Strategy & culture - If strategy and culture aren't right, it leads to digitisation of services

Process & innovation - without these, incoherent action occurs.

Technology - rarely the differentiator technology does enable Digital Transformation and it is therefore vital that the right technology is embraced.

| DIGITAL BUSINESS STRATEGY & CULTURE | + | STAFF & CUSTOMER ENGAGEMENT | + | PROCESS & INNOVATION | + | TECHNOLOGY | + | DATA & ANALYTICS |

=
DIGITAL TRANSFORMATION

Staff & customer engagement - If engagement with stakeholders is wrong, it leads to resistance

Data & analytics - used for insights and evidence based decision making, without it there is simply stagnation

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