged goal, you can end up in bad places." - Gartner

**From A to
where**

**Technological
Vision**

**Always on
Mindset**

**An Agile
Approach to
Collaboration**

**Organisational
Management**

**Build teams
(Innovation +
Creativity)**

Empathy

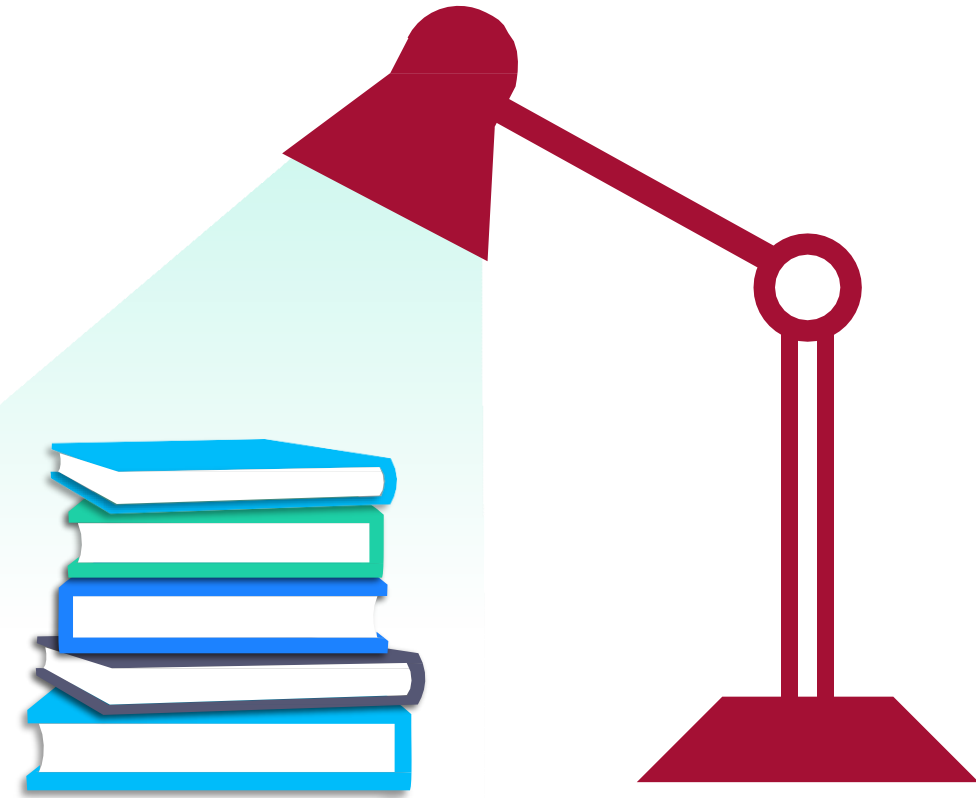
**Agents of
change.**

KEY TAKEAWAYS FROM THE DIGITAL TRANSFORMATION JOURNEY

First and foremost, it's important to invest in people and provide them with the necessary skills and knowledge to be successful in a digital world.

Second, creating a culture of innovation is crucial to achieving long-term success.

Finally, digital transformation is an ongoing process that requires continuous improvement and adaptation.





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