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.

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.

= DIGITAL TRANSFORMATION