



Digital Transformation



The world we live in today is changing at an unprecedented rate. Technology innovation and globalization is more than ever providing organizations with the ability to become global businesses. Technology has blurred borders and provides people with access to other markets at rates never experienced before.

Organizations such as PayPal enable anyone to become a retailer and technologies such as Uber and Airbnb have again further disrupted traditional industries. The shift we are seeing has only really begun to accelerate in the last three years and has already had exceptional impacts on industries.

All organizations in all industries are facing this challenge. How do they transform their business and remodel how they make money in this new digital economy?

As organizations go through this change they are faced with a number of complex issues in order to transform.

Four questions present themselves:

- How do I enable my business to transform?
- Where do I focus my efforts on transformation?
- How do I leverage technology as a route to drive this transformation?
- What skills do I need in order to drive this transformation?

The concept of digital business continues to be used as a driver of this conversation. Gartner describes digital as “the creation of new business designs by blurring the physical and digital worlds to achieve business outcomes linked to grow and/or operational effectiveness.



Nick Bell
CEO

The promise of digital business transformation is to usher in a convergence of people, business and things to create new engagement, growth and revenue opportunities.”

The question now becomes how do companies achieve this goal?

- How do businesses that have not traditionally thought like this drive transformation and change?
- How do people in organizations that were not historically hired to think like this lead this change in their organization?
- What partners can they turn to in order to help and support them?

These business also cannot be niche specialists in any area – they need to be good at a variety of competencies but are very rarely the experts in any of these.

Clients today value specialist skills and are willing to pay a premium for specialist entities that have the skills and expertise to deliver solutions for their industry and business.

Kind Regards,
Nick Bell
CEO: Decision Inc.
