Could the Reason Your Digital Transformation Progress is Stalling Be You?

How leaders can ensure that their traits and habits are contributing to successful digital transformation.

Although as many as 93% of IT leaders indicate that their organizations are implementing a digital transformation, 42% of them also say that they're struggling to achieve the desired results. Many of these initiatives are behind schedule, while others are completely stalled.

The level of success you achieve with a digital transformation initiative often depends on your employees' performance, which, in turn, depends on how the organization's leadership interacts with and guides their IT and operational teams throughout the process.

HABITS AND TRAITS OF EFFECTIVE DIGITAL TRANSFORMATION LEADERS

Here are some leadership habits and traits that can help you inspire, motivate, and effectively lead a successful digital transformation (DX):

Instill an Agile Mindset

To set your organization up for success in an unpredictable digital future, your team needs to become skillful at tackling the unexpected and be agile in areas beyond technologies or software development. While you should spend the resources to set up the foundational elements that support most initiatives, you also need to implement strategies iteratively and in stages to meet current criteria.

Communication is the key to fostering an agile mindset. Market conditions change, customer expectations morph, and timelines get adjusted. This means over-communicating with the IT team and ensuring the operational managers responsible for the DX are aware of development pivots or changing priorities.

DX team members should be constantly assessing and adjusting the initiative's requirements, as necessary. Senior leaders must monitor the adjustments to ensure that the achievement strategy remains relevant, seek out holistic solutions that can scale up quickly, and solve challenges from multiple perspectives while maintaining a realistic budget.

Focus on Progress

Recognizing your DX initiatives will be adjusted constantly to meet the requirements of today's fast-changing business environment, static checklists are useless. Agile solutions and technologies are often a "work in progress" because the criteria you established just months ago may not be today's best option.

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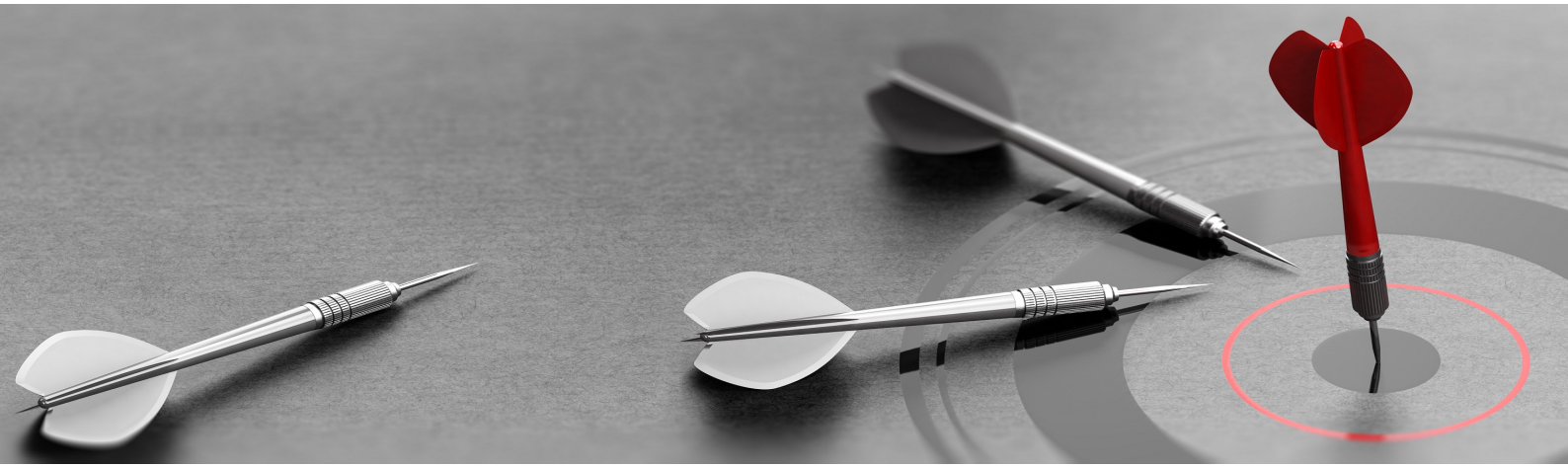
As such, leaders who try to "stay on plan" may never achieve meaningful results. Instead, you should determine an overarching vision, define a digital transformation strategy, set your base requirements, and evolve your implementation tactics overtime to ensure that the outputs remain relevant.

Despite appropriate diligence to select the right technologies, the main reason most digital transformation efforts fail is due to an organization's inability to clearly evaluate progress and bottlenecks. Once you have defined the goals and values of your DX strategy, you need to measure them accurately and in a meaningful way.

Implementing the appropriate data collection and analytic conversion tactics will allow the team to correlate input to outcomes. The more input, the greater opportunity to effectively quantify success. Validating the adjustments you made to the strategy and tracking progress will also help sustain morale by celebrating success.

Prioritize Data Governance

The ability to collect, transfer, blend, and store operational data is a key component of any DX initiative. It helps organizations make accurate data-driven decisions to optimize opportunities, apply resource allocation, and improve cost-efficiency. The process also helps streamline and automate workflows.

However, not all the data-related processes can be automated and human errors can impact the effectiveness of your strategies. You must instill the value of data governance to ensure that the data you rely on from within the organization is accurate. One of your "non-technical" initiatives during DX is making data governance and integrity a priority in your company culture.

Adopt a Customer-Centric Approach

It can be easy for some team members to get distracted by bright shiny objects while others "stay safe" by adhering to a conventional siloed approach. Either one could derail your digital transformation efforts.

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Validate your DX goals by placing your customers front and center. This means defining the desired customer experience and then leveraging technologies to achieve the outcomes. Also, encourage your team to keep "customers first" in the DX development and delivery process. This will not only help them validate assumptions and test solutions but also ensure that you're investing in the right initiatives to maximize your ROI.

"Validate your DX goals by placing your customers front and center."

Breaking down silos within an organization is one of the main focuses of digital transformation. Creating this level of transparency will help you meet today's market expectations by streamlining operations, reducing redundancy, and building a customer-centric organization.

Keep the Innovation Engine Running
No one wants today's innovations to quickly become tomorrow's legacy for replacement. The long-term success lies in the ability of the team to constantly assess the established DX goals and develop ideas that drive timely innovations.

As such, you need to be constantly fostering a culture that encourages everyone in the organization to contribute to innovative ideas.

Getting the Right Support for Your Digital Transformation Goals

Successful digital transformation leaders know when to tap into the right expert knowledge and outsource experience to help them achieve their goals. By working with industry experts, you can access the best resources to help you design and implement an effective digital transformation strategy tailored to your organization's needs and strategies vision.

Here at iBridge, we help organizations in various verticals—including healthcare, legal, manufacturing, utilities, education, and finance—execute digital transformation initiatives. We work closely with senior leaders and internal IT professionals to understand their business objectives and help design a roadmap to facilitate a winning implementation.

Get in touch to see how we can help your organization design and implement a successful DX strategy.

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We help our clients collect, manage, and analyze their data to create meaningful operational control and improved profitability.

For more than a decade, iBridge has successfully distilled complex information into actionable results.

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