



Business as Usual

The organization continues to operate in familiar ways and perspectives with customers, processes, metrics and business models.



Present and Active

Pockets of experimentation drive digital literacy and creativity, throughout the organization with the goal of improving processes and touchpoints.



Formalized

Experimentation leads to the adoption of processes and procedures that have performed at more capable levels. Executive support is sought for new resources and technologies.



Strategic

The benefits of collaboration bring individuals together to create new strategic roadmaps to take advantage of their research and shared insights to transform the organization.



Converged

A dedicated team forms to guide strategy and operations based on business and customer-centric goals. New roles are created and old roles adapted, along with enhanced expertise, models, processes and systems to support the changes in the organization. are solidified.



Innovative and Adaptive

People, processes, and tools come together to take on the challenges of an ever-changing world. Flexibility and innovation become ingrained in the organization.

Digital Transformation Evolution

